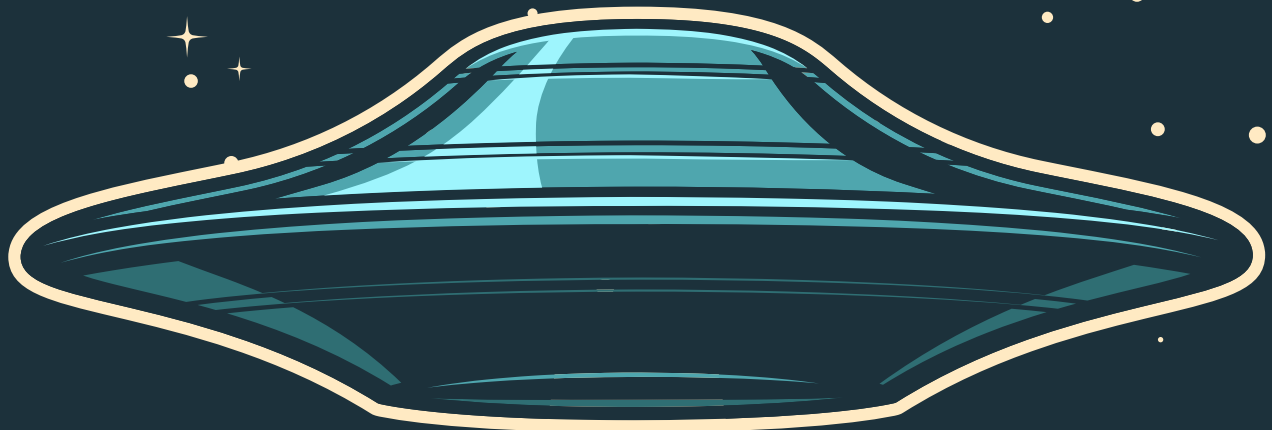




AREA

Albuquerque Regional Economic Alliance

51



505

**Leadership in
Economic
Development**

Awards & Annual Dinner

AREA 51

**Nov 16, 2023 from 5-9 p.m.
Isleta Resort and Casino**

WWW.ABQ.ORG/505AWARDS

CLASSIFIED
DEPARTMENT OF JUSTICE
TOP SECRET

AREA Memorandum
Subject: 505 Awards

The Albuquerque Regional Economic Alliance (AREA) invites you to join us for our 2023 Annual Dinner and 505 Awards. The theme of our dinner this year is Area 51: a play off of our AREA 10 [REDACTED] Strategic Plan, and an exciting opportunity to share our vision and expected outcomes will for the region and state in 30 years. The results of our efforts to build a regional [REDACTED] economy in collaboration with our partners in the four-county region are cause for celebration. Each and every day, our team is forecasting, planning and executing against [REDACTED] the objectives in our strategic plan and we can attest to the positive changes taking place all around us.

The Albuquerque [REDACTED] Regional Economic Alliance Annual Dinner and 505 Awards serve to acknowledge [REDACTED] the exemplary work of business leaders in our community as well as to bring influencers from various sectors together for an evening of celebration. This critical annual fundraiser supports AREA's ability to strengthen and grow its work across industry sectors in the region.

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**AREA**
Albuquerque Regional Economic Alliance

BECOME A SPONSOR

We invite you to join our prestigious listing of sponsors and supporters for the 2023 505 Leadership in Economic Development Awards and Annual Dinner. Various levels of sponsorship are available. Benefits of participation include:

- Brand alignment with AREA - the leading regional economic development nonprofit organization
- Support of a highly recognized regional awards program
- Cross promotion via marketing, branding, community relations and public relations for your company
- Networking and business-to-business opportunities with more than 400 attendees
- Philanthropy channel to a reputable, meaningful and very active local organizations

PAST SPONSORS LIST

Amazon

Bank of Albuquerque

Chalmers Ford

Chase Bank

Deloitte

Economic Forum

Enterprise Bank and Trust

Enterprise Builders

Fidelity

Jaynes

Klinger Constructors, LLC

NAI SunVista

META

NM Mutual

Nusenda

Old Republic Title

PNC Bank

PNM

Presbyterian

Albuquerque Sunport

True Health New Mexico

US Bank



MISSION SPONSORSHIP

\$15,000

- **Exclusivity as THE premier event sponsor**
- **Top placement of name and logo on all invitations, press and digital as well as print marketing materials**
- **Brief speaking opportunity for company representative**
- **Video or commercial screened during event**
- **Stage and video screen recognition**
- **Two (2) eight person, center stage tables**
- **Two (2) full page, color advertisements inside event program**
- **Opportunity for branded item giveaway to all attendees**
- **Photo opportunity with honorees**
- **First right of refusal for the 2024 premier sponsorship**
- **1/4 page ad in Albuquerque Business First**
- **Foremost placement in AREA digital marketing campaign**
- **Prominently featured in AREA newsletters as main sponsor**

SPONSORSHIP LEVELS AND BENEFITS

TOP SECRET

SPONSORSHIP

\$10,000

- **Corporate logo on invitations, press and marketing materials**
- **Video or commercial screened during event**
- **Stage and video screen recognition**
- **Two (2) eight person tables with VIP seating**
- **Full page advertisement inside event program**
- **Opportunity for branded item in swag bag**
- **Photo opportunity with honorees**
- **1/4 page ad in Albuquerque Business First**
- **Prominent feature in AREA digital marketing campaign**
- **Featured in AREA newsletters as sponsor**

SPONSORSHIP LEVELS AND BENEFITS

505 AWARDS

SPONSORS

\$7,500

Five (5) individual and three (3) organizational award categories which include: Advocate of the Year, Public Service Leadership, Rising Star, Lifetime Achievement, Chairman's Distinguished Service, Excellence in Workforce Development, Community Leadership, and Small Business Champion

- **On stage presentation of award to recipient by company representative**
- **Stage and video screen recognition as award sponsor**
- **Corporate logo on invitations, press and marketing materials**
- **Table of eight (8) with VIP seating**
- **1/2 page advertisement inside event program**
- **Feature in print issue of Albuquerque Business First 505 Awards campaign**
- **Featured in AREA newsletters and on social media as award sponsor**
- **Opportunity for branded item in swag bag**



SPONSORSHIP LEVELS AND BENEFITS

ENTERTAINMENT SPONSOR

\$5,000

- **Branded entertainment activity (photo booth, etc.)**
- **Four (4) VIP tickets**
- **Recognition in event specific marketing e-newsletters**
- **Recognition inside event program**

WINE SPONSOR

\$5,000

- **Branded wine bottles on 50 guest tables**
- **Four (4) VIP tickets**
- **Recognition in event specific marketing e-newsletters**
- **Recognition inside event program**
- **Opportunity to add logo material to wine bottles**

LANYARD SPONSOR

\$3,500

- **Logo on specially branded lanyards that hold attendee name badges**
- **Two (2) VIP tickets**
- **Recognition inside event program**

SPONSORSHIP LEVELS AND BENEFITS

RECEPTION SPONSOR

\$2,000

A designated bar in cocktail reception area

- Branded bar and specialty drink station
- Two (2) VIP tickets
- Recognition inside event program

CENTERPIECE SPONSOR

\$2,000

Branded floral centerpieces on each table

- Logo featured prominently on each centerpiece
- Two (2) VIP tickets
- Recognition inside event program

SIGN UP AS A SPONSOR

Please contact Mary Tieman, at
mtieman@abq.org or by phone at
(505) 705-3777

PAST 505 AWARDS HONOREES

INDIVIDUAL AWARDS

Bob Murphy | *Economic Forum (retired)*

Charles Ashley III | *Cultivating Coders*

Charles Rath | *President & CEO, RS21*

Dale Dekker | *Founder & Partner, DPS*

Debbie Johnson | *Founder & President, GTS2 NM*

Deirdre Firth | *Deputy Director of Economic Development, City of Albuquerque (retired)*

Drew Tulchin | *President, New Mexico Angels*

Ed Garcia | *Executive Chairman, Garcia Automotive Group*

Elisha Saavedra-Torres | *Public Service Company of New Mexico*

Fred Mondragon | *Founder & Owner, Mondragon International*

Gary Tonjes | *Former President, Albuquerque Economic Development*

Jennifer Thomas | *Bank of Albuquerque (retired)*

Kristen Gamboa | *Senior Economic Developer, Village of Los Lunas*

Lonnie Talbert | *President & Chief Operating Officer, Southwest Bank*

Marcos A. Gonzales | *Economic Development Director, Bernalillo County*

Rathi Casey | *Partner & CEO, UkUU Creative*

Sherman McCorkle | *SSTP*

Wayne Johnson | *Sandoval County Manager*

ORGANIZATIONAL AWARDS

Albuquerque Community Foundation

Bow & Arrow Brewing

Central New Mexico Community College

Deep Dive Coding

DreamSpring

FatPipe/Bioscience Center

Homewise

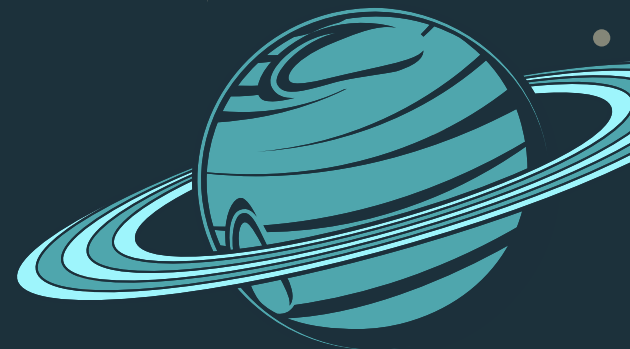
Indian Pueblo Cultural Center

Rio Grande Community Development Corporation

Southwest Creations Collaborative

TLC Plumbing

WESST



WHY SPONSOR THE 505 AWARDS?

Sponsor support allows AREA to continue its work to lead and execute strategies designed to grow and diversify the economic base of the greater Albuquerque region, creating a prosperous, diverse and inclusive economy and elevating the standard of living for all.

Even the men in black couldn't keep your sponsorship a secret: sponsors receive an incredible amount of targeted, high quality exposure.

We are pleased to announce that Albuquerque Business First will again be our Media Sponsor for the 2023 program.

Not only were the 2022 505 Awards highlighted in Albuquerque Business First articles, but event sponsors were featured in weekly print edition ads. These ads honored the awardees and thanked sponsors resulting in direct visibility and exposure to all readers.

Albuquerque Business First:

- 13,862 weekly readers
- 79,092 monthly unique web visitors
- 14,506 afternoon edition newsletter subscribers

Through AREA's own channels alone – social media, the web and direct email newsletters – previous 505 Awards and Annual Dinner sponsors received more than 100,000 targeted and local impressions, with 3,100 engagements on social media. With reshares, tagged and partner posts and media coverage the 505 Awards earned well over 1 million impressions.

AREA issued multiple press releases, with each award having its own, highlighting the honoree and sponsor as well as general event sponsors.

Sponsor names and logos were featured throughout the venue: in the event program and printed materials, on digital and physical signage, on stage, and even through overhead announcements playing during cocktail hour.

Nearly 400 of Albuquerque's most influential business leaders, governmental officials and decision-makers attended the 2022 event. AREA expects attendance to grow to 500 for the 2023 event as it is expanding venue size due to demand.



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FOR ANY QUESTIONS

Please contact Mary Tieman, at
mtieman@abq.org or by phone at
(505) 705-3777

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