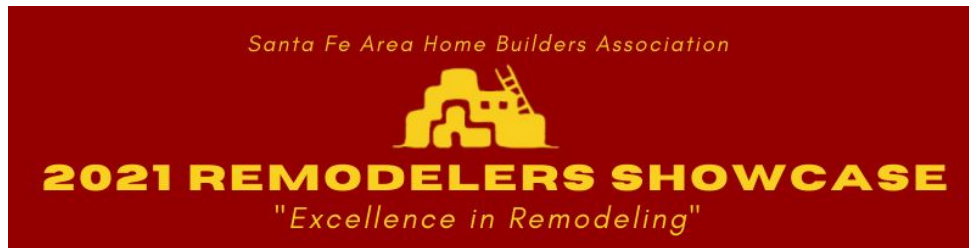


- Remodeler Entry Form -



Projects Must Be Entered by March 15, 2021
Spring Edition of HACIENDAS MAGAZINE Publishes April 25, 2021

Builders and Remodelers of the Santa Fe Area Home Building Industry,

In March 2020 the Santa Fe Area Home Builders Association moved aggressively, adapting to circumstances brought on by the pandemic. This Spring we press onward and upward to embrace the opportunities presented by this crisis. **The 2021 Santa Fe Remodelers Showcase** will move to a virtual platform supported by an in-person outdoor event and a printed, re-imagined Haciendas magazine with numerous articles and resources to help Santa Feans manifest their home renovation dreams.

We invite you to join the 2021 Santa Fe Remodelers Showcase. Feature and promote your work and your company at the center of this event through the numerous promotional channels including:

- Full Haciendas Magazine page featuring your remodel project and business
- Major social media and online ad campaign reaching New Mexico and out-of-state feeder communities
- Projects featured w/ Photo and VIDEO on a marketed SFAHBA website
- Haciendas Magazine - Local Remodeler Professionals - Resource Pages
- Radio advertisements
- Be featured at the first-annual “Builders Rendezvous” outdoor in-person event at SFAHBA
- Dedicated Remodeling Showcase local radio shows including segments on “All Things Real Estate” and “Build Together: the SFAHBA radio hour”.
- Project entered in a juried competition with awards for excellence in remodeling. Awardees recognized via published announcements online and in the Spring 2022 Haciendas magazine.

This event is one not to be missed. Showcasing your exceptional projects as Santa Fe and Northern New Mexico’s most talented remodelers, this heavily promoted showcase will get your company name out into the community in a completely new and effective way. Everything from a modest bathroom to whole-house remodel are featured in the showcase.

Be a part of Northern New Mexico’s Premier Remodelers Showcase!

INSTRUCTIONS FOR COMPLETION OF APPLICATION AND PORTFOLIO

- ❑ To be eligible for entry, must be **paid** members of SFAHBA and the Remodelers Council on or before the entry deadline date of **March 15th 2021**
- ❑ A **Project Entry** is defined as one remodel/renovation at one address and may be entered in a particular category only once. Previously judged projects may be entered in a different category. For example, if the project was entered previously as a Whole House Remodel; the same project could be submitted this year in the Kitchen category if it was not previously entered in that category.
- ❑ One project may be included in multiple categories. Each entry [Project or Additional Category] requires a separate entry fee and **Unique portfolios are required for each entry**. Multiple submissions in different categories for the same project require unique portfolios.
- ❑ An **Additional Category Entry** is defined as a remodel/renovation as part of a project entry in additional category(s) with the same address as the project entry.
- ❑ Entries must have building permits when required.
- ❑ Projects must be located within the seven (7) County service territories of SFAHBA. (Santa Fe, Los Alamos, Rio Arriba, Taos, Colfax, Mora, San Miguel)
- ❑ Each paid entry may submit a print or electronic portfolio using Powerpoint, Google Slides, PDF, electronic photo / VIDEO files, or other formats. Santa Fe Remodelers Council will prepare the portfolios into 8-½ x 11 print format or electronic binders for jurors as well as uploading the assets to be featured on the SFAHBA website.
- ❑ The anonymity of the homeowners will be maintained. Owners will not be contacted and addresses will not be published unless requested by remodelers with owner's permission.
- ❑ Entries will be judged from materials provided in portfolios and an interview with jurors. Project value and quality of workmanship will be determined by the portfolio and interview.
- ❑ Materials included in the portfolio should be of professional quality and include photos, drawings, and written descriptions of the work.
- ❑ Awards are determined by the jurors based on merit and are not guaranteed. A Grand Showcase Award winner will be selected by the judges and be featured on the cover of the Spring 2022 Haciendas Magazine - Remodeling and Home Design Edition.

Haciendas Magazine & SFAHBA Requirement CHECKLIST

DEADLINE FOR MAGAZINE ENTRIES: March 15, 2021

Written information, photography, and other assets for the Haciendas Magazine page will be submitted to Santa Fe New Mexican through an [Online Database](#).

Haciendas Magazine Full Page

(assets required from Builder / Remodeler)

- Written description of remodel project (subject to interview and scripting by Santa Fe New Mexican)
- Category Project will be entered into
- Electronic, high resolution, version of your company logo.
- Feature photo - portrait and high-resolution digital photos (minimum 300 dpi)
- Company Name
- Contact Name & Phone/Cell Number
- E-Mail Address
- Company Address/City/Zip
- Architect/Designer (If applicable)

SFAHBA Remodelers Showcase Website

(ADDITIONAL assets for SFAHBA Website)

SFAHBA and the Santa Fe New Mexican will share a database. Assets submitted online through the Santa Fe New Mexican' "Haciendas Portal" will be used to build your showcase page at SFAHBA.com.

In ADDITION to the materials provided for the Haciendas Magazine, Remodelers are invited to submit extra materials for your Remodelers Showcase WEBSITE Page:

- Up to 15 Photos** - before, after, detail shots, etc (high-resolution jpg, png, tif)
- Floor plans, technicals drawing, elevations and plans, etc
- Up to **600 word narrative** about the remodel project
- Video File**, three minutes or less (*remodeler testimonial, remodel fly through ,etc)
**Remodeler may request SFAHBA to produce raw, no frills remodeler testimonial videos in-house using SFAHBA equipment.*

Builder / Remodeler Entry Agreement

Deadline - March 15, 2021

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

Company Name: _____

Contact Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website (for clickable links): _____

Social Media Handles (Instagram / Facebook / Youtube / etc. (for website) _____

Printed Name: _____ Title: _____

Signature: _____ Date: _____

You will receive a confirmation email that will contain a link for you to upload your logos and images.

Project Criteria and Category

Main Entry Category to be featured in the Spring 2021 Haciendas Magazine:

What category is the main entry in? _____ (Refer to Categories below)

Choose as many additional categories as desired. (MAIN Entry Category is \$700, each additional category is \$150)

<input type="checkbox"/> Whole House Remodel	<input type="checkbox"/> Remodeled Landscape
<input type="checkbox"/> Remodel Other than Whole House	<input type="checkbox"/> Unique Detail(s) or Feature(s)
<input type="checkbox"/> Addition	<input type="checkbox"/> Commercial Renovation
<input type="checkbox"/> Kitchen	<input type="checkbox"/> Historic Restoration
<input type="checkbox"/> Bath	<input type="checkbox"/> Exterior Renovation
<input type="checkbox"/> Outdoor Living Space	<input type="checkbox"/> "Green" Renovation using natural / sustainable building materials

Project Completion Date _____

Project Designed by _____

Is the project owned by the entrant? _____ Square feet of Category Entry? _____

Job-site Address [Will not be published] _____

Each Project Entry and Additional Category Entry requires a separate and unique portfolio and MUST be turned in by, **Monday, April 26, 2021.**

**Santa Fe Remodelers Showcase
“Excellence in Remodeling” Awards**

Awards are determined by Merit. It is the jurors’ discretion to award or not to award Project, Category, or Grand Showcase award.

Fees for Entry – Deadline March 15, 2021

PROJECT ENTRY FEE: \$700.00 _____

Additional Category Entries: \$150/ea _____

Annual Membership Required for Entry - \$675.00 _____

(includes membership in Local SFAHBA, NAHB & NMHBA)

Santa Fe Remodelers Council - \$85.00 _____

(includes membership in NAHB Remodelers Council)

TOTAL: _____

Entry fees dues by March 15, 2021

Return form and remit payment to SFAHBA:

*Santa Fe Area Home Builders Association
2520 Camino Entrada, Suite B
Santa Fe, New Mexico 87507*

By Email: Tanya@SFAHAB.com | Questions: 505-982-1774 or 505-455-2853