

*Santa Fe Area Home Builders Association*

**Parade Producers! Sponsor Form - 2024 Haciendas – A Parade of Homes  
August 9-11 & August 16-18, 2024**

*32nd Annual*



# Haciendas de Santa Fe

A PARADE OF HOMES

*Friday - Sunday on August 9-11 & 16-18, 2024*

**Santa Fe Area Home Builders Association (“SFAHBA”) presents the 2024 Haciendas – A Parade of Homes on August 9-11 & August 16-18, 2024 with a very special Gala Dinner & Awards Ceremony on Tuesday, August 13.**

The mission of the Parade promotes an interest in:

- *Santa Fe Style Living and Home Ownership in Santa Fe and Northern New Mexico*
- *New Homes, Remodeling, Cutting Edge Home Design & Comforts*
- *Responsible, Principled, and High-Quality Craftsmanship*

Center your business at one of our communities most beloved events. Our annual flagship event is a unique marketing opportunity for sponsors, builders, and associated home-building trades members. The annual Parade supports the mission and operations of the Santa Fe Area Home Builders Association.

The Association provides a comprehensive promotional program prior to and during the in-person and online events which comprise the Parade. Promotional items may include but are not limited to, an event web-based online platform, print, radio, and TV media advertisements, the “Haciendas – a Parade of Homes” magazine, social media and internet marketing, posters, banners, directional and site signs, and a juried competition with awards presented online and LIVE in-person at the August 13th Gala Dinner and Awards Ceremony.

***Santa Fe Area Home Builders Association***

*2520 Camino Entrada, Suite B, Santa Fe, NM 87507 | 505.982.1774 [SantaFeParadeofHomes.com](http://SantaFeParadeofHomes.com)*

## 32nd Annual Haciendas - A Parade of Homes Be a part of Santa Fe's best open house!

Sponsor benefits include exclusive opportunities for networking with builders and their teams, having your company featured and in the limelight inside pages of Haciendas Magazine and all Parade publications, including Parade tickets, and via a robust online targeted marketing and social media package.

Your sponsorship will also be featured on the SantaFeParadeofHomes.com website for years to come and certainly during the Gala. Packages also include opportunities for radio interviews, tickets to the Gala, and more.

### Sponsorship Agreement

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

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

Website (for clickable links): \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Signatory is authorized to commit business / organization*

We will be participating as a sponsor at the following level:

<input type="checkbox"/> Diamond	\$12,000	<input type="checkbox"/> Platinum	\$8000
<input type="checkbox"/> Gold	\$4,000	<input type="checkbox"/> Gala / Margarita	\$1500
<input type="checkbox"/> Parade Awards	\$1,500	<input type="checkbox"/> Bronze	\$750

My Check is attached       Please call for credit card info

Please invoice us

**\*Payment is due 30 days from date of signature.** It is understood that all media exposure is predicated on the receipt of money and materials.

Questions or to arrange payment, please email or phone [Tanya@BuildNewMexico.com](mailto:Tanya@BuildNewMexico.com) | 505-982-1774

*Haciendas*  
A PARADE OF HOMES  
**Benefits of Sponsorship 2024**

**Bronze Sponsor: \$750**

5 Complimentary Tickets to Parade (\$100 VALUE)  
Company Name to appear on Sponsor Pages of Hacienda Magazine\*  
Company Name on Parade webpage / Mobile page (banner) Company  
Name & Sponsor recognition on website & social media Company Name on  
slide show at Gala \*  
Sponsorship placards at Gala \*

**Award Sponsor: \$1,500 (8 Available)**

10 Complimentary Tickets to Parade (\$200 VALUE)  
Company name printed on awards, “award presented by “your company”  
Company Logo to appear on Sponsor Pages of Hacienda Magazine\* Company  
Logo (linkable) on Parade webpage / Mobile page (banner) Logo & Sponsor  
recognition on website & social media  
Logo on slide show at Gala \* Sponsorship  
placards at Gala \*

**Margarita Sponsor: \$1,500 (8 Available)**

10 Complimentary Tickets to Parade (\$200 VALUE)  
2 Complimentary Tickets to Awards Gala (\$250 VALUE)  
Company Logo & to appear on Sponsor Pages of Hacienda Magazine\*  
Company Logo (linkable) on Parade webpage / Mobile page (banner) Logo &  
Sponsor recognition on website & social media  
Logo on slide show at Gala \*  
Invitation to deliver welcome address during Gala and/or Builder Appreciation Reception Sponsorship  
placards at Gala \*

**Gold Sponsor: \$4,000 (8 Available)**

20 Complimentary Tickets to Parade (\$200 VALUE)  
4 Complimentary Tickets to Awards Gala (\$500 VALUE)  
Company Logo to appear on Sponsor Pages of Hacienda Magazine\* Company  
Logo (linkable) on Parade webpage / Mobile page (banner) Logo & Sponsor  
recognition on website & social media  
Logo on slide show at Gala \* Logo  
on Site Signs  
Logo on printed ads \*  
Logo on video ads  
Sponsorship placards at Gala \*

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## Platinum Sponsor: \$8,000 (3 Available)

20 Complimentary Tickets to Parade (\$200 VALUE)  
6 Complimentary Tickets to Awards Gala (\$750 VALUE)  
Company Logo & to appear on Sponsor Pages of Hacienda Magazine\*  
Company Logo (linkable) on Parade webpage / Mobile page (banner) Logo on Parade Tickets  
Logo & Sponsor recognition on website & social media Logo on slide show at Gala \*  
Logo on Site Signs Logo on printed ads \* Logo on video ads  
Interview on Santa Fe Built Together radio show (KTRC 1260AM& Online)  
Opportunity to present awards at the Gala in front of builders, architects, businesses and community  
Invitation to deliver welcome address during Gala  
Sponsorship placards at Gala \*

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## Diamond (Presenting) Sponsor: \$12,000 (1 Available)

20 Complimentary Tickets to Parade (\$200 VALUE)  
8 Complimentary Tickets to Awards Gala (\$1,000 VALUE)  
Exclusive recognition as presenting Sponsor on published materials (e.g. 2024 Haciendas Parade of Homes presented by “your company”)  
Company Logo & to appear on Sponsor Pages of Hacienda Magazine\*  
Company Logo (linkable) on Parade webpage / Mobile page (banner)  
(Exclusive) Logo on Parade Tickets  
Logo & Sponsor recognition on website & social media Logo on slide show at Gala \*  
Logo on Site Signs Logo on printed ads \* Logo on Video ads \*  
Interview on Santa Fe Built Together radio show (KTRC 1260AM& Online)  
Opportunity to present awards at the Gala in front of builders, architects, businesses and community  
Invitation to deliver welcome address during Gala  
Sponsorship placards at Gala \*

**\* (size & placement based on tier)**

- *Awards include, but are not limited to: Grand Hacienda / Best Design (recognizing team of Architectural, Interior, or Design-Build Professionals), Best Kitchen / Best Master Suite / Best Landscape Design / Green Building Award, and Special Awards*