

- Sponsorship Package -



Friends of the Santa Fe Area Home Building & Construction Industry,

This spring, the Santa Fe Home Show and Remodelers Showcase is BACK and taking place in-person on March 19th and 20th at the Santa Fe Convention Center.

Supported by a creative online suite of media and the re-imagined Haciendas magazine, the Show promises to entice and excite Santa Feans and visitors alike to manifest their creative home-sweet-home dreams.

We invite the friends of our Association to once again join in as a sponsor for the 2022 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 March 2022) and distributed throughout Santa Fe with ****NEW**** promotional features to showcase sponsors and SFAHBA members
- Robust social media and online ad campaign reaching New Mexico and out-of-state feeder communities
- Sponsors featured and highlighted throughout the Santa Fe Convention halls
- Remodeling projects featured on our gorgeous & promoted SFAHBA website
- Radio advertisements
- Table space at the second-annual “Builders Rendezvous” outdoor in-person event at the SFAHBA facility in Spring 2022
- Dedicated Remodelers Showcase local LIVE radio show features including the “All Things Real Estate” and “Build Together: 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 ASAP 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 Home Show and 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 touch all areas of the home building and construction Industries and provide overarching value and industry sustainability - serving as the anchors to our organization's core foundation.*

🔍 **Platinum Sponsor (\$6,000 Fee - Members: \$5,500)**

🔍 **Gold Sponsors (\$3,000 Fee – Members: \$2,500)**

🔍 **Silver Sponsors (\$1,500 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 Home Show and Remodelers Showcase website pages 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 the website with a clickable company logo, inside the magazine, and have a business page on BuildNewMexico.com, plus more benefits - **\$200 or FREE when you Join as an SFAHBA member (fee \$ 675) and commit to distributing 2022 Home Show & Remodelers Showcase information provided by SFAHBA to your email list serve.***

🔍 **Awards Sponsor** – Ideal for Associate Member businesses. *Be featured on the website with a clickable company logo, inside the magazine, have your company logo printed on showcase awards and have a business page on BuildNewMexico.com, and more benefits - **Join as a member (fee \$ 675) + \$700 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 February 15 Sponsorship Commitments after this date may result in the forfeit of magazine benefits due to ad deadlines	PLATINUM [\$6,000]	GOLD [\$3,000]	SILVER [\$1,500]	BRONZE [\$500]	AWARD [\$700]
Clickable Banner Ad Featured at TOP of all SFAHBA.com Home Show & Remodeler Showcase Web Pages and Find-A-Pro Page	✓				
Company Spokesperson Featured on Invitation VIDEO to 2022 Remodelers Showcase (VIDEO Hosted on Website & Social media)	✓	✓			
(1) One Basic BOOTH Space Provided to Sponsor for Home Show or Equivalent Discount for Multiple Booth Space Rentals	✓				
Interview on Build Together Radio Show <u>or</u> All Things Real Estate (Airs on KTRC 1260AM, 103.7 & Online)	✓	✓	✓		
Write Up / Logo / Graphic On Sponsor Pages in Spring Issue of Haciendas Magazine (Size/Location Based on Tier)	✓	✓	✓	✓	✓
Company Logo / Name on Print Banners and Online Media Materials Inside Convention Hall & Lobby (Size/Location Based on Tier)	✓	✓	✓	✓	✓
Clickable Ad / Logo on Home Show & Remodeler Showcase Homepage (Size/Location Based on Tier)	✓	✓	✓	✓	✓
Dedicated Boosted Social Media Posts Leading Up To, During, And After the Home Show & Remodelers Showcase	✓	✓			
Business Tagged in Promoted Social Media Posts	✓	✓	✓	✓	✓
Listed as Co Host on Facebook Event Page	✓	✓			
Table Space / Banner in Parking Lot at Spring Rendezvous Event	✓	✓	✓	✓	✓
Logo on All Printed Material (Size/Location Based on Tier)	✓	✓	✓	✓	✓
Company Logo Printed on Remodelers Showcase Awards					✓
*SFAHBA members receive \$500 discount on all Platinum, Gold sponsorship levels					

Sponsorship Agreement

Deadline is February 15, 2022

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 | \$6,000 | <input type="checkbox"/> Bronze | \$500 |
| <input type="checkbox"/> Gold | \$3,000 | <input type="checkbox"/> Advertising Sponsor | \$200 <i>or New Membership</i> |
| <input type="checkbox"/> Silver | \$1,500 | <input type="checkbox"/> Awards Sponsor | \$700 |

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 2.5% 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.

PLEASE MAIL the completed and signed agreement to:

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

Or email to Tanya@SFAHBA.com

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