

**Santa Fe Area Home Builders Association  
& Northern NM Builders Association, NAHB**

# **Sponsoring Partnerships 2025**

*Elevate Your Brand and Support Our Mission*



# 2025 OPPORTUNITIES

## Events, Committees, and Networking

Haciendas: A Parade of Homes

FORE!...Housing Golf Tourney

Home & Garden Expo

Ice Box Challenge - Workforce Development

Remodeling Showcase

Annual Member Awards Dinner

Build Together RADIO Hour

Member Appreciation Events

Member Luncheons & Workshops

***Partner on individual events or become a  
Keystone Patron by sponsoring (3) major events***

# Our Mission

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Our Association strives to protect the American Dream of Housing Opportunities for ALL, while working to achieve professional success for the members who build communities, create jobs, and strengthen our economy.



*since 1980*

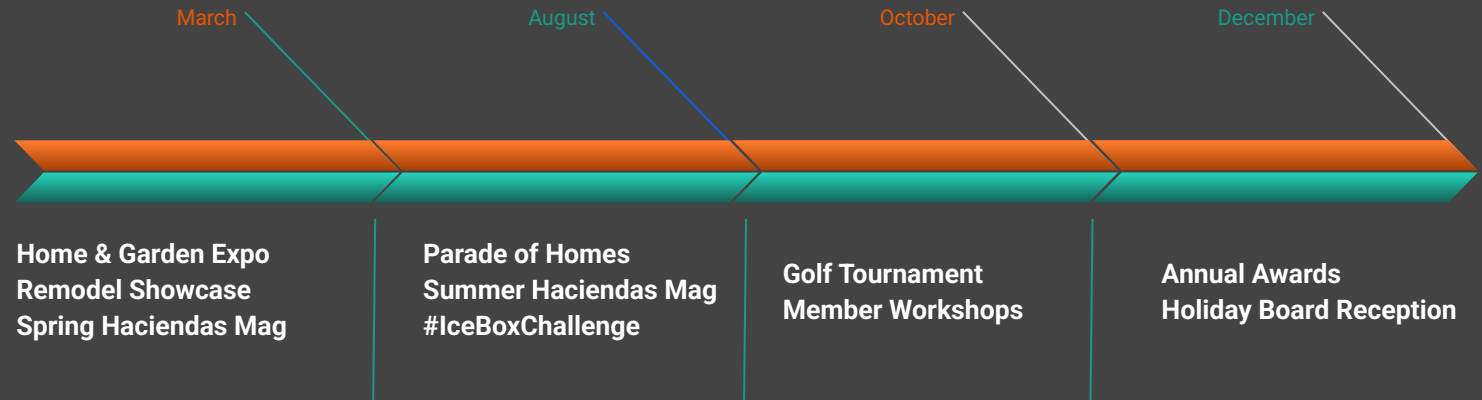
# Building New Mexico Together

By partnering with the Santa Fe Area Home Builders Association you gain unparalleled exposure to a highly influential audience of industry professionals, homebuilders, and community leaders. Your sponsorship will directly contribute to our mission of promoting safe, affordable, and high quality housing in Santa Fe and Northern New Mexico.



# 2025 OPPORTUNITIES

## Events, Committees, and Networking



**PLUS\* YEAR-ROUND OPPORTUNITIES TO SPONSOR:**

Member Luncheons / Build Together RADIO HOUR / Committee Work / Member Appreciation Socials

***Partner on individual events or become a **Keystone Patron** by sponsoring (3) major events with a \$5,000 or greater investment.***

See slide 19 - 21 to learn more about the Keystone Patron Program!

# Sponsor / Partnership Benefits



## 1 Enhanced Brand Visibility:

- Logo placement on promotional materials, including event banners, digital signage, and printed collateral.
- Recognition in SFAHBA's social media channels and newsletters.
- Opportunities for speaking engagements or product demonstrations at SFAHBA events.

## 2 Networking Opportunities:

- Exclusive access to networking events and industry leaders.
- Opportunities to build relationships with key decision-makers in the construction industry.

## 3 Community Impact:

- Align your brand with a reputable organization dedicated to community improvement.
- Support initiatives that promote affordable housing and sustainable building practices.

## 4 Tailored Sponsorship Packages:

- Flexible sponsorship packages to meet your specific marketing goals.
- Custom opportunities can be created to fit your unique needs.

# Haciendas: A Parade of Homes

## Be at the Center of Santa Fe's Premier Event!

Elevate your brand and connect with members, discerning homebuyers & owners at the annual Parade of Homes. This premier event highlights the latest in home design, construction, and technology, offering a unique marketing opportunity for sponsors, builders, and home-building professionals.

Support the Association's mission while enjoying extensive promotional benefits, including online platforms, print, radio, media ads, social media, and the "Haciendas - a Parade of Homes" magazine. The Parade culminates in a juried competition, with awards presented both online and in-person at the August Awards Ceremony.



### Sponsorship Levels:

- Diamond: \$7,500
- Platinum: \$5,000
- Gold: \$2,500
- Silver: \$1,500
- Bronze: \$500

# Parade of Homes Sponsorship

Be at the Center of Santa Fe's Premier Event!

**Benefits:**

- **Prime Exposure:** Your business logo prominently displayed on all marketing materials, including print, digital, and social media.
- **Inclusion in Promotional Videos:** Engaging videos that showcases the Parade of Homes and participating sponsors
- **Exclusive Access:** VIP invitations to exclusive events and networking opportunities.
- **Enhanced Brand Visibility:** High-impact signage at the Parade of Homes.
- **Targeted Marketing:** Leveraging our extensive reach to connect with your ideal audience.
- **Community Impact:** Supporting a local organization dedicated to building a better future.





# Parade of Homes Awards Ceremony Sponsor

## Celebrate Success and Innovation

The Parade of Homes Awards Ceremony honors the best in home design, construction, and remodeling.

*Your sponsorship will help us make this event a memorable one.*

### Benefits:

- **Brand Visibility:** Your logo prominently displayed at the event and in marketing materials.
- **Inclusion in Promotional Award Video:** Engaging video that showcases the Haciendas Parade of Homes Entries and participating sponsors
- **Networking Opportunities:** Connect with industry leaders and potential clients.



### Sponsorship Opportunities:

- **Platinum Video Sponsor: \$5,000**
- **Gold Awards Sponsorship: \$2,500**
- **Silver Cocktail Sponsor: \$1,500**
- **Bronze Food Sponsor: \$750**

*Community Impact: Support a program that celebrates local talent and craftsmanship.*

# Home & Garden Expo

Our Premiere LOCAL Connector Event

**Strengthen Your Brand, Support the Industry!**

Partner with the Association as we connect our community with industry professionals and boost your brand.

The annual expo is vital to the home building and construction industries, driving innovation, sustainability, and major networking. At the heart of this event is our a commitment to supporting local businesses, advancing industry standards, and fostering a thriving community.

Join the Home & Garden Expo to align with our mission and access valuable networking, marketing, and membership benefits!



# Home & Garden Expo

March 15-16, 2025

*Santa Fe Downtown Community Convention Center*

## Benefits:

- **Year-Round Visibility:** Your logo on the Association's website, social media, and marketing materials.
- **Networking Opportunities:** Connect with influential industry leaders at exclusive events.
- **Industry Insights:** Stay informed about the latest trends and regulations.

**Community Involvement:** Support local initiatives and give back to the community



## Sponsorship Levels:

- **Platinum Sponsorship \$4,000**
- **Gold Sponsorship \$1,750**
- **Silver Sponsorship \$1,000**
- **Bronze Sponsorship: \$350**

# Remodelers Showcase Sponsorship

## *Celebrate Excellence in Home Remodeling*

The center and anchor of our Spring Edition of Haciendas Magazine, The Santa Fe Remodel Show recognizes outstanding remodeling & deep renovation projects in the Santa Fe area.

Honoring the best, brightest, and cutting edge innovators in the remodeling industry, the “Excellence in Remodeling” awards reception in March, hosted by the Remodelers Council, is a warm evening among friends to celebrates the art of infusing our older homes with new life and style!



## Partnership Opportunities:

- **Platinum Video Sponsor: \$5,000**
- **Gold Awards Sponsorship: \$2,500**
- **Silver Cocktail Sponsor: \$1,500**
- **Bronze Food Sponsor: \$750**

# Remodelers Showcase Sponsorship

*Celebrate Excellence in Home Remodeling*

## Benefits:

- **Inclusion in Promotional Award Video:** Engaging video that exhibits the Santa Fe Remodelers Showcase and participating sponsors
- **Logo** included in Spring Edition of Haciendas Magazine
- **Brand Recognition:** Your logo prominently displayed at the event and in marketing materials.
- **Networking Opportunities:** Connect with industry professionals and potential clients.
- **Community Impact:** Support a program that celebrate local talent and craftsmanship.



# FORE!....Housing

## Annual Golf Tournament

Join in for the annual fun-filled day of golf, networking, and community support. This premier event brings together industry professionals, local businesses, and golf enthusiasts for a day of friendly competition and charitable giving.

### Platinum Double Eagle Sponsor: \$2,500

- Two complimentary teams
- Recognition as Double Eagle Sponsor in all promotions
- Opportunity to display at the event plus signage
- 5 minutes to address attendees at the event
- Company representative at registration



### Gold Eagle sponsor \$1,500

- Complimentary Team
- Recognition as Eagle Sponsor in promotions
- Opportunity to display at the event plus signage
- Company representative at registration

# Workforce Development Committee

## 2025 Northern NM Ice Box Challenge

### Cool Down with Innovation

The Ice Box Challenge is a unique event that showcases energy-efficient home design and construction. Your sponsorship will help us educate the community and inspire the next generation of builders.

#### Benefits:

- Brand Association: Align your brand with a cutting-edge initiative.
- Community Impact: Support a program that promotes sustainability and education.
- Tax Benefits: Your donation is tax-deductible.



#### Sponsorship Levels:

- \$5,000 Team Sponsor
- \$2,500 Sponsor
- \$1,000 Sponsor
- \$500 Sponsor
- \$50 Sponsor

# Lunch & Learn Sponsorships

## Investment in Networking and Industry Education

Sponsor a Lunch & Learn or Member Appreciation Networking event to share your expertise, network with industry professionals, and contribute to the ongoing education and skillset of builders, remodelers, & design professionals.

- \$250 TABLE at a Luncheon
- \$400 Sponsor & Present
- \$600 Sponsor / Present / Buy the Lunch!





# Annual Awards Dinner & Board Reception

## A Night of Elegance and Networking

Join us for the SFAHBA Annual Dinner, a prestigious event with top industry leaders in Santa fe and Northern New Mexico. Includes presentation of Builder and Associate Members of the Year, and swearing in ceremony for the next year's elected leadership.

### Benefits:

- **Exclusive Access:** Network with top industry leaders and government officials.
- **Brand Recognition:** Your logo featured on event materials and signage.
- **Community Impact:** Support the SFAHBA's mission to promote excellence in the home building industry.

### Sponsorship Levels:

- **Platinum Sponsorship \$950**
- **Gold Sponsorship \$550**
- **Bronze Sponsorship \$350**



# Build Together RADIO HOUR

Elevate Your Brand with Targeted Exposure

## Sponsorship Benefits:

- **Exclusive Branding:** Your company prominently featured in on-air mentions throughout the show.
- **Dedicated Commercial Spot:** Receive a 30-second commercial spot to highlight your products or services.
- **Social Media Promotion:** Your brand will be showcased on SFAHBA's social media channels, reaching a wider audience.
- **Direct Audience Access:** Gain direct exposure to potential clients and partners through the show's interactive format.
- **Community Impact:** Support local businesses and contribute to the growth of the Santa Fe and Northern New Mexico construction industry.

## RADIO SPONSORSHIP: \$1200

Your business gains significant visibility and brand recognition within Santa Fe and Northern New Mexico's vibrant construction and real estate community.

By sponsoring the SFAHBA radio show, "Build Together," you'll reach a highly engaged, discerning audience of homeowners, contractors, architects, and industry professionals.

*Sponsor the Build Together Radio Hour and elevate your brand to new heights.*

# Keystone Patron Sponsorship

## Stand Out in Santa Fe's Building Industry

**Become a Keystone Patron and gain year-round visibility at the top Santa Fe Area Home Builders Association (SFAHBA) events with a \$5,000 investment!**

Support the Santa Fe Area Home Builders Association & Northern New Mexico Builders Association as a **2025 Keystone Patron by making a pledge of \$5,000 or more.** *(Select any three events or programs to support)* Become a cornerstone of our build | design community. By supporting our organization as a Keystone you'll gain unparalleled visibility and connect with key industry players.

Keystone Patrons receive exclusive benefits beyond individual event sponsorships. We'll showcase your company throughout the year across all SFAHBA communication channels and marketing materials.

- **Maximum Exposure:** Your brand prominently featured across all of our marketing channels, including our popular Haciendas - A Parade of Homes, Santa Fe's Premiere Spring Home Expo and Remodel Show.
- **Exclusive Access:** Enjoy VIP access to our exclusive events, such as the Annual Golf Tournament, The FALL Trunk or Treat / Builders' Rendezvous, and our monthly Lunch and Learns.
- **Networking Opportunities:** Connect with industry leaders, potential clients, and partners at our networking events and workshops.
- **Community Impact:** Support our efforts to promote and strengthen the local construction industry.

# Keystone Patron Sponsorship

Stand Out in Santa Fe's Building Industry

Reach the \$5,000 level by sponsor **THREE** of major events or programs to secure Annual Keystone Patron status:

- Haciendas: A Parade of Homes
- Haciendas Awards Ceremony
- Santa Fe's Home Show & Garden Expo
- Remodelers Showcase Awards Ceremony
- Fore...Housing! Golf Tournament

**Become a Keystone Patron and solidify your position as a leader in Santa Fe's construction industry!**

**Contact us today to discuss your options and customize a Keystone experience that propels your business forward!**



# Keystone Patron Sponsorship

Stand Out in Santa Fe's Building Industry

## The Keystone Patron Advantage:

- **High Visibility:** Recognized at all SFAHBA 2024 events
- **Customization:** Tailored sponsorship align with your goals.
- **Digital Presence:**
  - Linked Logo: Featured on non-political SFAHBA e-blasts.
  - Video Recognition: Dedicated video intro at Remodelers Showcase & Parade of Homes, shared online.
  - Website Listing: Linked logo prominently displayed on BuildNewMexico.com.
  - Social Media Buzz: Customized posts as an annual sponsor.
- **Networking & Engagement:**
  - Recognized at member events like Lunch and Learns, webinars, and on the SFAHBA Radio Show.
- **Exclusive Opportunities:**
  - Co-host Facebook events with SFAHBA.
  - Featured on "Build Together" Radio Show.
  - Showcase with a table and banner at events.
- **Printed Materials:** Logo featured in Haciendas Magazine (Spring & Summer).
- **Event Access:** Complimentary tickets to Parade of Homes and Awards Events.

# Become a Partnering Sponsor in 2025



Santa Fe Area Home Builders Association  
Northern New Mexico Builders Association

## 2025 Partnering Sponsors Agreement

Company Name: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ State: \_\_\_\_\_

City: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Title: \_\_\_\_\_

Website (for clickable link): \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

The signature is authorized in common business organization

Choose **THREE** events that reach a \$1,000 sponsor level and qualify for Keystone Patron status:

**Haciendas: A Parade of Homes**  
The prestigious event showcases the latest home design, construction, and technology trends. Connect your business at one of our most exciting and highest profile events. Our national sign-up event is a unique marketing opportunity for you.

**Parade of Homes Awards Ceremony**  
A vital event for the home building and construction industries, driving innovation, sustainability and major networking. Commemorate in honor of our local business and joining a thriving community in the heart of this event.

**Santa Fe Home Show and Garden Expo**  
A vital event for the home building and construction industries, driving innovation, sustainability and major networking. Commemorate in honor of our local business and joining a thriving community in the heart of this event.

Diamond: \$7,500

Platinum: \$5,000

Gold: \$2,500

Silver: \$1,500

Bronze: \$500

Platinum Video Sponsor: \$5,000

Gold Awards Sponsorship: \$2,500

Silver Cocktail Sponsor: \$1,500

Bronze Food Sponsor: \$750

Platinum Sponsorship \$4,000


Gold Sponsorship \$1,750

Silver Sponsorship: \$1,000

Bronze Sponsorship: \$350

Santa Fe Area Home Builders Association / Northern NM Builders Association  
2120 Camino Entrada, Suite B Santa Fe, New Mexico 87507 | 505.962.0714 | [BuildNewMexico.com](http://BuildNewMexico.com)





Santa Fe Area Home Builders Association  
Northern New Mexico Builders Association

## Remodelers Showcase

Recognize outstanding remodeling & deep renovation projects in the Santa Fe area. Honoring traditional craftsmanship and cutting-edge innovation in the remodeling industry. "Excellence in Remodeling" awards reception in March, hosted by the Remodelers Council.

**Fore...Housing! Golf Tournament**  
Join us for the annual benefit day of golf, networking, and community support. This premier event brings together industry professionals, local business, and golf enthusiasts for a day of friendly competition and charitable giving.

**Ice Box Challenge** - This unique event showcases energy-efficient home design and construction. Your sponsorship will help us educate the youth of our community and inspire the next generation of builders.

**Lunch & Learns and Member Socials**  
Share your expertise, network with industry professionals, and contribute to the ongoing education and skills of builders, remodelers, and design professionals.

**Annual Board Reception/Awards Ceremony**  
A formal prestigious event with top industry leaders in Santa Fe and Northern New Mexico. Builders presentation of Builder and -Alumni Members of the Year, and awarding in ceremony for the next year's board leadership.

**Build Together Radio Hour with SPAHBA** - By sponsoring the SE-111.1A radio show, "Build Together," you'll reach a highly engaged audience of homeowners, community leaders, associations, and industry professionals.

Platinum Video Sponsor: \$5,000

Gold Awards Sponsorship: \$2,500

Silver Cocktail Sponsor: \$1,500

Bronze Food Sponsor: \$750

Platinum Double Eagle Sponsor: \$2,500

Gold Eagle sponsor \$1,500

Team Sponsor: \$5,000

\$2,500 Sponsor

\$1,000 Sponsor

\$500 Sponsor

\$50 Sponsor

\$250 TABLE at a Luncheon / Social

\$400 Sponsor & Present

\$600 Sponsor & Present + Provide Meal

Platinum Sponsorship \$950

Gold Sponsorship \$550

Bronze Sponsorship \$350

\$1,200

My Check is attached

Please call for credit card info

Please invoice us

# Thank you, and welcome to BuildNewMexico!

Contact 505.982.1774

or [ACTION@BuildNewMexico.com](mailto:ACTION@BuildNewMexico.com) to partner up!



*Elevate Your Brand and Support Our Mission*

