

2012

Event Sponsorship Opportunities



“Act as what you do makes a difference. It does.”

~William James

P.O. Box 15150 ~ Las Cruces, NM 88004 ~ 575-522-1232



About Us...

Helping Hands Event Planning provides professional, friendly, and efficient event and meeting planning services in the beautiful Mesilla Valley and surrounding areas.

Helping Hands Event Planning has specialized in the organization and management of all types of special events, from business meetings to public festivals, from conventions to holiday parties, from grand opening celebrations to weddings since 2004. We are the largest and oldest event planning company in the Mesilla Valley with an extensive client list.

Our Staff

Dawn Starostka, Owner

Kathryn Blessington, Event Manager

Amanda Collier, Marketing Manager & Event Assistant

Amanda Marron, Marketing Assistant & Event Assistant

Diane McMellen, Office Manager



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2012 Event Calendar

Event Title	Client	Date
Centennial Celebration	Amador Hotel Foundation	January 7th, 2012
Las Cruces Bridal & Special Event Showcase		February 26th, 2012
Home & Garden Show	Building Industry Association	March 10th-11th, 2012
Cowboy Days	New Mexico Farm & Ranch Heritage Museum	March 17th-18th, 2012
If These Walls Could Talk	Amador Hotel Foundation	April 20th, 2012
Spring Showcase of Homes	Building Industry Association	April 27th-29th, 2012 May 4th-6th, 2012
Southern New Mexico Wine Festival	New Mexico Wine Growers Association	May 26th-28th, 2012
Albuquerque Wine Festival	New Mexico Wine Growers Association	May 26th-28th, 2012
Girls Night Out	La Casa	June 8th, 2012
Las Cruces Tour de Beer		July 28th & 29th, 2012
Men Who Cook	Mesilla Valley Hospice Foundation	August 11th, 2012
White Sands International Film Festival	New Mexico Film Industry	August 22nd-26th, 2012
Harvest Wine Festival	New Mexico Wine Growers Association	September 1st-3rd, 2012
Tularosa Basin Wine & Music Festival	Tularosa Basin, Alamogordo, & White Sands Rotary Club	September 15th-16th, 2012
Renovate & Decorate	Building Industry Association	September 22—23, 2012
New Mexico Pumpkin Festival	Lyles Family Foundation	October 6th-7th, 2012
New Mexico Pecan Festival	Lyles Family Foundation	October 27th & 28th,
Carlsbad Winter Wine Festival	Carlsbad Chamber of Commerce	December 2012

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Client Details: Building Industry Association

The Building Industry Association (BIA) of Southern New Mexico is a non-profit trade association representing the residential home building industry in our region. Its designated membership area includes all of Dona Ana County as well as the Truth or Consequences and Deming areas. The BIA is a local association chapter and is affiliated with the state chapter, the New Mexico Home Builders Association (NMHBA). Both the BIA and the NMHBA are part of a national federation, the National Association of Home Builders (NAHB). The BIA has over 420 members, the state association has over 3,000 and the national federation has over 250,000 members. Members of our local association are elected annually to serve as directors and/or officers of both the state and national groups.

Of the 420+ members in the BIA, approximately one-third are licensed builders and the remaining members are subcontractors, suppliers of materials, and providers of services. All of the members have a vested interest in the success of home building in our community and work together to provide the community's housing.

Chartered in 1959, the BIA of Southern New Mexico is comprised of members of the building industry and its affiliates. As the voice of the building industry, they serve their members and the community by:

- promoting balanced economic development
- providing education
- promoting professionalism

The BIA remains committed to improving our community's quality of life.

Several major events are held by the BIA each year and provide multiple benefits to the association, its members and to the public. Through the annual Home & Garden Show and Spring Showcase of Homes, members have an opportunity to spotlight their products and services. The community benefits by seeing what the latest offerings are in home building and home remodeling.



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Client Details: New Mexico Wine Growers

The New Mexico Wine Growers Association (NMWGA) is a nonprofit organization designed to support the wine industry of New Mexico. Established in 1991 with 10 original members, NMWGA has seen tremendous growth in its membership and the industry.

At the moment, the association has 42 commercial wineries/tasting rooms operating within the state with more on the way.

The mission of the NMWGA is to promote the wine industry of New Mexico at all stages, from vineyards to retail; through marketing, education, legislation and community outreach.

Additional information about the wine festivals:

- Large regional attendance:
 - 56% of attendees from Doña Ana County
 - 28% of attendees from El Paso
 - 16% of attendees from New Mexico
 - 7% of attendees from various other states
- A mature adult crowd:
 - 20% of the crowd are under age 25
 - 30% of attendees are ages 25 – 36
 - 16% of attendees are ages 36 – 45
 - 22% of attendees are ages 46- 55
 - 12% of attendees over aged 55
- An affluent crowd when compared to local averages. 46% of adult attendees have a household income between \$35,000 and \$75,000, with 11% having an income of \$75,000 - \$100,000, and only 25% having an income below \$35,000.



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Amador Centennial Celebration

Date:	January 7th, 2012
Location:	Amador Hotel Foundation
Est Attendance:	300
Demographic:	Residents of Las Cruces, local representatives
Benefits:	The Amador Foundation for its ongoing restoration efforts
Description:	The Amador Centennial Celebration will be integrated into the series of events that are planned for the week of the centennial celebration by the state and local centennial committees.
Event Site:	www.amadorfoundation.org

Platinum, \$10,000

- Company name and logo on event website, program, print ads
- 15 tickets to the event
- Souvenir photo with President Taft

Gold, \$7,500

- Company name and logo on event website, invitations (inside), program, print ads
- 10 tickets to the event
- Souvenir photo with President Taft

Silver, \$5,000

- Company name and logo on event website, invitations (inside), program
- 8 tickets to the event
- Souvenir photo with President Taft

Bronze, \$5,000

- Company name and logo on event website, invitations (inside), program
- 6 tickets to the event
- Souvenir photo with President Taft

Supporting Sponsor, \$2,500

- Company name and logo on event website, invitations (inside), program
- 6 Tickets to the event

Friend Sponsor, \$1,250

- Company name on event program, and website
- 4 tickets to the event

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Las Cruces Bridal Showcase

Date:	February 26th, 2012
Location:	Las Cruces Convention Center
Est 2012 Attendance:	2,000
2011 Attendance:	1,400
Demographic:	Primarily women ages 15 and up
Benefits:	Local businesses
Description:	Showcase of bridal and special event vendors in the area
Event Site:	www.lascrucesbridalshowcase.com

Sponsorship Packages:

Platinum Sponsor, \$5,000*

- Prime booth space at event (20 x 20)
- 30 free tickets to event for customers/clients
- Logo on the front of the Bridal Bag
- Listing in event program section of "How to Wed Guide"
- Logo and link on event website
- Attendees mailing list in Excel after event
- Discounted admission coupon on location prior to event
- Option to put an item in the Bridal Bag

Gold Sponsor, \$2,500

- Prime booth space at event (10 x 20) end cap
- 20 free tickets to event for customers/clients
- Listing in event program section of "How to Wed Guide"
- Logo and link on event website
- Attendees mailing list in Excel after event
- Discounted admission coupon on location prior to event
- Option to put an item in the Bridal Bag

Silver Sponsor, \$1,000

- Corner booth space at event (10 x 10)
- 10 free tickets to event for customers/clients
- Listing in event program section of "How to Wed Guide"
- Logo and on event website
- Option to put an item in the Bridal Bag

Bronze Sponsor, \$500

- Booth space at event (10 x 10)
- Listing in event program section of "How to Wed Guide"
- Listing on event website
- Option to put an item in the Bridal Bag

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BIA Home & Garden Show

Date(s): March 10th & 11th, 2012
Location: Las Cruces Convention Center
Est 2012 Attendance: 6,000
2011 Attendance: 4,200
Demographic: Homeowners, building industry, farming, and ranching families

Show Sponsor | \$7,500

- Name mentioned "as sponsored by" in all advertisements including print, radio and TV.
- Logo printed on tickets & coupons, placed in BIA newsletter and online.
- Sponsor flyer placement in program and exhibitor package (If provided).
- Sponsor banner placed at entrance (If Provided).
- 40' x 10' booth space in prime location at event.
- 250 complimentary tickets to show.

Platinum Sponsor | \$5,000

- Sponsor flyer placement in program and exhibitor package (If provided).
- Logo in all media advertisements including print, TV and online.
- Sponsor banner placed at entrance (If provided).
- 30' x 10' booth space in prime location at event.
- 150 complimentary tickets to show.

Gold Sponsor | \$2,000

- Logo in all media advertisements including print, TV and online.
- Name mentioned in all radio plugs.
- Banner display at the show.
- 20' x 10' booth space in prime location.
- 100 complimentary tickets to show.

Silver Sponsor | \$1,500

- Logo in all print and online advertisements.
- Name mention in radio plugs.
- 10' x 10' booth space in prime location.
- 50 complimentary tickets.

Bronze Sponsor | \$1,000

- Logo in print and online advertisements.
- 10' x 10' booth space in prime location.
- 30 complimentary tickets.



Building Industry Association
of Southern New Mexico

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Cowboy Days

Date(s):	March 17th & 18th, 2012
Location:	New Mexico Farm & Ranch Heritage Museum
Est 2012 Attendance:	5,000
2011 Attendance:	4,000
Demographic:	Family, children, farming, and ranching families
Benefits:	New Mexico Farm & Ranch Heritage Museum
Description:	Cowboy Days is a family friendly event that celebrates the heritage of the cowboy in the desert southwest with activities and entertainment
Event Site:	www.nmcowboydays.com

Sponsorship Packages:

Trail Boss, \$3,000

- Prominent logo displayed on all advertisements and flyers
- Logo displayed on museum website
- Full page advertisement (5 x 8) in Cowboy Days program
- Prominent mention on Cowboy Days signage at event
- Naming rights to one of our venues or demonstration areas for the two days of the event
- Complimentary booth space to sell items or promote your business
- Display of four banners (provided by sponsor) to be displayed throughout the facility during event
- 100 complimentary tickets to event

Top Hand, \$1,000

- Logo displayed on all advertisements and flyers
- Logo displayed on museum website
- Listing in Cowboy Days program
- Mention on Cowboy Days signage at event
- Complimentary booth space to sell items or promote your business
- Display of two banners (provided by sponsor) to be displayed throughout the facility during event
- 50 complimentary tickets to event

Wrangler, \$500

- Listing as sponsor on all advertisements and flyers
- Listing as sponsor on museum website
- Listing in Cowboy Days program
- Mention on Cowboy Days signage at event
- 15 complimentary tickets to event

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If These Walls Could Talk

Date:	April 20th, 2012
Location:	Amador Hotel
Est 2012 Attendance:	300
2011 Attendance:	200
Demographic:	People interested in history or Mesilla Valley, preservation, & downtown revitalization
Benefits:	Amador Hotel Foundation
Description:	An evening of storytelling and a glimpse in the heritage of our area
Event Site:	www.amadorfoundation.org

Sponsorship Packages:

Stagecoach, \$1,000

- 20 tickets to event
- Logo on event program and signage
- Mentions in press releases and social media announcements
- Company name associated with a Storytelling Room

Wagon Master, \$500

- 12 tickets to event
- Listing on event program and signage
- Mentions in press releases and social media announcements

Traveler, \$250

- 6 tickets to event
- Listing on event program and signage



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Showcase of Homes

Date(s): April 27th-29th & May 4th-6th, 2012
Location: Las Cruces, NM
Est 2012 Attendance: 8,000
Demographic: Buyers, Real Estate Agents, Brokers, Builders and Homeowners in Las Cruces and neighboring cities.

Sponsorship Packages:

Show Sponsor | \$10,000

- Name mentioned with event title in all advertisements including print, radio and TV.
- Logo printed on front page of showcase magazine and realtor/builder tour invitation.
- Sponsor banner placed at a house on tour (if provided).
- Full-page, full-color ad in the showcase magazine, the BIA newsletter and online.
- Additional benefits as negotiated by sponsor and the BIA, including exclusivity.
- Opportunity for a display table (8' banquet) at the Showcase Scavenger Finale at the BIA on Cinco de Mayo.

Builder Sponsor | \$4,500

- Logo in all media advertisements including print, TV and online.
- Name mentioned in all radio spots, logo placement in the BIA newsletter
- Full-page, full-color ad in the showcase magazine and feature sponsor inclusion.
- Opportunity for a display table (8' banquet) at the Showcase Scavenger Finale at the BIA on Cinco de Mayo.

Map Sponsor | \$2,500

- Logo included on all showcase maps in magazine, BIA newsletter and websites.
- Half-page, full-color ad in the showcase magazine.
- Exclusivity as map sponsor, company location starred on the map.

House Sponsor | \$1,500

- Logo inclusion in print and online showcase advertisements.
- Quarter-page, full-color ad in the showcase magazine.
- Opportunity for a display table (8' banquet) at the Showcase Scavenger Finale at the BIA on Cinco de Mayo.

Showcase Cinco de Mayo Party Sponsor | \$500

- Listing online & in Showcase of Homes Magazine.
- Opportunity for a display table (8' banquet) at the Showcase Scavenger Finale at the BIA on Cinco de Mayo.



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Southern New Mexico Wine Festival

Date(s):	May 26th-May 28th, 2012
Location:	Southern New Mexico State Fairgrounds
Est 2012 Attendance:	15,000
2011 Attendance:	13,000
Demographic:	30-55 year olds, middle to upper income
Benefits:	NM Wine Growers Association, for marketing and promoting the wine industry in New Mexico
Description:	The wine festival brings in a huge crowd for wine sampling, wine purchase, arts and crafts booths, food, live music, wine education seminars, agriculture and outdoor fun.
Event Site:	www.snmwinefestival.com

Sponsorship Packages:

Grand Cru, \$2,000 per festival

- 30 general admission tickets
- Logo on all print ads
- Mention in radio spots
- Logo on promotional posters and rack cards
- Banner hung at entry to festival
- Logo on event website
- Logo on event program distributed to 15,000 attendees
- Listing in press releases promoting event

Premier Cru, \$1,000 per festival

- 20 general admission tickets
- Logo on all print ads
- Banner hung at entry to festival
- Logo on event website
- Logo on event program distributed to 15,000 attendees
- Listing in press releases promoting event

Vintage, \$500 per festival

- 15 general admission tickets
- Banner hung at entry to festival
- Logo on event website
- Logo on event program
- Listing in press releases promoting event

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Southern New Mexico Wine Festival

(Con't)

Labeling Opportunities:

Stage - \$5,000 per festival

- 40 general admission tickets
- Name on all print ads labeling the entertainment
- Logo on promotional posters and rack cards
- Banner hung at both ends of the entertainment tent
- Logo on event website
- Logo on event program
- Mentions by MC during event; opportunity to introduce headliners

University of Wine - \$2,500

- 30 general admission tickets
- Name on all print ads labeling "University of Wine"
- Mention in radio spots
- Logo on promotional posters and rack cards
- Banner hung on University of Wine tent
- Logo on event website
- Logo on event program

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Albuquerque Wine Festival

Date(s):	May 26th-May 28th, 2012
Location:	Balloon FiestaPark
Est 2012 Attendance:	13,000
2011 Attendance:	11,000
Demographic:	30-55 year olds, middle to upper income
Benefits:	NM Wine Growers Association, for marketing and promoting the wine industry in New Mexico
Description:	The Wine Festival brings in a huge crowd for wine sampling, wine purchase, arts and crafts booths, food, live music, wine education seminars, agriculture and outdoor fun.
Event Site:	www.abqwinefestival.com

Sponsorship Packages:

Grand Cru, \$2,000 per festival

- 30 general admission tickets
- Logo on all print ads
- Mention in radio spots
- Logo on promotional posters and rack cards
- Banner hung at entry to festival
- Logo on event website
- Logo on event program distributed to 13,000 attendees
- Listing in press releases promoting event

Premier Cru, \$1,000 per festival

- 20 general admission tickets
- Logo on all print ads
- Banner hung at entry to festival
- Logo on event website
- Logo on event program distributed to 13,000 attendees
- Listing in press releases promoting event

Vintage, \$500 per festival

- 15 general admission tickets
- Banner hung at entry to festival
- Logo on event website
- Logo on event program
- Listing in press releases promoting event

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Albuquerque Wine Festival

(Con't)

Labeling Opportunities

Stage - \$5,000 per festival

- 30 general admission tickets
- Name on all print ads labeling the entertainment
- Logo on promotional posters and rack cards
- Banner hung at both ends of the entertainment tent
- Logo on event website
- Logo on event program
- Mentions by MC during event; opportunity to introduce headliners

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La Casa Girls Night Out

Date:	June 8th, 2012
Location:	Las Cruces Convention Center
Est 2012 Attendance:	300+
2011 Attendance:	500
Demographic:	Upper-middle income and upper income, educated females
Benefits:	La Casa, Inc., domestic violence shelter
Description:	Girls Night Out is a fun evening for women of all ages to come together, have some girly fun and pamper themselves, while raising money and awareness about domestic violence in our community. The event will also include a fashion show and a dance demonstration, in addition to music, food, wine and fun
Event Site:	www.lcgirlsnightout.com

Sponsorship Packages:

Bag Sponsor \$1,500

- Logo on re-usable shopping bags that will be handed to guests at the door full of goodies.
- 8 free tickets

Complete Make-Over \$1,000

- Prominent listing on all print materials –flyers, print ads, program, website, tickets
- Mention in radio promotions
- Signage in lobby
- 6 free tickets

Massage \$750

- Prominent listing on all print materials – posters, flyers, print ads, program
- Signage in lobby
- 4 free tickets

Facial \$500

- Listing on all print materials – posters, flyers, print ads, program
- Signage in lobby
- 4 free tickets

Mini-Makeover - \$250

- Listing on program, website
- 2 free tickets



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Las Cruces Tour de Beer



Date(s): July 28th & 29th, 2012
Location: Southern New Mexico State Fairgrounds
Est 2012 Attendance: 5000
Demographic: Upper middle class, 25–55 year olds, music lovers, more male than female.
Description: Two days of beers from around the world as well as around the state. We showcase brews of all sorts along with food, arts and crafts vendors and, lots of great live music
Event Site: Southern NM State Fairgrounds

Sponsorship Packages:

Stout, \$2,500

- 30 general admission tickets
- Logo on all print ads
- Mention in radio spots
- Logo on promotional posters, website and program
- Banner hung at entry to festival
- Listing in press releases promoting event

Dark Lager, \$1,500

- 20 general admission tickets
- Logo on all print ads
- Banner hung at entry to festival
- Logo on event website, and program
- Listing in press releases promoting event

Pale Ale—\$1000

- 15 general admission tickets
- Logo on event website and program
- Listing in press releases promoting event

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Mesilla Valley Hospice Foundation

Men Who Cook

Date:	August 11th, 2012
Location:	Las Cruces Convention Center
Est 2012 Attendance:	700
2011 Attendance:	650
Demographic:	Upper-middle Class, upper-class couples & singles interested in fine dining
Benefits:	Mesilla Valley Hospice Foundation
Description:	The event will bring together more than 70 "celebrity" chefs from Doña Ana County that will feed our attendees and, best of all, help Mesilla Valley Hospice Foundation! Each of the men prepares a favorite dish or gourmet specialty and plenty of it, serving it to the attendees at the evening's event.
Event Site:	www.mvhfmenwhocook.org

Sponsorship Packages:

Restaurateur Sponsor \$12,500

- Primary billing on all materials to include: flyers, programs, posters, website and thank you cards
- Mention in all press releases, logo placement, all print media ads and mention in all radio announcements
- Pre- and post-event listings in the Mesilla Valley Hospice Foundation newsletter
- 20 complimentary tickets and 2 reserved tables in primary location at event
- 20 drink tickets for complimentary beer and wine
- Guaranteed inclusion of one chef from sponsor staff
- Full-page advertisement in commemorative 5th Anniversary Men Who Cook recipe CDs or Cookbook plus 20 copies
- Logo on chef hats and aprons
- 20 complimentary tickets and 2 reserved tables in primary location for the 30th Anniversary Celebration event November 2012 plus 5 minutes to make remarks
- Logo and/or banner at all Mesilla Valley Hospice Foundation events to include the Annual Memorial Celebration, Rio Grande Rotary Yard Sale, and 30th Anniversary Celebration

Executive Chef Sponsor \$10,000

- Top billing on all material to include: flyers, programs, posters, website, and thank you cards
- Mention in all press releases, logo placement in all print media ads and mention in all radio announcements
- Pre- and post-event listings in the Mesilla Valley Hospice Foundation newsletter
- 10 complimentary tickets and 1 reserved tables in primary location at event
- 10 drink tickets for complimentary beer or wine
- Guaranteed inclusion of one chef from sponsor staff

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Mesilla Valley Hospice Foundation

Men Who Cook

(Con't.)

- Half-page advertisement in commemorative 5th Anniversary Men Who Cook recipe CDs or cookbook plus 10 copies
- Logo on chef aprons
- 10 complimentary tickets and 1 reserved tables in primary location for the 30th Anniversary Celebration event November 2012
- Logo and/or banner at all Mesilla Valley Hospice Foundation events to include the Annual Memorial Celebration, Rio Grande Rotary Yard Sale, and 30th Anniversary Celebration

Chef's Special Sponsor \$5,000

- Placement of logo on flyers, programs, posters and website
- Mention in all press releases, logo placement in all print media ads and mention in all radio announcements
- Pre- and post-event listings in the Mesilla Valley Hospice Foundation newsletter
- 10 complimentary tickets and 1 reserved table
- 10 drink tickets for complimentary beer and wine
- Quarter-page advertisement in commemorative 5th Anniversary Men Who Cook recipe CDs or cookbook plus 5 copies
- Logo on chef hats
- 10 complimentary tickets for the 30th Anniversary Celebration event November 2012
- Logo and/or banner at all Mesilla Valley Hospice Foundation events to include the Annual Memorial Celebration, Rio Grande Rotary Yard Sale, and 30th Anniversary Celebration

Chef de Cuisine (Stage/Entertainment) Sponsor \$3,000

- Placement of logo on programs and website
- Mention in some press releases
- Pre- and post-event listings in the Mesilla Valley Hospice Foundation newsletter
- 10 complimentary tickets and 1 reserved table
- 10 drink tickets for complimentary beer and wine
- 1/8-page advertisement in commemorative 5th Anniversary Men Who Cook recipe CDs or cookbook plus 5 copies
- 5 complimentary tickets for the 30th Anniversary Celebration event November 2012
- Logo and/or banner at all Mesilla Valley Hospice Foundation events to include the Annual Memorial Celebration, Rio Grande Rotary Yard Sale, and 30th Anniversary Celebration

Sous Chef de Cuisine Sponsor \$2,000

- Listing of company's name on programs and website
- Pre- and post-event listings in the Mesilla Valley Hospice Foundation newsletter
- 10 complimentary tickets and 1 reserved table
- Business card size advertisement in commemorative 5th Anniversary Men Who Cook recipe CDs or cookbook plus 5 copies
- 2 complimentary tickets for the 30th Anniversary Celebration event November 2012

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Mesilla Valley Hospice Foundation

Men Who Cook

(Con't.)

- Logo and/or banner at all Mesilla Valley Hospice Foundation events to include the Annual Memorial Celebration, Rio Grande Rotary Yard Sale, and 30th Anniversary Celebration

Chef de Partie Sponsor \$1,000

- Listing of company's name on programs and website
- Pre- and post-event listings in the Mesilla Valley Hospice newsletter
- 10 complimentary tickets and 1 reserved table
- Business name listed in commemorative 5th Anniversary Men Who Cook recipe CD or cookbook plus one copy

Saucier Table Sponsor \$700

- Listing of company's name or family name on program
- Pre- and post-event listings in the Mesilla Valley Hospice Foundation newsletter
- 10 tickets and 1 reserved table
- Business name listed in commemorative 5th Anniversary Men Who Cook recipe CD or cookbook

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White Sands International Film Festival

Date(s):	August 22nd-26th, 2012
Location:	Rio Grande Theatre, Black Box Theatre, Allen Theatres Cineport 10
Est 2012 Attendance:	3,000
2011 Attendance:	2,000
Demographic:	Film enthusiasts & local residents
Benefits:	New Mexico Film Industry & local economy
Description:	The event will feature outstanding short- and feature-length films, documentaries, student shorts and narratives of all genres from around the world, with four days of festivities, Workshops and the most talked-about after-parties.
Event Site:	www.wsiff.com

Sponsorship Packages:

Platinum Partner, \$15,000

- Prominent recognition on all printed material
- Mention in press releases
- Prominent recognition on all trailers or on-screen slides produced for the festival
- Prominent recognition on the festival web site with hyperlinks to sponsor website
- Recognition on banners and signage at the festival
- Ability to display banners, signage or any placements as advertisement at the Festival
- Full-page ad in the festival program or brochure (distributed to 20,000 households).
- 8 VIP Passes
- The following acknowledgment may be used...
"White Sands International Film Festival, presented by ..."

Producer \$10,000

- Prominent recognition on all trailers or on-screen slides produced for the festival
- Prominent recognition on the festival web site with hyperlinks to sponsor website
- Ability to display banners, signage or any placements as advertisement at the festival
- 6 VIP Passes

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White Sands International Film Festival

(Con't.)

Director \$5,000

- Prominent recognition on all trailers or on-screen slides produced for the festival
- Prominent recognition on the festival web site with hyperlinks to sponsor website
- 6 VIP Passes

Film Patron, \$1,000

- On-screen slide produced for the festival before one feature film of your choice
- Prominent recognition on the festival web site with hyperlinks to sponsor website
- 4 VIP Passes

Workshop Sponsor \$750

- Name attached to a festival workshop (ie: Cinematography presented by XYZ)
- Recognition on the festival web site with hyperlinks to sponsor website
- 2 VIP Passes

Film Benefactor \$500

- On-screen slide produced for the festival before one feature film
- Recognition on the festival web site with hyperlinks to sponsor website
- Logo in Las Cruces Bulletin WSIFF Brochure
- 4 Film Passes

Film Lover \$300

- Recognition on on-screen slide produced for the festival before one feature film
- Recognition on the festival web site with hyperlinks to sponsor website
- 2 Film Passes

The Las Cruces International Film Festival brochure will be printed and distributed by Las Cruces Bulletin.



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Harvest Wine Festival

Date(s):	September 1st-3rd, 2012
Location:	Southern New Mexico State Fairgrounds
Est 2012 Attendance:	15,000
2011 Attendance:	13,000
Demographic:	30-55 year olds, middle to upper income
Benefits:	NM Wine Growers Association, for marketing and promoting the wine industry in New Mexico
Description:	The wine festival brings in a huge crowd for wine sampling, wine purchase, arts and crafts booths, food, live music, wine education seminars, agriculture and outdoor fun.
Event Site:	www.wineharvestfestival.com

Sponsorship Packages:

Grand Cru, \$2,000 per festival

- 30 general admission tickets
- Logo on all print ads
- Mention in radio spots
- Logo on promotional posters and rack cards
- Banner hung at entry to festival
- Logo on event website and program
- Listing in press releases promoting event

Premier Cru, \$1,000 per festival

- 20 general admission tickets
- Logo on all print ads
- Banner hung at entry to festival
- Logo on event website and program
- Listing in press releases promoting event

Vintage, \$500 per festival

- 15 general admission tickets
- Banner hung at entry to festival
- Logo on event website and program
- Listing in press releases promoting event

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Harvest Wine Festival

(Con't)

Labeling Opportunities

Stage - \$5,000 per festival

- 30 general admission tickets
- Name on all print ads labeling the entertainment
- Logo on promotional posters and rack cards
- Banner hung at both ends of the entertainment tent
- Logo on event website and program
- Mentions by MC during event; opportunity to introduce headliners

Grape Stomp Sponsor - \$2,500

- 30 general admission tickets
- Name on all print ads labeling "Grape Stomp"
- Logo on promotional posters and rack cards
- Banner hung at the grape stomp
- Logo on event website and in program

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Tularosa Basin Wine & Music Fest

Date(s): September 15th & 16th, 2012
Location: Alameda Park, Alamogordo
Est 2012 Attendance: 2500
2011 Attendance: 1800
Demographic: Families, locals, Rotarians, 35–55 year olds
Benefits: Tularosa Rotary Club, Alamogordo Rotary Club & White Sands Rotary Club

Description: The combined Rotary Clubs of the Tularosa Basin (Alamogordo, Tularosa and White Sands) bring together the favorite elements of food, wine and music, local and regional artists and a relaxed family atmosphere. This event takes place concurrently with the White Sands Balloon Invitational, drawing pilots and crews, along with balloon enthusiasts from around the state to Alamogordo

Event Site: www.tularosabasinwinefest.com

Sponsorship Packages:

Platinum, \$2500

- 15 general admission tickets
- Logo on promotional posters
- Premium 4' x 6' banner hung at entry to festival
- 1/3 page ad placement in event program
- Logo and link on event website
- Complimentary booth space at event

Gold, \$1000

- 10 general admission tickets
- Logo on promotional posters
- 2' x 3' banner hung at entry to festival
- 1/4 page ad placement in event program
- Logo and link on event website

Silver, \$500

- 8 general admission tickets
- Listing in event program
- Listing on event website

Bronze, \$250

- 6 general admission tickets
- Listing in event program

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BIA Renovate & Decorate

Date(s):	September 22—23, 2012
Location:	Las Cruces Convention Center
Est 2012 Attendance:	3500
2011 Attendance:	NA
Demographic:	Homeowners, building industry, farming, and ranching families

Show Sponsor | \$7,500

- Name mentioned “as sponsored by” in all advertisements including print, radio and TV.
- Logo printed on tickets & coupons, placed in BIA newsletter and online.
- Sponsor flyer placement in program and exhibitor package (If provided).
- Sponsor banner placed at entrance (If Provided).
- 40’ x 10’ booth space in prime location at event.
- 250 complimentary tickets to show.

Platinum Sponsor | \$5,000

- Sponsor flyer placement in program and exhibitor package (If provided).
- Logo in all media advertisements including print, TV and online.
- Sponsor banner placed at entrance (If provided).
- 30’ x 10’ booth space in prime location at event.
- 150 complimentary tickets to show.

Gold Sponsor | \$2,000

- Logo in all media advertisements including print, TV and online.
- Name mentioned in all radio plugs.
- Banner display at the show.
- 20’ x 10’ booth space in prime location.
- 100 complimentary tickets to show.

Silver Sponsor | \$1,500

- Logo in all print and online advertisements.
- Name mention in radio plugs.
- 10’ x 10’ booth space in prime location.
- 50 complimentary tickets.

Bronze Sponsor | \$1,000

- Logo in print and online advertisements.
- 10’ x 10’ booth space in prime location.
- 30 complimentary tickets.



Building Industry Association
of Southern New Mexico

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New Mexico Pumpkin Festival

Date(s):	October 6th & 7th, 2012
Location:	Mesilla Valley Maze, Las Cruces
Est 2012 Attendance:	10,000
2011 Attendance:	8,000
Demographic:	Families, heavy El Paso attendance in addition to Dona Ana County
Benefits:	Lyles Family Foundation, FFA, 4H, Girl Scouts
Description:	The New Mexico Pumpkin Festival is a fun family event celebrating fall, pumpkins and the agricultural life in Las Cruces
Event Site:	www.newmexicopumpkinfestival.com

Sponsorship Packages:

Entertainment \$1,000

- Banner hung in entertainment tent
- Mentions by Emcee throughout event
- Mentions on radio prior to event
- Opportunity to meet entertainers

Carnival Tent \$750

- Banner on carnival tent with games and prizes for kids
- Name on website associated with carnival tent
- Mentions by Emcee throughout event

Coloring Contest \$750

- Logo on coloring page distributed to 13,000 school children in LCPS
- Logo on coloring page distributed to 12,000 other children
- Mentions in press releases about the contest
- Invitation to present awards to winners at the event

Recipe Contest \$500

- Logo on website and on entry form
- Invitation to place judge on panel
- Invitation to present awards to the winners at the event
- Mentions in press releases about the contest
- Banner hung in tent during contest

Carving Contest \$500

- Logo on entry form and on website
- Mentions in press releases about the contest
- Invitation to place judge on panel
- Invitation to present awards to winners at the event

Pie Eating Contest \$500

- Logo on website
- Invitation to present awards to the winners at the event
- Mentions in press releases about the contest
- Banner hung in the tent during contest

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New Mexico Pecan Festival

Date(s):	October 27th & 28th, 2012
Location:	Mesilla Valley Maze, Las Cruces
Est 2012 Attendance:	8,000
2011 Attendance:	7,000
Demographic:	Families, heavy El Paso attendance in addition to Doña Ana County, pecan growers
Benefits:	Lyles Family Foundation, FFA, 4H, Girl Scouts
Description:	The New Mexico Pecan Festival is a fun family event celebrating one of the southern New Mexico's largest crops
Event Site:	www.NMPecanFestival.com

Sponsorship Packages:

Entertainment, \$1,000

- Banner hung in Entertainment Tent
- Mentions by Emcee throughout event
- Mentions on radio prior to event
- Opportunity to meet entertainers

Nuts4Art Contest, \$750

- Logo on "Call for Artists"
- Mentions in press releases about the contest
- Logo on event website
- Invitation to present awards to winners at the event

Ice Cream Eating Contest, \$500

- Logo on website
- Invitation to present awards to the winners at the event
- Mentions in press releases about the contest
- Banner hung in the tent during contest

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A Critter Christmas



Date:	December 2012
Location:	Building Industry Association
Est 2011 Attendance:	250
2010 Attendance:	150
Demographic:	Animal lovers and supporters
Description:	An evening of food, wine and music featuring a silent and
&	live auction benefitting the Animal Service Center of
Beneficiary:	the Mesilla Valley, the Doña Ana Humane Society, and the Spay and Neuter Action Program (SNAP.)
Event Site:	www.acritterchristmas.com

Sponsorship Packages:

Top Dog, \$5,000

- 25 tickets to the event
- Logo on all print ads related to the event
- Mention in radio spots for the event
- Logo on event program
- Large sign at event

Silent "Art-tion" Presenter (1 Available), \$2,500

- 15 tickets to the event
- Logo on all print ads related to the silent auction
- Mention in radio spots
- Listing on the program relating to the silent auction
- Signs (2) in the silent auction room
- Opportunity to announce the silent auction winners at the event

Show Dog (3 Available), \$1,500

- 12 tickets to the event
- Mention in radio spots related to presentation of musical entertainment for the evening
- Listing in program related to the musical performances of the evening
- Sign near "stage" during sponsored performance
- Opportunity to introduce performers and take photograph with them

Purrrfect, \$1,000

- 10 tickets to the event
- Listing in event program
- Sign in lobby with all sponsors

Golden Bone, \$750

- 8 tickets to the event
- Listing in event program
- Sign in lobby with all sponsors

Silver Bone, \$500

- 4 tickets to the event
- Listing in event program
- Sign in lobby with all sponsors

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Thank You...

We appreciate your support of our events and of our clients. Without you and your business, these events would not be possible and the services they offer to the community would not continue.

Our goal is to help simplify and streamline how you spend your marketing dollars. We ask for your commitment as soon as possible, but we will not bill you until 60-90 days prior to the event you have committed to. You will, however, be recognized on websites and other locations, as a sponsor immediately.

If you have any questions, concerns, or would like to discuss these sponsorship opportunities with a member of Helping Hands Event Planning staff, please do not hesitate to contact us.

Dawn Starostka, Owner

Dawn@helpinghandsevents.com

Kathryn Blessington, Event Manager

Kathryn@helpinghandsevents.com

Amanda Collier, Marketing Mgr. and Event Assistant

Amandam@helpinghandsevents.com

Amanda Marron, Marketing and Event Assistant

Amanda@helpinghandsevents.com

Diane McMellen, Office Manager

Diane@helpinghandsevents.com



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Sponsorship Commitment Form

Event Title	List Package	Event Title	List Package
Centennial Celebration		MVHF Men Who Cook	
Las Cruces Bridal & Special Event Showcase		White Sands International Film Festival	
Home & Garden Show		Harvest Wine Festival	
Cowboy Days		Tularosa Basin Wine & Music Festival	
If These Walls Could Talk		Renovate & Decorate	
Spring Showcase of Homes		New Mexico Pumpkin Festival	
Southern New Mexico Wine Festival		New Mexico Pecan Festival	
Albuquerque Wine Festival		A Critter Christmas	
La Casa Girls Night Out		Carlsbad Winter Wine Festival	
Las Cruces Tour de Beer			

Business: _____

Contact: _____

Address: _____

Phone: _____

E-mail: _____

Commitment Forms can be emailed, faxed or mailed to:

Helping Hands Event Planning
P.O. Box 15150
Las Cruces, NM 88004
Phone: 575-522-1232 Fax:575-526-1218

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