



Michelle Lujan Grisham
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Dan Mourning
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Carol Cloer
Danielle Lowry
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Thomas Spindle
Trudy Healy

September 10, 2020

Dear Valued Sponsor,

As we began thinking about the 2020 New Mexico State Fair in this strange new normal, fair management actively monitored developments surrounding COVID-19 and how those developments would affect the event. Through close monitoring and work with local public health officials, it became clear in June that safely executing this year's New Mexico State Fair would pose significant logistical challenges and the difficult decision was made to forego a live event in 2020.

As livestock shows across the country work to reopen, we too have experienced challenges. Planning live shows in a year where new information about the pandemic seems to come daily gave management, parents, and exhibitors concern that live shows the size and scope of the State Fair's would not be possible in 2020. The livestock shows play an integral role in the lives of students who participate every year. Their involvement in 4-H and FFA builds character, teaches responsibility, and proceeds raised by each student at the fair's annual Junior Livestock Sale is money many use to pay for college. That concern and the commitment to giving New Mexico's youth exhibitors the opportunity to do what they love and show the projects they committed to long before the pandemic consumed daily life, is why we chose to find an alternative.

On behalf of the New Mexico State Fair we are proud to introduce the 2020 New Mexico State Fair Virtual Show and Premium Sale. Valuing the importance of our youth, the decision to hold a virtual youth livestock show for New Mexico 4-H and FFA members with registered projects was made. The show, presented by the New Mexico State Fair with the assistance of many familiar volunteers, is an opportunity for youth with projects of market beef, market heifers, goat, sheep, swine, replacement dairy heifers, junior breeding heifers and scramble heifers to show on a virtual platform. This platform has been set up for them to exhibit their projects, have them judged and placed, and go on with an opportunity to earn a spot in the premium sale. Unlike the annual auction where buyers bid on a few animals, the premium sale will give more youth the opportunity to earn money for their year-long efforts. This approach also gives exhibitors the option to keep these livestock projects and either take them onto another show or sell if they so choose.

Virtual judges will evaluate the livestock projects, and award the class placing as well as the Grand and Reserve Grand Champions of each species. The Premium Sale will rely on contributions from sponsors and individuals looking to support our 4-H and FFA exhibitors looking to pursue a future in the agricultural industry. The Premium Sale will take place the week of September 21-25.

All sponsorship contributions will go to the Junior Market Exhibitors of the 2020 New Mexico State Fair Virtual State Fair. All sponsors will be listed on our website for this year's show, recognized as a sponsor in the 2020 New Mexico Virtual State Fair "Thank You" ad, announced at the 2021 NMSF Livestock Show, and appear on banners to be hung in the barns of EXPO New Mexico to show your support for this special show. Sponsorships of all amounts will be accepted and are encouraged to help make the best of this year's State Fair Livestock Shows.



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For information about how you can contribute to the students of 4-H and FFA through this year's virtual livestock event, please contact Sponsorship Director, Carlos Beserra at carlosj.beserra@state.nm.us or by phone at (505) 363 - 1066. If you have questions regarding entries for the livestock shows, judging, or video submissions please contact Erin Dorsey at nmsf.erin@gmail.com or by phone at (970) 396 – 5420.

Thank you for your continued support of the New Mexico State Fair.

Sincerely,

Dan Mourning
General Manager
EXPO New Mexico