



**AUGUST 13-15 & 20-22  
2021 PARADE OF HOMES**

*Haciendas*  
Home Building Santa Fe Style

## - Sponsorship Package -

The [in-person] Haciendas: A Parade of Homes RETURNS for the summer 2021 with a redesigned Haciendas Magazine and sleek new website to support the tour.

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 13th-15th & 20th-22nd, 2021  
w/ August 17 Gala at The Club at Las Campanas

**Where:** Various locations throughout Santa Fe

**What:** 29th Annual Haciendas - A Parade of Homes

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

# Haciendas

A PARADE OF HOMES

## Benefits of Sponsorship 2021

<i><b>Deadline is June 25th, 2021</b></i> <i>Sponsorship commitments after this date may result in forfeit of certain benefits due to ad deadlines.</i>	<b>DIAMOND</b> [\$12,000]	<b>PLATINUM</b> [\$8,000]	<b>GOLD</b> [\$4,000]	<b>SILVER</b> [\$2,500]	<b>BRONZE</b> [\$1,000]	<b>COPPER</b> [\$500]
<b>Number Available</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>10</b>
Dedicated boosted social media posts	<b>4</b>	<b>2</b>	<b>1</b>			
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 (linkable) on SFAHBA PARADE website (July-December)	✓	✓	✓	✓		
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 (\$100 value/ticket)	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>		

**- 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
- Clickable logo on SantaFeParadeofHomes.com website - AWARDS page and on social media announcement of winners.
- Company logo printed on Parade Category Award plaques

# Haciendas

A PARADE OF HOMES

## 2021 Sponsorships Agreement

**Deadline is June 25th, 2021**

*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:***

- |                                   |          |                                 |         |
|-----------------------------------|----------|---------------------------------|---------|
| <input type="checkbox"/> Diamond  | \$12,000 | <input type="checkbox"/> Silver | \$2,500 |
| <input type="checkbox"/> Platinum | \$8,000  | <input type="checkbox"/> Bronze | \$1,000 |
| <input type="checkbox"/> Gold     | \$4,000  | <input type="checkbox"/> Copper | \$500   |

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 the completed signed agreement to:**

**SFAHBA, 2520-B Camino Entrada, Santa Fe NM 87507 or send to [Tanya@SFAHBA.com](mailto:Tanya@SFAHBA.com)**