



505 Awards & Annual Dinner Sponsorship Brochure
Sandia Resort & Casino, Nov. 13, 2025, 5:30 – 9 p.m.

Albuquerque Regional Economic Alliance (AREA) invites you to join us for our 2025 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, we are proud to have now served the community for 65 years in total! 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.

AREA's 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.

Last year's program was a fully sold out event with 420 of Albuquerque's most influential business leaders, governmental officials, and decision-makers in attendance. 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 active local 501c3 organization

PAST INDIVIDUAL AWARDS

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

PAST ORGANIZATIONAL AWARDS

Albuquerque Community Foundation
Bow & Arrow Brewing
Central New Mexico Community College
Deep Dive Coding
Dion's Commissary
DreamSpring
Explora
FatPipe/Bioscience Center
The Grant Plant
Homewise
Indian Pueblo Cultural Center
Intel
Mission Achievement And Success Charter School
PNC Bank
Rio Grande Community Development Corporation
Rude Boy Cookies
Southwest Creations Collaborative
TLC Plumbing
Visit Albuquerque
WESST

SPONSORSHIP OPPORTUNITIES

Title Sponsor: \$12,500

- On-stage comments at start of program
- Stage and video screen recognition as Title Sponsor
- Corporate logo on event invitations, press releases and marketing materials
- Table of ten (10) with premiere seating
- Full page, color advertisement featuring awardee and sponsor logo
- Opportunity for branded item in swag bag

Award Sponsor: \$8,000

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 ten (10) with premiere seating
- Full page, color advertisement featuring awardee and sponsor logo
- Opportunity for branded item in swag bag
- Photo opportunity with honorees

Entertainment Sponsor: \$6,000

- 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 ten (10) with premiere seating
- Recognition inside event program, on event webpage, and in all e-newsletters and promotions

Lanyard Sponsor: \$5,000

- Five hundred co-branded lanyards
- Table of ten (10) with premiere seating
- Recognition inside event program, on event webpage, and in all e-newsletters and promotions

Wine Sponsor: \$5,000

- Branded wine bottles on all guest tables with company logo and message
- Table of ten (10) with premiere seating
- Recognition on screen as sponsor during event
- Recognition inside event program, on event webpage, and in all e-newsletters and promotions

Centerpiece Sponsor: \$4,500

- Company brand and logo on all table centerpieces, which are taken home by guests
- Table of ten (10) with premiere seating
- Recognition on screen as sponsor during event
- Recognition inside event program, on event webpage, and in all e-newsletters and promotions

Reception Sponsor: \$3,000

- Four available
- Branded bar napkins and reception area cocktail table signage
- Table of ten (10) at dinner
- Recognition inside event program and on event webpage

Corporate Table Sponsor: \$2,000

- Table of ten (10) with premier seating based on sign registration date
- Company logo on table
- Company logo and name on signage and on event entrance seating chart, and company name on screen during program



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 KAEALYN JOHNSON AT
505-705-3789 OR KJOHNSON@ABQ.ORG**

ABQ.ORG/505AWARDS