

Santa Fe Area Home Builders Association

Parade Producers! Sponsor Form - 2023 Haciendas – A Parade of Homes

August 11-13 & August 18-20, 2023



Santa Fe Area Home Builders Association (“SFAHBA”) presents the 2023 Haciendas – A Parade of Homes on August 11-13 & August 18-20, 2023 with a very special Gala Dinner & Awards Ceremony on Tuesday, August 15 at Bishop’s Lodge

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 15th 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

31st 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 | \$8,000 |
| <input type="checkbox"/> Gold | \$4,000 | <input type="checkbox"/> Gala / Margarita | \$1,500 |
| <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.

Credit Card payments include a 2.9% CC processing fee. Surcharge fees are used to cover charges accrued from financial institutions when processing credit card transactions and SFAHBA does not profit from collected fees.

Questions or to arrange payment, please email or phone
Tanya@SFAHBA.com 505-982-1774 or 505-455-2853

Haciendas

A PARADE OF HOMES

Benefits of Sponsorship 2023

Deadline is June 23, 2023 <i>Sponsorship commitments after this date may result in forfeiture of certain benefits due to ad deadlines.</i>	Diamond \$12,000	Platinum \$8,000	Gold \$4,000	Margarita Gala \$1,500	Award \$1500	Bronze \$750
Complimentary Tickets to Parade	20	20	20	10	10	5
Complimentary tickets to the Awards Dinner Gala (\$150 value/ticket)	8	6	4	2		
Company Logos/ Other features to appear on the Sponsor Pages of Haciendas Magazine – size and placement based on tier	✓	✓	✓	✓	✓	✓
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 published materials, landing screen of Parade of Homes online Pages (web/social media)	✓					
Interview on Santa Fe Build 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 dinner and/or Builder Appreciation Reception at Bishop's Lodge	✓	✓		✓		
sponsorship placards at Gala - size and placement based on tier	✓	✓	✓	✓	✓	✓

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