



# MEMBERSHIP APPLICATION

## Become a founding member of endeavOR New Mexico

If you are a New Mexico outdoor recreation business, organization, or an individual passionate about the great outdoors and want to make New Mexico's outdoor recreation economy and experiences better, becoming a member of **endeavOR New Mexico** is the perfect choice for you!

As a 501(c)(6) and the state's first-ever outdoor recreation business alliance, **endeavOR New Mexico's** vision is to be a balanced and unified voice for the outdoor recreation industry. The mission or endeavors of the Alliance include: *Expand* the OR economy, *Engage* the OR community, and *Enhance* the OR experience.



Photo © Nick Streit

**endeavOR New Mexico** is dedicated to strengthening, expanding, attracting, and retaining OR businesses in New Mexico; providing a platform to connect and network with industry professionals, outdoor lovers and state and federal agencies tied to the outdoor recreation economy; guiding the development of outdoor infrastructure and addressing outdoor recreation issues common to the State and local communities.

### Enjoy the benefits of membership

There are many benefits associated with Alliance membership. Here are just a few:

- **Advocacy:** Being a balanced and unified voice for all OR businesses and organizations positively contributing to the outdoor recreation economy
- **Networking:** Linking New Mexico's outdoor recreation businesses, organizations, industry professionals and outdoor enthusiasts
- **Promotion:** Marketing New Mexico's outdoor recreation businesses and the state's outdoor offerings and experiences
- **Alerts:** Keeping members informed of the latest news and trends impacting the OR economy
- **Education:** Assisting OR businesses and professionals to secure appropriate workforce training and development

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## Endeavor Membership Type, Benefits and Annual Dues

All members are entitled to the basic membership package of networking, attending meetings, events & educational programming, and receiving the **endeavOR** member-only newsletter. Depending on membership type, additional benefits are offered. See membership table below.

Membership Type	Benefits	Annual Dues	
<b>Wheeler Peak (OR Biz/Org):</b> Business or organizations that produces, provides, sells or manages outdoor recreation products or services in New Mexico	Voting rights, board & committee eligibility, website & social media promotion, PLUS basic membership package	Dues	Annual Sales
		\$100	< \$1 million
		\$150	\$1 – 5 million
		\$250	\$5 – 10 million
		\$350	\$10 – 15 mil
		\$500	\$15 million+
<b>Rio Grande (Supporting):</b> Business or organization not directly involved in the OR industry but who benefits from the growth of the outdoor recreation economy in New Mexico	Voting rights, board & committee eligibility, website & social media promotion, PLUS basic membership package	Dues	Annual Sales
		\$100	< \$1 million
		\$150	\$1 – 5 million
		\$250	\$5 – 10 million
		\$350	\$10 – 15 mil
		\$500	\$15 million+
<b>White Sands (Friend):</b> Individual who wants to see the outdoor recreation economy and outdoor recreation grow in New Mexico	Internships and mentoring, PLUS basic membership package	Dues	
		\$50	
<b>San Juan River (Student):</b> Full or part-time student who wants to see the outdoor recreation economy and outdoor recreation grow in New Mexico. Student member must be currently enrolled at an educational institution in New Mexico.	Internships and mentoring, PLUS basic membership package	Dues	
		\$25	

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## Apply for membership today!

Your annual membership ensures you are part of **endeavOR New Mexico's** continuous efforts to *expand* the OR economy, *engage* the OR community, and *enhance* the OR experience. Join us! We look forward to working together to make New Mexico outdoor recreation better!

## Membership Type

- Wheeler Peak** – OR business/organization       **Rio Grande** – Supporting business/org  
 **White Sands** – Friend       **San Juan River** – Student

**Membership Dues Enclosed** \$\_\_\_\_\_

As a new nonprofit, endeavOR New Mexico seeks extra financial support to achieve our mission. Please consider making a donation at this time. **Donation Enclosed** \$\_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Business/Organization Name \_\_\_\_\_

Street Address \_\_\_\_\_

Apt./Unit# \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_

**Make check payable to endeavOR New Mexico. Please mail application and payment to:**

**endeavOR New Mexico**  
Attn: Membership  
521 Sunrise Parkway  
Farmington, New Mexico 87401

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