

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

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): _____

Printed 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@SFAHBA.com 505-982-1774 or 505-455-2853



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 *

Silver Sponsor: \$2,500 (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 *
- Logo on Association website / ALL non-political email blasts in 2024
- Recognition as 2024 Keystone Patron

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 *

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 *

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)
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 or Design-Build Professionals), Best Kitchen / Best Master Suite / Best Landscape Design / Green Building Award, and Special Awards*

