



NEW MEXICO

OUTDOOR RECREATION DIVISION

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Applications open for Adventure Pitch Fest, New Mexico's \$15,000 outdoor business competition

ALBUQUERQUE — New Mexico's outdoor entrepreneurs will once again take center stage this fall as applications open for Adventure Pitch Fest, a statewide showcase and live pitch competition with \$15,000 in cash prizes.

The event returns to Albuquerque Rail Yards on Friday, November 6, bringing together outdoor businesses, nonprofits, investors, industry leaders and consumers for a statewide showcase.

New Mexico-based outdoor businesses and organizations of all types and sizes are invited to apply for showcase booths where they can engage with investors, key industry stakeholders and consumers.

For-profit outdoor businesses are encouraged to apply for the pitch competition, where select finalists will receive pitch coaching from event partners at Activate New Mexico and four minutes of stage time to impress a panel of judges. The two top-scoring businesses will then go head-to-head with a fast-paced pitch battle. The winner will take home \$10,000 and second place will take home \$5,000.

“Adventure Pitch Fest shines a light on the creativity and innovation of the entrepreneurs driving New Mexico’s \$3.6 billion outdoor recreation economy,” said **Economic Development New Mexico Secretary Rob Black**. “Even better, it connects that creativity with the investment and partnerships needed to turn great ideas into thriving businesses.”

“Small businesses are the backbone of New Mexico's outdoor recreation economy,” said **Outdoor Recreation Division Director Karina Armijo**. “Adventure Pitch Fest gives businesses of all sizes and at all stages of growth the opportunity to increase visibility, expand their customer base and build lasting relationships.”

Last year's Adventure Pitch Fest brought together dozens of outdoor businesses and organizations from across the state. Among them was New Mexico Pack Burros, whose winning pitch helped elevate their burro trail racing events.

“Winning the competition accelerated our company’s growth through both media exposure and capital investment,” said **Shane Weigand**, founder of New Mexico Pack Burros LLC based in Edgewood, NM. “Since then, our events have doubled in size, resulting in 30% more race registrations, twice as many vendor applications, and double the spectators, website traffic and social media engagement. Our plate is overflowing!”

Applications will close on September 30. An informational webinar and Q&A session will be held on Wednesday, August 26, at 10 a.m. Visit bit.ly/adventurepitchfest for info and applications.



Shane Weigand of New Mexico Pack Burros brought his burros and support team to last year's Adventure Pitch Fest, where he won \$10,000 in the business pitch competition.



Nick Campos showcased his Albuquerque-based guiding business, Spirit Fly Expeditions, at last year's Adventure Pitch Fest.



Wild Earth Llama Adventures, based in Questa, took second place in last year's Adventure Pitch Fest pitch competition.

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EDNM's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDNM's programs contribute directly to this mission by funding workforce training and infrastructure that supports business growth, helping every community create a thriving economy.



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