



SANTA FE RENAISSANCE FAIR

2011 SPONSORSHIP OPPORTUNITIES

Thank you for considering being a part of the Santa Fe Renaissance Fair!

This community event is a fund-raising partnership between Open Hands and El Rancho de las Golondrinas, two local non-profit organizations. Now in its 4th year, the Santa Fe Renaissance Fair has tremendous momentum and has become the highest attended event in Santa Fe County outside the city of Santa Fe. During each of its three years, attendance has steadily increased. In 2010 more than 5,600 fair-goers enjoyed the fun and entertainment of the Renaissance. Further growth is anticipated in 2011 with word of mouth spreading and the quality of the programming continuing to increase.

About the Event Partners

Open Hands has helped elderly, disabled and economically disadvantaged New Mexicans to live with dignity and independence since 1977. They provide weekday adult care services, Saturday respite services for caregivers and specially designed care for Alzheimer's patients, as well as community outreach services such as health care advocacy, home safety assessments and modifications, a medical equipment loan bank and more.

El Rancho de las Golondrinas, the site for the Fair, is the premier living history museum of the Southwest. Its purpose is to preserve the typical northern New Mexico landscape with farms and villages and their inhabitants' lifestyle from the early Spanish colonial period to the beginning of the 20th century. Las Golondrinas promotes the history and culture of New Mexico to visitors and residents alike, including to school-age children, some 15,000 of whom visit each year on organized field trips.

Funds raised from this event allow both organizations to continue to offer their many community services. By becoming an event sponsor, you will help defray the costs of organizing the Fair and therefore allow a larger amount of the proceeds to go directly to the services of both organizations. Additionally, your business will be promoted on www.sfrenfair.org, www.openhands.org and www.golondrinas.org, 3,000+ rack cards distributed prior to the Fair, and during the event itself, on the 6,000+ programs, through signage and announcements to attendees.

Below are several sponsorships to consider. We would appreciate the opportunity to discuss them in detail with you, and would be more than happy to explore other types of support that may interest you more -- including different monetary amounts, underwriting other aspects of the Fair that appeal to you, or in-kind support. (* indicates a dedicated premiere sponsorship with additional promotional benefits described further on the reverse side of this letter)

*Map/Program:	\$2,500	*Medallion Tokens	\$1,500	*Parade Float:	\$1,000
*T-Shirts:	\$2,000	*Tickets	\$ 500	*Queen's Quest:	\$ 500
Clan Tynker:	\$3,000	Rack Cards:	\$ 500	*Games:	\$ 250/ea.
Queen Isabella:	\$1,000	Posters:	\$ 500	Performers:	\$ 250/ea.
Shade Tents:	\$3,000	Costume Contest:	\$ 500	Game Prizes:	\$ 500

Again, thank you for your consideration. We hope to count you as a partner in this colorful, exciting and very important event to Open Hands, El Rancho de las Golondrinas and the community of Santa Fe! **HUZZAH!**

Santa Fe Renaissance Fair Committee

****DEDICATED PREMIERE SPONSORSHIPS***

MAP OF THE GROUNDS/PROGRAM

- ◆ More than 6,000 maps will be handed out over the 2 days. It is not only the map of the grounds, but also the program of events & the vendor listing.
- ◆ Funds are needed to make this a fun, colorful piece that attendees will want to keep as souvenirs.

T-SHIRTS

- ◆ The Santa Fe Renaissance Fair is honored to have a very talented “Court Artist”, Troy Klock, who creates original artwork each year for the fair’s promotional materials. This artwork & the sponsor’s logo decorate 250+ t-shirts sold during the fair.

MEDALLION TOKENS

- ◆ Approximately 1,000 custom designed, 2-sided, pewter medallions will be purchased with the Santa Fe Renaissance Fair name on one side & SFRF logo and the sponsor’s name on the other.



Reference Example Only!

PRE-SALE TICKETS

- ◆ Approximately 1,000 pre-sale tickets will be printed and sold the month prior to the fair.
- ◆ The sponsor’s logo will be displayed on the back of all tickets.

PARADE FLOAT

- ◆ Santa Fe Renaissance Fair has a parade float in the Historical Hysterical Parade during Fiesta just weeks before the fair.
- ◆ In 2010 the float won 2nd prize & was featured on the cover of the Santa Fe New Mexican newspaper the following day!
- ◆ The sponsor’s banner would be hung from the parade float, in addition, the sponsor’s logo would be on over 1,000 small flyers & coupons that are handed out with candy along the parade route.

QUEEN’S QUEST

- ◆ All children may participate in a free game that they sign-up for at the entrance to the fair, call the Queen’s Quest.
- ◆ The Queen’s Quest is a combination of a scavenger and treasure hunt. Participants circulate among fair vendors to recover the Queen’s jewels (small, multi-colored faceted beads). When completed, they can string the jewels on a bracelet to keep, and go to meet the Queen.
- ◆ The Queen’s Quest has its own tent & the sponsor of this game will have their logo displayed on a sign at the tent with a sincere thank you for their sponsorship.

GAMES

- ◆ More than 10 games are available for children to purchase game tokens to play & win prizes.
- ◆ Each game that receives sponsorship will have a sign at the entrance of the game with the sponsor’s logo & a sincere thank you for their sponsorship.