

# - Remodeler Entry Form -



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

**The 2023 Santa Fe Remodelers Showcase** will feature Association member projects virtually and using in-person platforms, including the Home Show event held March 11,12 2023 at the Santa Fe Convention Center. Video and Photography will be used to showcase projects alongside the Haciendas magazine, all aimed at helping members connect with clients who wish to manifest their home renovation dreams.

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| <ul style="list-style-type: none"><li>● <b>February 1</b> - Entry Form delivered to SFAHBA</li><li>● <b>February 1</b> - Send HACIENDAS MAGAZINE one (1) photo &amp; projects descriptions</li><li>● <b>March 1</b> - Complete Project Portfolio / Presentation for Web and Awards Judging delivered to SFAHBA</li></ul> | <ul style="list-style-type: none"><li>● <b>TBD</b> - Spring Edition of HACIENDAS MAGAZINE Published and Distribution Begins</li><li>● <b>March 11th and @Spring Builders' Rendezvous</b> - AWARDS Announced</li></ul> |
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***We invite you to join the 2023 Santa Fe Remodelers Showcase. Feature and promote your work and your company at the center of this event through the numerous promotional channels including:***

- Exhibition Space during the 2023 Home Show (March 11 & 12 @ Santa Fe Convention Center)
- 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 *SLICK* SFAHBA website
- Haciendas Magazine - Local Remodeler Professionals - Resource Pages
- Radio advertisements
- Announcement of Winners at Home Show & Builders Rendezvous
- Dedicated Remodeling Showcase local radio shows including segments on “All Things Real Estate” and “Build Together: the SFAHBA radio hour”.
- Your Project entered in a juried competition with awards for excellence in remodeling. Awardees are recognized via published announcements online and in the Spring 2024 Haciendas magazine.

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 an effective way. Everything from a modest bathroom to a whole-house remodel is 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 Remodeler must be a member in good standing of SFAHBA and the Remodelers Council on or before the entry deadline date of **February 1, 2023**
- ★ 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 / project presentation are required for each entry.** Multiple submissions in different categories for the same project may require unique portfolios.
- ★ An **Additional Category Entry** is defined as a remodel/renovation as part of a project entry in an 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 should 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 upload 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 the 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. The judges will select a Grand Showcase Award winner and be featured on the cover of the Spring 2024 Haciendas Magazine - Remodeling and Home Design Edition.

## Haciendas Magazine & SFAHBA Requirement CHECKLIST

**DEADLINE FOR MAGAZINE ENTRIES: February 1, 2023**

**SUBMIT** written project description, photography, logo, and other assets for the Haciendas Magazine to Santa Fe New Mexican. *Instruction for uploading assets will follow entry.*

### Haciendas Magazine Page

(assets required from Builder / Remodeler)

- ★ Written description of remodeling project (subject to interview and scripting by New Mexican)
- ★ Category Project you entered
- ★ 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 DEADLINE: March 1**

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 materials for Haciendas Magazine, Remodelers are invited to submit by email or drop by our offices with **additional materials for your Remodelers Showcase Judging and WEBSITE Page:**

- ★ **Up to 20 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 entitled to an SFAHBA produced raw, no frills remodeler testimonial video in-house using SFAHBA equipment.*

# Builder / Remodeler Entry Agreement

**Form Deadline - February 1, 2023**

Commitments after this date may result in the 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 with instructions for you to upload your logos, images, descriptions.

## Project Criteria and Category

**Main Entry Category** to be featured in the Spring 2023 Haciendas Magazine:

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

Choose as many additional categories as desired. (MAIN Entry Category is \$750, each additional category is \$100)

|   |  |
|---|--|
| <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 may require a separate and unique portfolio and MUST be turned in by, *March 1, 2023***

**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 February 1, 2023**

**PROJECT ENTRY FEE: \$750.00** \_\_\_\_\_

**Additional Category Entries: \$100/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)*

Check enclosed     Credit Card Payment by phone (includes 2.9% CC processing fee)

**TOTAL:** \_\_\_\_\_

***Entry fees dues by TBD***

*(Credit Card Payment includes a 2.9% CC processing fee used to cover charges accrued from financial institutions when processing credit card transactions and SFAHBA does not profit from collected fees.*

**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](mailto:Tanya@SFAHAB.com) | Questions: 505-982-1774 or 505-455-2853*