



BUILDING BOOMTOWN: “A NIGHT UNDER CONSTRUCTION”

505 Awards & Annual Dinner

Sandia Resort & Casino

NOVEMBER 14, 2024 | 5:30 - 9 P.M.



Albuquerque Regional Economic Alliance (AREA) invites you to join us for our 2024 Annual Dinner and 505 Awards! As a result of the tremendous efforts by AREA to build a regional economy in collaboration with our partners in the four-county region, is defiantly cause for celebration. Each and every day, our team is forecasting, planning and executing against the objectives in our strategic plan, and we can attest to the positive changes taking place all around us.

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

More than 400 of Albuquerque's most influential business leaders, governmental officials and decision-makers have attended this event each year since its inception. 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 sponsor and honoree receiving unique promotion and public media recognition. Additional visibility through participation includes:

- Brand alignment with AREA the leading economic development organization in the region
- Support of a highly recognized regional awards program
- Cross promotion via marketing, branding, community relations and public relations
- Networking and business-to-business opportunities
- Philanthropy channel to a reputable, meaningful and very active local 501c3 organization

Past Individual Awards

Bob Murphy, Economic Forum (retired)
Charles Ashley III, Cultivating Coders
Charles Rath, RS21
Dale Dekker, DPS
Debbie Johnson, GTS2 NM
Deirdre Firth, City of Albuquerque (retired)
Drew Tulchin, New Mexico Angels
Ed Garcia, Garcia Automotive Group
Elisha Saavedra-Torres, PNM
Fred Mondragon, Mondragon International
Gary Tonjes, AED (retired)
Jennifer Thomas, Bank of Albuquerque (retired)
Kristen Gamboa, Village of Los Lunas
Lonnie Talbert, Southwest Bank
Marcos A. Gonzales, Bernalillo County
Rathi Casey, UkUU Creative
Sherman McCorkle, SSTP
Wayne Johnson, Sandoval County
Rep. Joshua Hernandez
Rhiannon Samuel, NAIOP

Past Organizational Awards

Albuquerque Community Foundation
Bow & Arrow Brewing
Central New Mexico Community College
Deep Dive Coding
DreamSpring
Explora
FatPipe/Bioscience Center
The Grant Plant
Homewise
Indian Pueblo Cultural Center
PNC Bank
Rio Grande Community Development Corporation
Rude Boy Cookies
Southwest Creations Collaborative
TLC Plumbing
WESST

SPONSORSHIP OPPORTUNITIES

~~Title Sponsor~~ -- Sorry **TAKEN!**

Award 'Certificate of Occupancy' Sponsor: \$7,500 - only 4 left!

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
- Stage and video screen recognition as award sponsor
- Corporate logo on event invitations, press releases and marketing materials
- Table of eight (8) with premiere seating
- Full page, color advertisement featuring awardee and sponsor logo
- Opportunity for branded item in swag bag
- Photo opportunity with honorees

Entertainment 'Topping Off' Sponsor: \$5,000

- Prominent company branding on activity/entertainment area signage
- Recognition on screen as sponsor during event
- Corporate logo on event invitations, press and marketing materials
- Table of eight (8) with premiere seating
- Recognition inside event program, on event webpage, and in all e-newsletters and promotions

Lanyard Sponsor 'Change Order' Sponsor: \$3500

- Four hundred co-branded lanyards - one for each guest attending the event.
- Four (4) complimentary seats at the dinner
- Recognition inside event program
- Recognition inside event program and on event webpage

Wine 'Permitting' Sponsor: \$5,000

- Branded wine bottles on all guest tables with company logo and message
- Recognition on screen as sponsor during event
- Corporate logo on event invitations, press and marketing materials
- Table of eight (8) with premiere seating
- Recognition inside event program, on event webpage, and in all e-newsletters and promotions

Reception 'Preconstruction' Sponsor: \$2,000

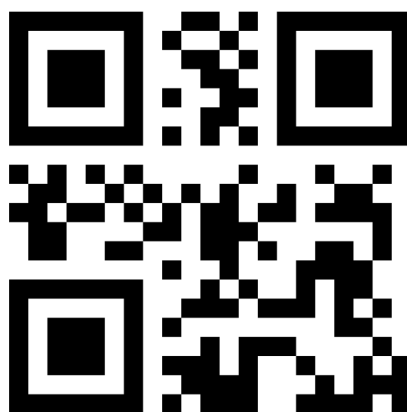
- Branded bar and reception area cocktail table signage
- Two (2) complimentary seats at the dinner
- Recognition inside event program
- Recognition inside event program and on event webpage

UNDER CONSTRUCTION UNDER



Our Mission:

AREA LEADS AND EXECUTES 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.



Questions or to Secure a Sponsorship:

**PLEASE CONTACT MARY TIEMAN AT
505-705-3780 OR MTIEMAN@ABQ.ORG**

ABQ.ORG/505AWARDS

