

2024 SUMMER INDIAN MARKET SPONSORSHIP LEVELS AND BENEFITS

SUMMER MARKET TITLE SPONSORSHIP: \$100,000

- Sponsor's name and logo stating, "[Sponsor Name] Presents" attached to 2024 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 2024 Indian Market signage;
- Sponsor's logo prominently displayed on website, print advertising, social media, and other outreach in advance of, during and after 2024 Markets;
- Mention on any post-Market Thank You ad;
- One (1) full page ad in 2024 Official Booth Guide - *Deliverables for creative due June 2024.*
- Up to 20 All-Access Passes to ticketed Indian Market events including Artist & Press Reception, Best of Show and Previews.
- Two (2) reserved premier tables (20 attendees) at the Gala (Saturday night of Market);

An RSVP all for events is required by July 15, 2024 for guaranteed fulfillment

INDIGENOUS FASHION SHOW SPONSOR: \$50,000

- Sponsor's logo on SWAIA's website, 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; - *Deliverables for creative due June 2024.*
- Fifteen (15) front-row seats to the Fashion Show and tickets to VIP after-party;

An RSVP all for events is required by July 15, 2024 for guaranteed fulfillment

TRIBAL LEADERS DINNER SPONSOR: \$50,000

- Sponsor's logo on SWAIA's website, as well as on banners & signage, print advertising, social media, and other outreach in advance of, during and after Market;
- Sponsor's logo/name on invitation, menus, and table tops

GALA EVENT SPONSOR: \$35,000

- Sponsor's logo on SWAIA's website, 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; - *Deliverables for creative due June 2024.*
- Promotional collateral permitted for dispersal throughout event with prior authorization;
- Two (2) reserved premier tables (20 attendees) at the Gala (Saturday night of Market);

An RSVP all for events is required by July 15, 2024 for guaranteed fulfillment

2024 SUMMER INDIAN MARKET SPONSORSHIP LEVELS AND BENEFITS

(Continued)

BEST OF SHOW CEREMONY

& LUNCHEON SPONSOR: \$25,000

- Sponsor's logo on SWAIA's website, 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;
- Ten (10) complimentary Best of Show tickets

An RSVP all for events is required by July 15, 2024 for guaranteed fulfillment

ARTIST RECEPTION SPONSOR: \$15,000

- Sponsor's logo on SWAIA's website, 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;
- Ten (10) attendees admitted to the Artist Reception (Wednesday evening of Market);
- Three (3) All-Access Passes to ticketed Indian Market events including Gala, Best of Show and Previews.

An RSVP all for events is required by July 15, 2024 for guaranteed fulfillment

SANTA FE PLAZA STAGE SPONSOR: \$10,000

- Sponsor's logo on SWAIA's website, social media, and other outreach in advance of, during and after Market;
- 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;
- One (1) stage-use time slot (up to 1 hour) provided for Panel Discussion
- Five (5) attendees admitted to the Artist Reception (Wednesday evening of Market);

An RSVP all for events is required by July 15, 2024 for guaranteed fulfillment

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
• VOLUNTEER APRON SPONSOR	Logo on 240 Aprons	\$5,000
• CHILDREN'S ACTIVITY TENT SPONSOR	Banner on tent	\$5,000

BECOME A SPONSOR

For more information on these sponsorships, or to explore other opportunities to support SWAIA, contact development@swaia.org.

2023 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 our recent market, SWAIA's Media Engagement in August 2023 produced these statistics:

ARTICLES IN AUGUST 2023

334

TOTAL ENGAGEMENT

45,479

UNIQUE MONTHLY VIEWS:

4,399,203,342

ADVERTISING VALUE EQUIVALENCY:

\$40,805,068.11

HEADLINES:

"Indigenous Creativity Shone at the 101st Santa Fe Indian Market" by Christian Allaire

VOGUE

"SWAIA Santa Fe Indian Market: The World's Greatest Art Fair" by Chadd Scott



"First U.S. Indigenous Fashion Show Launching in North Launching in Santa Fe, N.M." by Booth Moore

WWD

"Indian Market Preview: New Mexico Magic" by Wolf Schnieder: Cowboys and Indians – August/ September Issue (4 pages)



ALSO FEATURED IN:



2023 INDIAN MARKET BY THE NUMBERS

158

TRIBES

728

BOOTHS

980

NATIVE
ARTISTS

101

YEARS OF
INDIGENOUS
EXCELLENCE