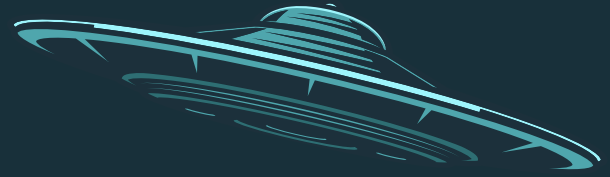




AREA

Albuquerque Regional Economic Alliance

51



THANK YOU for sponsoring AREA's 2023 505 Leadership in Economic Development Awards & Annual Dinner.

Your support allows AREA to continue our 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.

We would like to share the impact and full benefit of your sponsorship with you:

AREA promoted the event and program in all of our social media channels, awardee press releases and on our website, recognizing all sponsors in each promotion, from March 2023 until following the event conclusion in late November.

A promotional postcard with sponsor logos was mailed to more than 1,000 local business leaders.

Nearly 400 of greater Albuquerque's influential business leaders, governmental officials and decision makers attended our event.

Your name and logo were featured throughout the venue: in our program and printed materials, on digital and physical signage, on stage, and of course of screen and on the many LITTLE GREEN MEN decorating the facility. Event sponsors received VIP Gift Boxes prior to the event!

Special recognition goes to our PREMIER SPONSOR:



Coca-Cola

SWIRE COCA-COLA

19

**E-NEWSLETTER
BLASTS SENT WITH A
45% AVERAGE OPEN
RATE**

!

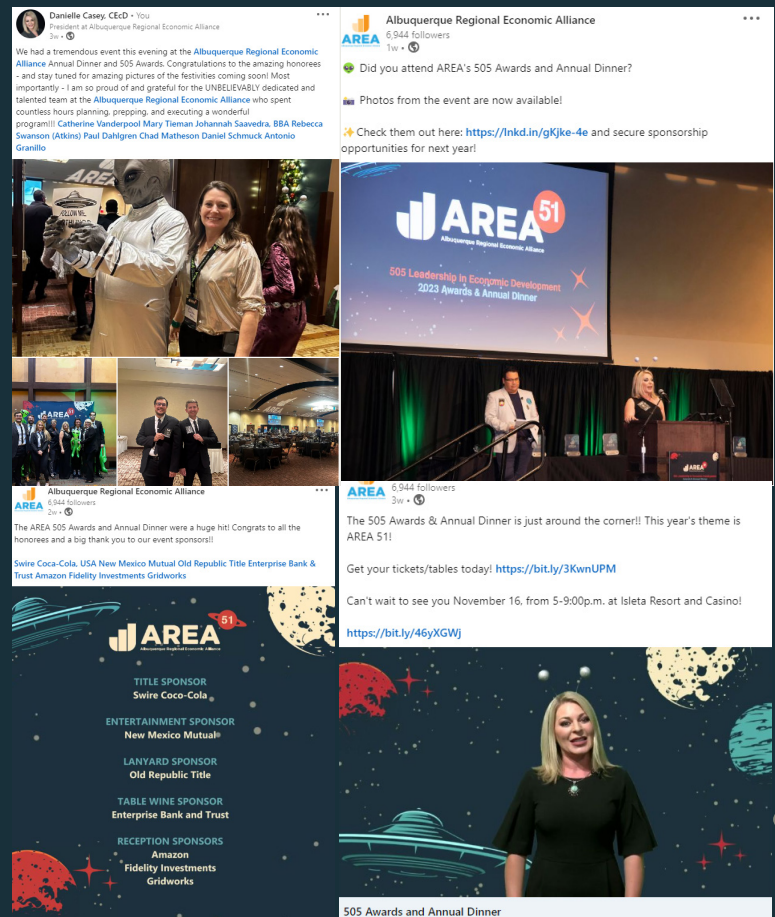
**14,558 OPENS
AND 45,580 TOTAL
RECIPIENTS**

1

**PROMO VIDEO TAPED
AND SHARED ON
SOCIAL MEDIA WITH
MORE THAN 500
VIEWS**

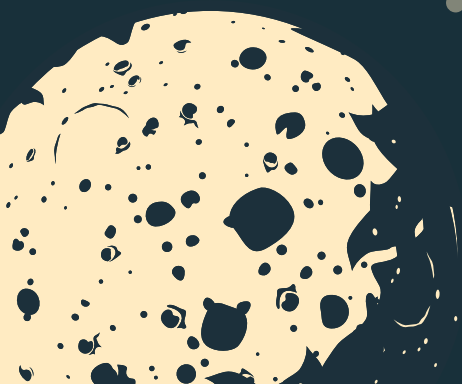
87

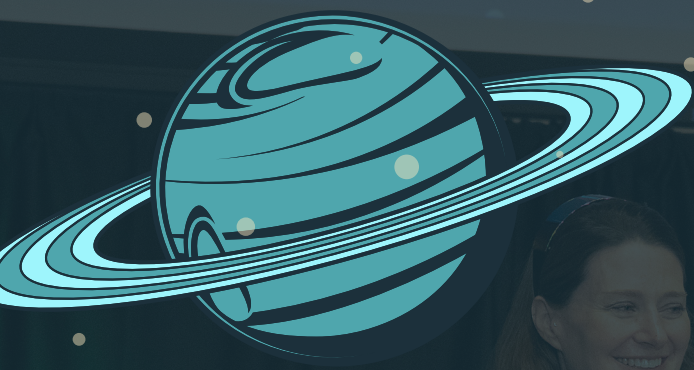
**UNIQUE SOCIAL
MEDIA POSTS
RESULTING IN
MORE THAN 55,000
REACHES**



Visit the event archive recap page online at:
www.abq.org/505awards2023/

Interested in securing your sponsorship for the 2024 505 Awards? Please contact Mary Tieman, at mtieman@abq.org or by phone at (505) 705-3777.





SCAN TO VIEW EVENT
PHOTOS AND SEE LISTS
OF ALL HONOREES AND
SPONSORS:



ALBUQUERQUE BUSINESS FIRST

Albuquerque Business First was our media sponsor for this event. Not only were the 505 Awards highlighted in articles, but our sponsors were featured in ads issued weekly leading up to the event in the print edition.

These ads honored the awardees and thanked our sponsors resulting in a direct value of over \$1,000 per sponsor and exposure to ABF's 13,267 weekly edition readers, 113,167 monthly unique web visitors, and 14,815 daily newsletter subscribers.

AWARD SPONSORS



EVENT SPONSORS



IN ADDITION TO OUR PRIMARY EVENT AND AWARD SPONSORS, A SPECIAL THANK YOU ALSO GOES TO:

People's Flowers
Comcast
Electric Playhouse
Liz Lopez Photography
Central New Mexico Community College
Area Ambassador Volunteers



FOR IMMEDIATE RELEASE

Date: October 9, 2023

Contact: Rebecca Swanson

rschwanson@abq.org 505-681-8394

AREA Announces 505 Award Honorees

Recognizes Leaders in Economic Development in the Greater Albuquerque Region

(ALBUQUERQUE, NM.) 2023 – The Albuquerque Regional Economic Alliance (AREA) announced the honorees for the Fifth Annual 505 Awards and Dinner. The event recognizes organizations and individuals who are making exceptional contributions to the economic growth and prosperity in the greater Albuquerque region.

This year's awards and dinner will be held November 16, at the Isleta Resort and Casino. This year's theme is AREA 51, a nod to the history of our state, but also a look ahead, and where we hope to see our economy, 51 years from now. The 505 Awards and Annual Dinner Title Sponsor is Swire Coca-Cola.

"The Greater Albuquerque Region is on the cusp of greatness, and we are already seeing so much growth and economic impact within our community," said Danielle Casey, President & CEO of AREA. "It is my honor to recognize such an incredible group of economic leaders during our 505 Awards, which is a night to bring awareness and gratitude to our regions overall economic strength."

RISEING STAR AWARD (Sponsored by TLC Plumbing)

2023 Honoree: Rhannon Samuel, NAIOP

This award honors an emerging leader who is contributing to economic development programs, projects and activities in a significant manner that leads to increased investment in the community.

PUBLIC SERVICE AWARD (Sponsored by JP Morgan Chase & Co)

2023 Honoree: Representative Joshua Hernandez

This award recognizes a public official or employee who has served as a committed supporter of economic development efforts.

COMMUNITY LEADERSHIP AWARD (Sponsored by Albuquerque International Support)

2023 Honoree: Kamal Ali, PNC Bank

This award recognizes an organization that has made significant contributions toward advancing and strengthening the community's economy.

EXCELLENCE IN WORKFORCE DEVELOPMENT AWARD (Sponsored by Nusen Credit Union)

2023 Honoree: Kristin Leigh & Joe Hastings, Explora

This award recognizes an organization that has played a leading role in workforce readiness, including the implementation of training and educational programs, the sponsorship of scholarship or grant programs, the creation of internship or mentorship programs, and more.

SMALL BUSINESS CHAMPION AWARD (Sponsored by Presbyterian)

2023 Honoree: Michael M. Silva, Jr., Rude Boy Cookies

This award recognizes a small business (100 employees or less) that is creating an environment focusing on collaboration, innovation and hard work, consistently demonstrating a commitment to its employees, clients and Albuquerque.

ADVOCATE OF THE YEAR AWARD (Sponsored by Deloitte)

2023 Honoree: Tara Gohr & Erin Hellema, The Grant Plant, Inc.

This award recognizes a business leader who has made a measurable difference by investing in projects that have created jobs and enhanced our ability to attract investment.

LIFETIME LEADERSHIP AWARD (Sponsored by PNM)

2023 Honoree: Dr. Kathie Winograd, Economic Forum

This award honors someone whose ongoing commitment to economic development over the years has made a significant and lasting impact on the greater Albuquerque region.

To attend the 2023 505 Awards and Annual Dinner, where the honorees will be recognized, or for more information on award categories, eligibility requirements or judging criteria, visit www.abq.org/505awards.

The awards program is made possible by Title Sponsor Swire Coca-Cola. Event sponsors include New Mexico Mutual, Old Republic Title, Enterprise Bank and Trust, Amazon, Fidelity Investments, and Gridworks. AREA is also thankful for its media sponsor, Albuquerque Business First.

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About AREA

The Albuquerque Regional Economic Alliance is a private, nonprofit organization whose mission is 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. AREA provides leadership and vision for the region, considering the area for expansion and new investment. AREA has recruited more than 250 companies and more than 100 organizations to the area. AREA also provides retention and expansion information, visit abq.org.

