



# Ski Lift Pitch 2025

## February 3rd & 4th 2025

### Judge Invitation

**ActivateNM's Premier Pitch Event: Ski Lift Pitch at Taos Ski Valley: A Pitch Event Like No Other!**

Mark your calendars for **February 3rd and 4th, 2025**, as ActivateNM hosts its premier pitch event of the year in Taos Ski Valley. In this unique and exhilarating format, nine\* dynamic startups will pitch their ideas on the slopes to a panel of distinguished investor judges from across the country. Now in its tenth edition, this event has gained significant attention and we hope to make this event the best one yet. The competition culminates with one startup receiving a **\$10,000 prize!**

The event kicks off on **Monday, February 3rd**, with check-in for sponsors, judges, and contestants at The Blake, in Taos Ski Valley. The evening will feature cocktails, dinner, introductions of sponsors and judges, and an introduction to the contestants. The main pitch competition will take place on the slopes **Tuesday morning, February 4th**, followed by lunch, final round pitches, a fireside chat / distinguished founder success story, and the announcement of the winner.

To serve as one of our esteemed ski judges this year, we ask that you or your firm are actively investing in startups and contribute **\$1,500 to the event** (or you or your firm agrees to be a sponsor of the event. Sponsorships start at \$2,500. Sponsor details to follow). *Note: An investor ski judge will be required to ski or snowboard at this event.*

#### **Judge participation includes:**

- One room at The Blake (double or king) for the evening of February 3rd
- 1 Ticket to the cocktail party and dinner on the 3rd (cash bar)
- 1 ski lift ticket for February 4th
- Snacks throughout the day
- Social media mentions and promotion before, during, and after the event
- 1 ticket to the luncheon, program, and award ceremony on the 4th
- Logo on website, program, slides

Please indicate your commitment to be one of the Ski Lift Pitch Investor Judges by responding to this email or to Lindsay Humphries.

**Lindsay Humphries**  
**lhumphries3@cnm.edu**  
**520-488-3931**

**Harold Lavender**  
**hlavender@cnm.edu**  
**505-331-3639**



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**We look forward to seeing you there!**

#### Day of Sponsor: \$500

- 1 Lift Ticket
- 1 Ticket for breakfast, luncheon, program, and award ceremony on the 4th

#### Bronze Sponsor: \$2,500

- 1 room at The Blake (king or double) for the evening of February 3rd
- 2 tickets to the cocktail party, dinner on 3rd and breakfast prior to skiing on the 4th.
- 2 Lift Tickets for the 4th
- Snacks throughout the day
- 2 tickets to the luncheon, program, and award ceremony on the 4th
- Logo promotion on program slides and marketing materials.
- Social media mentions before, during, and after the event

#### Silver Sponsor: \$5,000

- All Bronze perks plus an additional room and 2 tickets to events and ski lift
- Shared logo program slide in rotation before, during, and after the event.

#### Gold Sponsor: \$10,000

- All Bronze Perks plus 3 additional rooms and 4 tickets to events and ski lift
- Half logo slide in rotation before, during, and after the event.

#### Platinum Presenting Sponsor: \$20,000

- All Bronze perks plus 5 additional rooms and 6 tickets to events and ski lift
- Full logo rotation before, during, and after the event
- Stage time during program



**NEW MEXICO**  
OUTDOOR RECREATION DIVISION



Office of Strategy, Science,  
& Technology

Please indicate your commitment to be one of the Ski Lift Pitch Sponsors by responding to this email or reach out to Harold or Lindsay. We look forward to hearing from you!

Harold Lavender  
hlavender@cnm.edu

Lindsay Humphries  
lhumphries3@cnm.edu

Devin Bader  
dbader3@cnm.edu

**#elevateyourpitch**

