



SANTA FE INDIAN MARKET

SOUTHWESTERN ASSOCIATION FOR INDIAN ARTS

2023 SUMMER INDIAN MARKET SPONSORSHIP LEVELS AND BENEFITS

SUMMER MARKET TITLE SPONSORSHIP: \$100,000

- Sponsor's name and logo stating, "[Sponsor Name] Presents" exclusively attached to 2023 Indian Market messaging;
- Booth in high-traffic area on the Plaza during Market weekend;
- Mention/Thank You on stage during each live event throughout market weekend;
- Sponsor Logo included on live event slideshows where applicable;
- Sponsor Logo included in program/brochure for live events;
- Sponsor Logo included on all primary 2023 Indian Market signage;
- Revolving ad/click through on SWAIA website home page;
- Sponsor's logo prominently displayed on website, print advertising, social media, and other outreach in advance of, during and after 2023 Market;
- Mention on after-Market Thank You ad in our Hutton Broadcasting publication;
- Up to 20 All-Access Passes to ticketed Indian Market events including our Gala, Best of Show, Previews and Indigenous Fashion Show. Access to auxiliary member areas will also be provided, where applicable. (An RSVP for these events is required prior to tickets opening to public.);
- One (1) complimentary premier table at the Gala (Saturday night of Market);

INDIGENOUS FASHION SHOW SPONSOR \$50,000

- Sponsor's logo on SWAIA home page (click through) as well as on banners & signage, print advertising, social media, and other outreach in advance of, during and after Market;
- Sponsor's logo on on Fashion Show program on all signage for the event, projected onto a wall during the show, and on various promotions for the event;
- Thank you from Fashion Show stage by the emcee;
- Complimentary full-page ad space in Fashion Show program;
- Fifteen (15) front-row seats to the Fashion Show and tickets to VIP after-party;

An RSVP is required for this event by July 31, 2023

GALA EVENT SPONSOR \$25,000

- Sponsor's logo on SWAIA home page (click through) as well as on banners & signage, print advertising, social media, and other outreach in advance of, during and after Market;
- Sponsor's logo prominently displayed and recognition given, during luncheon;
- Complimentary full-page ad space in Gala program;
- Promotional collateral permitted for dispersal throughout event with prior authorization;
- Two (2) reserved tables at the Gala (up to 10 seats per table).

An RSVP is required for this event by July 31, 2023



2023 SUMMER INDIAN MARKET SPONSORSHIP LEVELS AND BENEFITS

(Continued)

BEST OF SHOW CEREMONY SPONSOR \$10,000

- Sponsor's logo on SWAIA home page (click through), as well as on banners & signage, print advertising, social media, and other outreach in advance of, during and after Market;
- Sponsor's logo prominently displayed, and recognition given, during luncheon;
- Promotional collateral permitted for dispersal throughout event with prior authorization;
- Five (5) complimentary Best of Show tickets

BEST OF SHOW LUNCHEON SPONSOR \$10,000

- Sponsor's logo on SWAIA home page (click through), as well as on banners & signage, print advertising, social media, and other outreach in advance of, during and after Market;
- Sponsor's logo prominently displayed, and recognition given, during luncheon;
- Promotional collateral permitted for dispersal throughout event with prior authorization;
- Five (5) complimentary Best of Show tickets

SANTA FE PLAZA STAGE SPONSOR \$10,000

- Booth for your organization located on the Plaza at Plaza Center
- Sponsor's logo prominently displayed on the plaza stage and signage associated with it;
- Mention on after-Market Thank You ad in our Hutton Broadcasting publication;
- Use of stage by sponsor for appropriate promotions and giveaways throughout Market weekend;
- Sponsor's logo on SWAIA home page (click through), as well as on banners & signage, print advertising, social media, and other outreach in advance of, during and after Market;

SANTA FE INDIAN MARKET ARTIST RECEPTION SPONSOR \$10,000

- Sponsor's logo on SWAIA home page (click through), as well as on banners & signage, print advertising, social media, and other outreach in advance of, during and after Market;
- Sponsor's logo/name prominently displayed during event and on all promotions for it;

NATIVE AMERICAN CLOTHING CONTEST* SPONSOR \$10,000

- Banner with sponsor's logo displayed on stage during the Contest;
- Recognition as a sponsor throughout the Contest;
- Sponsor's logo on the home page of SWAIA website (click through) and name/logo on all marketing for the Contest, and in various other Indian Market promotions;
- Four (4) reserved seats at the Contest

2023 SUMMER INDIAN MARKET SPONSORSHIP LEVELS AND BENEFITS

(Continued)

PANEL DISCUSSION SPONSOR \$7,500

- Two stage-use time slots (up to 2 hours in total) provided for Panel Discussion
- Booth for your organization located on the Plaza at Plaza Center
- Banner with sponsor's logo displayed on stage during the Panel Discussion;
- Recognition as a sponsor throughout the Discussion;
- Sponsor's logo on the home page of SWAIA website (click through) and name/logo on all marketing for the Discussion, and in various other Indian Market promotions;
- Four (4) reserved seats at the Panel Discussion

OTHER SPONSORSHIP OPPORTUNITIES

All following Sponsors will receive their sponsor's logo (click through) on Sponsorship page of SWAIA website and on after-Market Thank You ad in our Hutton Broadcasting publication, in addition to below benefits:

• VOLUNTEER T-SHIRT SPONSOR	Logo on 240 T-shirts	\$5,000
• CHILDREN'S ACTIVITY TENT SPONSOR	Banner on tent	\$5,000
• VOLUNTEER LANYARD SPONSOR	Logo on 240 Lanyards	\$5,000
• VOLUNTEER APRON SPONSOR	Logo on 240 Aprons	\$3,000



MARKET SEASON MEDIA

PR AND MEDIA STATS

Our team works hard to push the stories of our community, artists, and market out to the world. For this year’s market, SWAIA’s Media Engagement (from July 1, 2022 - September 1, 2022) produced these statistics:

UNIQUE MONTHLY VIEWS:

4,675,656,355

ADVERTISING VALUE EQUIVALENCY:

\$43.29M

HEADLINES:

“Stylish Scenes from the 100th Santa Fe Indian Market”



“Artists at 100-year-old Santa Fe Indian Market say it’s now a place of innovation”



“SWAIA Indian Market: The Movement Which Created The Moment”



“We are stepping out and owning the space’: Santa Fe Indian Market’s centennial comes at a pivotal moment for Indigenous artists”



THE ART NEWSPAPER

ALSO FEATURED IN:



AUGUST 2022 SOCIAL STATS

SWAIA/Santa Fe Indian Market’s social media channels are extremely active! During the past Market month (August 2022), our Facebook and Social Media Channels alone garnered the following metrics:

FOLLOWERS:

85,157

ENGAGEMENT:

162,617

IMPRESSIONS:

4,764,143

BRAND AWARENESS:

4,779

In addition to Facebook and Instagram, SWAIA/Santa Fe Indian Market also has an active, growing presence on TikTok, YouTube, and email audiences.