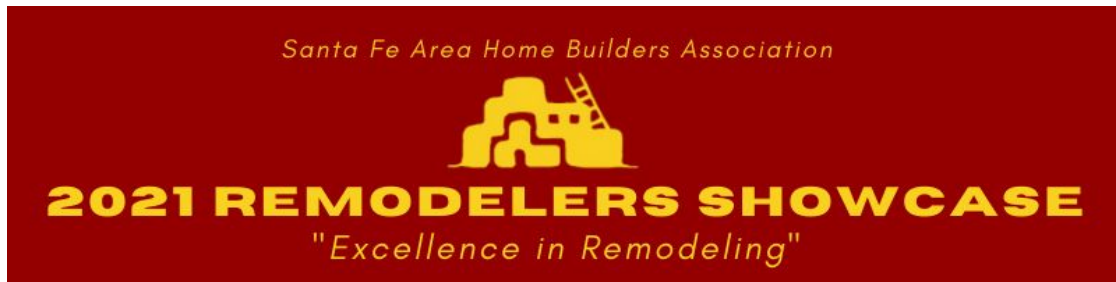


- Sponsorship Package -



Friends of the Santa Fe Area Home Building Industry,

In March 2020 the Santa Fe Area Home Builders Association moved decisively by adapting to circumstances brought on by the pandemic. This Spring we press onward to embrace the opportunities presented by this crisis. The 2021 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 the friends of our Association to once again join in as a sponsor for this year's event. Support SFAHBA and feature your business at the center of this event through numerous promotional channels including;

- Re-imagined Haciendas Magazine "Remodeling and Home Design" (Publishing April 25, 2021) will be distributed throughout Santa Fe with ****NEW**** promotional features for Showcase Sponsors and Association Members
- Major social media and online ad campaign reaching New Mexico and out-of-state feeder communities
- Remodeling Projects featured on new & promoted SFAHBA website
- Radio advertisements
- Table at the First-annual "Builders Rendezvous" outdoor in-person event at the SFAHBA facility on May 15th.
- Dedicated Remodelers Showcase local radio show features including the "All Things Real Estate" and "Build Together: The SFAHBA Radio Hour" programs.
- Competition awards presentation w/ published announcements online and in 2022 Haciendas magazine.

This is an event not to be missed! Contact us by March 15, 2021 to become a sponsor and be included in the Hacienda Magazine.

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

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

Platinum, Gold & Silver Sponsorships:

*(SFAHBA members, receive a \$500 discount
on Platinum & Gold sponsorships)*

*Non-members may join today (annual membership fee \$675), to receive a **discount on Sponsorships** and receive all the benefits of membership. SFAHBA businesses and sponsors directly touch all areas of the Home Building Industry and provide overarching value and industry sustainability - serving as the anchors to our organization's core foundation.*

? **Platinum Sponsor (\$5,000 Fee - Members: \$4,500)**

? **Gold Sponsors (\$2,500 Fee – Members: \$2,000)**

? **Silver Sponsors (\$1,000 Fee)**

***NEW SPONSORSHIP LEVELS FOR 2021** - to engage current non-members who are actively involved in the home building / ownership process.

? **Bronze Sponsors** – Ideal for Industry Vendors & Subcontractors. *Be featured on Remodelers Showcase website with clickable company logo and receive a “find-a-pro” business page on SFAHBA.com, plus more membership benefits -- **Join as a member (fee \$ 675) + \$500 sponsorship fee.***

? **Advertising Sponsors** – Ideal for Media & Realtors. *Be featured on Parade website with clickable company logo, a business page on SFAHBA.com and more benefits - **Join as a SFAHBA member (fee \$ 675) and commit to distribute 2021 Remodelers Showcase information provided by SFAHBA to your email list serve two times.***

? **Awards Sponsor** – Ideal for Associate Member businesses. *Be featured on SFAHBA website with clickable company logo, a business page on SFAHBA.com and more benefits - **Join as a member (fee \$ 675) + \$300 Award sponsorship fee.***

Each of the six Sponsorship Levels for the Santa Fe Remodeling Showcase have unique benefits. **See our chart on the next page** to help you determine which level is the best fit for you.

Benefits of Sponsorship

Magazine Deadline is March 15th

Sponsorship Commitments after this date may result in forfeit
of magazine benefits due to ad deadlines

**PLATINUM
[\$5,000]**

**GOLD
[\$2,500]**

**SILVER
[\$1,000]**

**BRONZE
[\$500]**

**AWARD
[\$300]**

Sponsorship Spots Available

*Limited
to 1*

*Limited
to 4*

*Limited
to 5*

Write up / logo / graphic ***new for 2021*** on Sponsor pages in Spring issue of Haciendas Magazine (size/location based on tier)

✓

✓

✓

✓

✓

Invitation VIDEO to 2021 Remodelers Showcase featuring Sponsor Spokesperson (VIDEO hosted on SFAHBA.com & Social Media)

✓

✓

Clickable Banner Ad / Logo Featured on TOP of all SFAHBA.com Remodeler Showcase Web Pages and Find-A-Pro page

✓

Clickable Ad / Logo on Remodeler Showcase Homepage and Find A Pro page

✓

✓

Clickable Ad / Logo on Remodeler Showcase Homepage

✓

✓

✓

✓

Logo on Remodeler Showcase Homepage

✓

✓

✓

✓

✓

Dedicated boosted social media posts leading up to, during, and after the Remodelers Showcase

✓

✓

Business tagged in promoted social media posts

✓

✓

✓

✓

✓

Listed as co host on Facebook event page

✓

✓

Interview on Build Together Radio Show or All Things Real Estate (Airs twice a week on KTRC 1260AM, 103.7 & Online)

✓

Full show

✓

half show

✓

1 segment

Table Space / Banner under the portal at May 15th Rendezvous Event

✓

✓

Table Space / Banner in parking lot at May 15th Rendezvous Event

✓

✓

✓

Logo on all printed material (size/location based on tier)

✓

✓

✓

✓

✓

***SFAHBA members receive \$500 discount on all Platinum, Gold, & Silver sponsorship levels**

Sponsorship Agreement

Deadline is March 15, 2021

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website (for clickable links): _____

Printed Name: _____ Title: _____

Signature: _____ Date: _____

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

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

- | | | | |
|-----------------------------------|---------|--|-------|
| <input type="checkbox"/> Platinum | \$5,000 | <input type="checkbox"/> Bronze | \$500 |
| <input type="checkbox"/> Gold | \$2,500 | <input type="checkbox"/> Advertising Sponsor | \$100 |
| <input type="checkbox"/> Silver | \$1,000 | <input type="checkbox"/> Awards Sponsor | \$300 |

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.

PLEASE MAIL the completed and signed agreement to:

SFAHBA 2520-B Camino Entrada - Santa Fe, NM 87507

or send to Tanya@SFAHBA.com

Questions: 505-982-1774 or 505-455-2853