



Santa Fe Area
Home Builders
Association



Haciendas: A Virtual Parade of Homes

RE: 2020 Virtual Parade of Homes – *As an ‘Essential’ Industry, the show must go on!!!!*

This outreach comes with mixed emotions, great excitement on one hand and trepidation on the other. ***We need your help as an ‘essential partner’*** to make this event successful, as everyone, around the globe, ***LOVES a PARADE!***

Our excitement is rooted in the ability to keep the Santa Fe Area Home Builders Association’s Annual ***Haciendas: A Parade of Homes*** sustainable, even in these most difficult of times. We anticipate a strong reception in launching the 2020 event virtually. Our virtual offering goes further than any other Home Builders Association in our nation. We create a robust experience bringing the in-person Parade to our trusty computer devices by building out a handsome website, inviting visitors to go on home tours at their leisure, revisiting homes, and details that inspire them. No large crowds and health safety concerns, and no dodging the unexpected monsoons and running for cover...instead, lean back and enjoy the show in the comfort of one’s environment, absorb every detail, and get to know the players up close and personal.

What to expect.... Gorgeous professional photography, engaging interviews with the builders, insight on the collaborative team who brought each project to life, and memorable images to use in your branding channels; as well, a bookmark for reference when clients are ready to build. Everyone associated with the construction industry has an opportunity to participate at their level of involvement and investment comfort.

This invitation video to the 2020 Parade <https://www.sfahba.com/project/prull/>, features the 2019 Grand Hacienda Winner by Prull Custom Builders. We are kicking off the 2020 Parade with a look back, while moving enthusiastically forward into a fresh and new body of Builder work. All entry videos/photography will be designed in the same format that provide a plethora of material and resources with an infinite shelf-life for ongoing referral.

BONUS...The Haciendas Magazine will still publish, compliment, and distribute directly to Santa Fe New Mexican subscribers in the Oct 11 Sunday paper! Therefore, BOTH a digital and print component create a priceless and timeless asset for participants.

Santa Fe Area Home Builders Association

505.982.1774 | PARADE@SFAHBA.com | 2520-B Camino Entrada, Santa Fe NM 87507

As a member organization, SFAHBA is first and foremost, loyal to its member base, with exclusive member benefits. We also realize that during these unprecedented times, adapting our guidelines and price-points to build a bigger tent and create a larger collaborative community provides long-term value at a time it is needed most.

In keeping with that spirit, ***we have created opportunities*** on several platforms to drive collaboration and, in the spirit of partnership, foster mutual success and assured work ahead!

We deeply seek your support in this mission. As a large and collaborative industry, this is the one event that serves people across our entire community, near and far. It is also about a celebration of our #1 prized creations...our personal home(s). Because so many play a part in bringing a home to life, our goal is to recognize everyone for their creative contribution. We have been thoughtful in setting the fees so that all levels and budgets may participate.

While other major events have canceled, we remain standing! Join us in building together and help our home building industry remain vital and remain essential!

Take a look at the Sponsor options on the following pages.

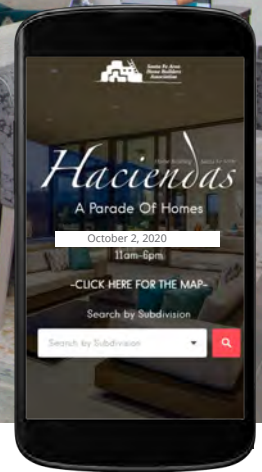
In Gratitude,

Santa Fe Area Home Builders Association

Haciendas

A VIRTUAL PARADE OF HOMES

Katie Johnson Photography



- 2020 Sponsorship Package -

Professionals in design and construction, green building and architecture, and visitors from around the world look forward to attending “Haciendas – A Virtual 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.

The Haciendas Virtual Parade of Homes is a must-see world-class event taking place this Fall! The wholly unique virtual Parade will allow people from across the globe to view and interact with Santa Fe area homes, builders, re-modelers, and other businesses which worked on, fitted, designed, and decorated those homes.

Featuring professionally shot still and video imagery highlighting incomparable New Mexico vistas and home exteriors and interiors, viewers will not only “tour” through these custom homes, but also get a chance to meet the home builders as they appear in their Parade home featurettes describing the home and their guiding principles as Santa Fe’s leading crafts-people.

When: Launch October 16, 2020

Where: World-wide and Santa Fe

What: 28th Annual Haciendas - A Virtual Parade of Homes

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

Haciendas

A VIRTUAL PARADE OF HOMES

Sponsorship Levels

6 LEVELS OF PARTICIPATION - each ideal for a specific type of Partner. Use this opportunity to join the Parade and reap all the other benefits of membership in the Santa Fe Area Home Builders Association!

Platinum, Gold & Silver Sponsorships: members, receive a \$1000 discount.

(non-members may join today (annual membership fee \$675), to receive \$1000 discount, and all the benefits of membership. These businesses/sponsors directly touch all areas of the Home Building Industry and provide overarching value and industry sustainability. They serve as the anchors to the organization's core foundation.

- **Platinum Sponsor (\$8,500 Fee - Members: \$7500; Joining Members: \$8,175)**
- **Gold Sponsors (\$5,000 Fee - Members: \$4,000; Joining Members: \$4,675)**
- **Silver Sponsors (\$2,000 Fee - Members: \$1,000; Joining Members: \$1,675)**

***NEW PARTICIPATION LEVELS FOR 2020** - to engage current non-members who are actively involved in the home building / ownership process.

- **Featured Member *** – on a Builder's Entry "Parade Home" Web-page (Design Team & Key Subs/Vendors on Project) *Join as a SFAHAB member and pay a reduced "Featured Member" Parade entry fee to receive 5 professional project images w/ commercial usage rights, a "find-a-pro" business page on SFAHBA.com (example), and numerous other benefits -- Pay one time membership fee of \$675 + \$300 per Builder's Entry "Parade Home" Web-page.*
- **Bronze Sponsors** – Ideal for Industry Vendors & Subcontractors. *Be featured on Parade website with clickable company logo and receive a "find-a-pro" business page on SFAHBA.com (example), plus more membership benefits -- Pay membership fee of \$675 + \$100 sponsorship fee.*
- **Advertising Sponsors** – Ideal for Media & Realtors. *Be featured on Parade website with clickable company logo, a business page on SFAHBA.com (example) and more benefits - Pay membership fee of \$675 and commit to distribute 2020 Parade information provided by SFAHBA to your email list serve twice in October 2020.*

***details on Featured Members [CLICK HERE](#)**

Haciendas

A VIRTUAL PARADE OF HOMES

Benefits of Sponsorship 2020

Deadline is August 31, 2020 Sponsorship commitments after this date may result in forfeit of certain benefits due to ad deadlines.	PLATINUM [\$8,500]	GOLD [\$5,000]	SILVER [\$2,000]	BRONZE [\$775]	ADVERTISER [\$675]
Sponsorship Spaces Available	1	4	8	10	5
SFAHBA Membership Required	✓	✓	✓	✓	✓
Dedicated "boosted" social media posts	6	4	2	2	2
Company name / logo / tagline appears on the Sponsor Page of Haciendas magazine	✓	✓	✓	✓	✓
Company Logo appears on Parade promo videos (size/location based on tier)	✓	✓	✓		
Company Logo (linkable) appears on Parade website homepage (size/location based on tier)	✓	✓	✓	✓	✓
Company Logo (linkable) appears on individual Parade Home webpages as presenting sponsor	✓				
Company Logo / tagline / text (linkables) & 30-45 second promo video on dedicated sponsor web page	✓	✓			
Company write up on Sponsor Pages of Haciendas Magazine	FULL	HALF	QUARTER		
Linkable Logo on 2020 Parade AWARDS Webpage (size/location based on tier)	✓	✓	✓	✓	✓
Mention and recognition in earned media interviews & features	✓	✓			
Interview on SFAHBA sponsored Radio Program(s) (time / duration based on tier)	✓	✓			
Printed & Verbal Recognition as Sponsors at 2020 Awards Events (online or in-person TBD)	✓	✓	✓		
Announce winners / present awards at 2020 Awards Events (online or in-person TBD)	✓				
Announce 2020 Parade winners at 2021 Parade Gala Event before builders, architects, businesses, and community	✓				
Company tagged / mentioned on Parade 2020 social media posts	✓	✓	✓		
Complimentary Tickets to 2020 End of Year Celebration (\$75 value/ticket)	8	4	2		
Company Logo (linkable) and mention appear on 2021 Parade promo website page featuring 2020 Grand Hacienda winner	✓				
SFAHBA membership benefits includes company webpage with photos and linked content on the FIND-A-PRO tool	✓	✓	✓	✓	✓
*Become a SFAHBA member and receive <u>up to</u> \$1,000 discount on sponsorship					



Benefits of Sponsorship 2020 Agreement

Deadline is August 31, 2020

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

Company Name _____

Contact Name _____

Address _____ City _____ St _____ Zip _____

Phone _____ Email _____

Website (for clickable links) _____

Social Media handles / URLs for tagging

Signature _____ Date _____

Printed Name _____ Title _____

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

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

BANNER \$8,500

BRONZE \$775

GOLD \$5,000

ADVERTISER \$675

SILVER \$2,000

***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 the completed signed agreement to:

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