



# NEW MEXICO

## OUTDOOR RECREATION DIVISION

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### Outdoor businesses compete for \$15,000 in prizes at Adventure Pitch Fest

ALBUQUERQUE — Five New Mexico outdoor businesses will compete for \$15,000 in cash prizes at Adventure Pitch Fest's live pitch competition in Albuquerque, while dozens more will showcase their products and services.

The New Mexico Outdoor Recreation Division (ORD), in partnership with Activate New Mexico, will host its annual outdoor business pitch competition and showcase event at the historic Albuquerque Rail Yards on Friday, November 6, from 4 to 8 p.m.

Adventure Pitch Fest is free and open to the public. Attendees can meet pack burros and goats, explore outdoor gear and services, connect with local business owners and enjoy family-friendly activities throughout the evening.

"This event shines a spotlight on the entrepreneurial energy driving New Mexico's \$3.6 billion outdoor recreation industry," said **Economic Development New Mexico Cabinet Secretary Rob Black**. "Outdoor businesses can connect with customers, build relationships and share their innovative ideas that are shaping the future of outdoor recreation in our state."

At 6:30 p.m., attendees will cheer on pitch semi-finalists as they take the stage to deliver their business pitches before a panel of judges. The top two will advance to a final round of rapid-fire questions before judges select the \$10,000 first-place winner and \$5,000 second-place winner.

Four of the five pitch semi-finalists and one alternate are currently enrolled in the State's ActivatOR outdoor recreation business accelerator program, which equips New Mexico outdoor businesses with the tools, expertise and connections they need to grow. "We're proud to offer a pathway to success for New Mexico-based outdoor entrepreneurs," said **ORD Director Karina Armijo**. "Through these statewide opportunities, we're actively working to expand support for outdoor recreation-related businesses statewide."

ORD continues to expand these opportunities. At last week's Outdoor Economics Conference in Ruidoso, the division unveiled plans to pilot a new grant program designed for New Mexico outdoor businesses, with details to be announced in late 2026.

"Winning the pitch competition would allow us to expand our offerings and pay for marketing," said **Desert River Guides owner and operator Ryan Dudgeon**. "We could purchase the gear we need to launch 4-day rafting trips on the San Juan River from Shiprock to the Four Corners area."

Tickets for the Adventure Pitch Fest are free and can be reserved at [bit.ly/adventurepitchfest](https://bit.ly/adventurepitchfest).

#### Adventure Pitch Fest Pitch Semi-Finalists:

[Desert River Guides](#), Farmington, NM – Family-friendly guided rafting and camping trips on the Animas and San Juan rivers

[Elknrut Packgoats & Homestead](#), Carlsbad, NM – Outdoor education and packgoat experience services

[Preservation Dogs](#), Santa Fe, NM – Environmentally conscious outdoor gear designers

[The Ranch @ Rio Nutrias](#), Tierra Amarilla, NM – Regenerative ranching and hands-on outdoor experiences

[The SISU Way](#), Albuquerque, NM – Global outdoor endurance and adventure events

#### Pitch Alternates:

[Outpost Media](#), Santa Fe, NM – Media support for outdoor brands and guides

[Far Flung Adventures](#), Taos, NM – Guided rafting and multi-day river adventures in northern New Mexico



*Farmington-based Desert River Guides prepares to make a splash onstage as a pitch finalist at this year's Adventure Pitch Fest.*



*Eric Moffat of Preservation Dogs showcases his upcycled-tire trekking pole tips at last year's Adventure Pitch Fest.*



Free tickets are available at [bit.ly/adventurepitchfest](https://bit.ly/adventurepitchfest).

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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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