

Haciendas 2022 - Sponsorship Package



Haciendas: A Parade of Homes RETURNS summer 2022 on August 12-14 & 19-21.

Professionals in design and construction, green building and architecture, and visitors from around the world look forward to attending "Haciendas - A Parade of Homes" to experience "Santa Fe Style" and to dream of capturing that cutting edge, creative, endemic design and use of materials that has made Santa Fe famous.

Truly a world class event, spread over two long weekends in mid-August, it is a must see! Many attendees make this a part of their vacation along with the Santa Fe Opera, Indian Market, and the fine dining and shopping.

When: August 12th-14th & 19th-21st, 2022
w/ August 16 Gala

Where: Across Santa Fe

What: 30th Annual Haciendas - A Parade of Homes

Be a part of Santa Fe's best open house!

Haciendas

A PARADE OF HOMES

Benefits of Sponsorship 2022

Deadline is June 24th, 2022 <i>Sponsorship commitments after this date may result in forfeit of certain benefits due to ad deadlines.</i>	DIAMOND [\$12,000]	PLATINUM [\$8,000]	GOLD [\$4,000]	SILVER [\$2,500]	GALA [\$1,500]	BRONZE [\$750]
Complimentary tickets to Parade	20	20	20	10	10	10
Company name to appear on the Sponsor Pages of "Haciendas - A Parade of Homes" magazine						✓
Company Logo / other features to appear on the Sponsor Pages of "Haciendas - A Parade of Homes" magazine	✓	✓	✓	✓	✓	✓
Write-up and photo feature on the Sponsor Pages of "Haciendas - A Parade of Homes" magazine		✓				
Half Page Write-up & Photo Features on the Sponsor Pages of "Haciendas - A Parade of Homes" magazine	✓					
Company logo (linkable) on Parade of Homes Webpage / Mobile Page (banner)	✓	✓	✓	✓	✓	✓
Logo & sponsor recognition on website & social media	✓	✓	✓	✓	✓	✓
Logo on Slide Show at Award Gala Presentation (size/location based on tier)	✓	✓	✓	✓	✓	✓
Logo on site signs (in front of all homes on tour)	✓	✓	✓	✓		
Logo on printed ads (size/location based on tier)	✓	✓	✓	✓		
Logo on video ads promoting Parade of Homes	✓	✓	✓			
Recognition as Presenting Sponsor on landing screen of free Parade of Homes online Pages (web / social media)	✓					
Recognition as Presenting Sponsor (with linkable logo) on SFAHBA website (July-December)	✓					
Printed & Verbal Recognition as Presenting Sponsor at Award Gala	✓					
interview on Santa Fe Build Togethe radio show (KTRC 1260AM & Online)	✓	✓				
Opportunity to present awards at the Gala in front of builders, architects, businesses, and community	✓	✓				
Exclusive designation as Presenting Sponsor on all media and signs (e.g. Haciendas - A Parade of Homes, presented by "name of your organization" or logo)	✓					
Complimentary Tickets to Awards Dinner Gala (\$120 value/ticket)	8	6	4	2	2	
Invitation to deliver welcome address during Gala - Builder Appreciation Reception - La Terrazas at La Fonda.	✓	✓			✓	

- Additional Sponsorship Opportunities -

MEDIA Sponsorship [Various In-Kind]:

- All media sponsors will be recognized with their logo in the media category of "Haciendas - A Parade of Homes" magazine
- Logo shown on slide show during Awards Dinner Gala
- Contact SFAHBA for custom media sponsorship opportunities

CATEGORY AWARD SPONSORS - \$1500 (Grand Hacienda - \$1750)

- Special Recognition and mention during Awards Gala Event
- Company LOGO listed as category award sponsor in Haciendas Magazine AND Gala Slideshows
- Clickable logo on SantaFeParadeofHomes.com website - AWARDS page and on media announcement of winners.
- Company logo printed on Parade Category Award plaques

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2022 Sponsorships Agreement

Deadline is June 25th, 2022

Sponsorship commitments after this date may result in forfeit of certain benefits due to ad deadlines.

Company Name _____

Contact Name _____

Address _____ City _____ ZIP _____

Phone _____ Email _____

Signature _____ Date _____

Printed Name _____ Title _____

Website and Social Media Handles (*Facebook, Instagram, etc.*)
for clickable links and tagging _____

**PLEASE SEND A HIGH-RESOLUTION LOGO (.PNG OR VECTOR FILE) TO
TANYA@SFAHBA.COM TO BE INCLUDED IN MEDIA.**

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

Diamond **\$12,000** **Silver** **\$2,500**

Platinum **\$8,000** **GALA** **\$1,500**

Gold **\$4,000** **Bronze** **\$750**

AWARD SPONSOR **\$1,500**

Grand Hacienda AWARD SPONSOR **\$1,750**

***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.**

Please mail or email the completed signed agreement to:

SFAHBA, 2520-B Camino Entrada, Santa Fe NM 87507 or send to Tanya@SFAHBA.com