A detailed wireframe illustration of a construction site, featuring multiple cranes, building frameworks, and structural elements, all rendered in a light gray, geometric style.

# **BUILDING BOOMTOWN**

## **“A NIGHT UNDER CONSTRUCTION”**

**505 Awards & Annual Dinner**  
**Sandia Resort & Casino**

**2024 SPONSOR SUMMARY REPORT**



## THANK YOU FOR SPONSORING AREA'S 2024 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:

- AREA promoted the event and program using all of our social media channels, awardee press releases and on our website, recognizing all sponsors in each promotion, from March 2024 until following the event conclusion in late November.

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

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

- Your company name and logo were featured throughout the venue: in our program, printed materials, on digital and physical signage, on the stage during the video presentation.

- Event sponsors received VIP gift buckets prior to the event!

### SPECIAL RECOGNITION GOES OUT TO OUR TITLE SPONSOR



27

E-NEWSLETTER  
BLASTS SENT WITH A  
33% AVERAGE OPEN  
RATE



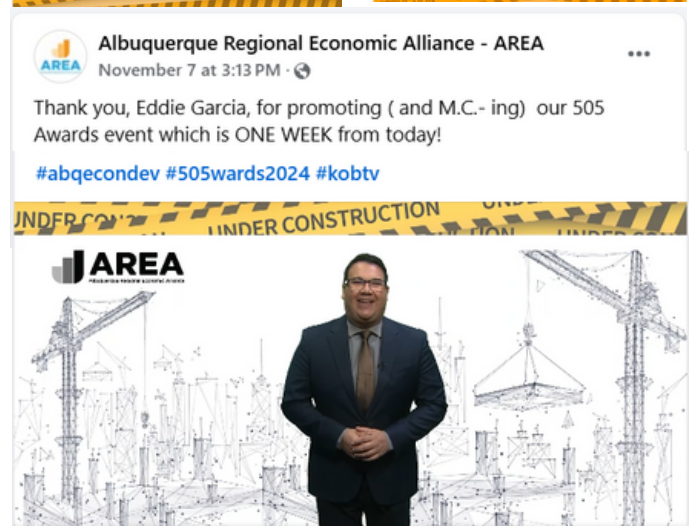
25,150 OPENS AND  
104,047 TOTAL  
RECIPIENTS

4

PROMO VIDEOS  
SHARED ON SOCIAL  
MEDIA WITH MORE  
THAN 700 VIEWS



63 UNIQUE SOCIAL  
MEDIA POSTS  
RESULTING IN  
MORE THAN 11,500  
IMPRESSIONS



Visit the event archive recap page online  
at: [www.abq.org/505awards](http://www.abq.org/505awards)

Interested in securing your sponsorship for the 2025 505 Awards?  
Please contact Mary Tieman, at [mtieman@abq.org](mailto:mtieman@abq.org) or by phone at 505-705-3780.





**FOR IMMEDIATE RELEASE –**

Date: September 30, 2024

Contact: Joanie Griffin, [jgriffin@sunny505.com](mailto:jgriffin@sunny505.com)

Erin Brubaker, [erubaker@abq.org](mailto:erubaker@abq.org)

(Albuquerque) September 30, 2024 – The Albuquerque Regional Economic Alliance (AREA) has selected the honorees for the Sixth 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.

The 2025 celebration will be held Thursday, November 14, at the *Sandia Resort & Casino*. This year's theme is "Building Boomtown: A Night Under Construction." The 505 Awards and Annual Dinner Title Sponsor is Swire Coca-Cola.

"This event is an important reflection of the year's progress and celebration of the significant work being done in the community to advance and diversify our economy. The variety of award categories ensures that we recognize all aspects of the important work underway, and inspires our continued commitment in the region. Plus, we make sure that it is a lively and fun event!" noted Danielle Casey, President & CEO of AREA.

**RISEING STAR AWARD** (Sponsored by Nusenda Credit Union)

2024 Honoree: Danielle Chavez, General Manager, Revel Entertainment

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 JPMorgan Chase)

2024 Honoree: Meredith Dixon, New Mexico State Legislature

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)

2024 Honoree: Visit Albuquerque

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 Deloitte)

2024 Honoree: Mission Achievement And Success (MAS) Charter School

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.

Albuquerque Business First was a 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, 113,16 monthly unique web visitors, and 14,815 daily newsletter subscribers.

To view the full press release, visit:  
<https://www.abq.org/2024/09/03/areas-2024-505-awardees-announced/>



UNDER CONSTRUCTION

UNDER CONSTRUCTION



## AWARD SPONSORS



## EVENT SPONSORS



A SPECIAL THANK YOU ALSO GOES TO  
 People's Flowers - Sunny 505  
 Liz Lopez Photography  
 Central New Mexico Community College  
 HB Construction - Century Sign Builders  
 AREA Ambassador Volunteers







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

