

IFAM Sponsorships-at-a-Glance

Since 2004, the International Folk Art Market Santa Fe has hosted more than 1000 master folk artists from 100 countries in the world's largest exhibition and sale of works by master folk artists. Artist earnings have exceeded \$31 million and impacted more than one million lives in the communities they represent

International Folk Art Market Santa Fe Flagship Program Packages

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| Presenting Sponsorship | \$100,000 |
| 2020 INITIATIVES | |
| IFAM Sustainability | \$25,000 |
| Women's Empowerment | \$25,000 |
| Community Outreach and Education | \$25,000 |
| Folk Art Heritage | \$25,000 |
| Artist Mentorship | \$25,000 |
| MARKET DAYS | |
| Friday Night Opening Party (Approx. 2,000 Attendees) | \$20,000 |
| Saturday Market (Includes Early Bird) (Approx. 12,000 Attendees) | \$20,000 |
| Sustainability Sunday Market (Approx. 10,000 Attendees) | \$17,500 |
| PARKING LOTS | |
| Moon Parking Lot (PERA Building) | \$10,000 |
| Sun Parking Lot (South Capitol Building – Public Parking Area) | \$7,500 |
| Sun Parking Lot (South Capitol Building – Volunteer Parking Area) | \$5,000 |
| MARKET AREAS, EVENTS AND OPPORTUNITIES | |
| Park & Ride Service | \$35,000 |
| Block H "Innovation" Tent | \$35,000 Sold for 2020 |
| Concierge Service | \$25,000 |
| World Stage | \$25,000 |
| Lower Level Artist Blocks A, B, C & D (Featuring 22-35 artist booths each) | \$20,000 per Block |

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| Community Celebration on the Plaza (July 9, 2020) | \$20,000 |
| Volunteer Program | \$20,000 |
| IFAM Tickets | \$20,000 |
| International Food Bazaar | \$15,000 |
| Upper Level Artist Blocks E, F & G (Featuring 5-15 artist booths each) | \$10,000 per Block |
| One World Awards Dinner (July 9, 2020) | \$10,000 |
| Hydration Stations (Includes 4 stations) | \$10,000 |
| ¡Felicidades! Artist Farewell Party (July 12, 2020) | \$10,000 |
| Payment Stations | \$7,500 per station; \$20,000 for 3 Stations |
| Park & Ride Drop Off Area | \$7,500 |
| Courtesy Carts (Includes 7 Carts) | \$7,500 |
| Lanyards & Identification Badges | \$7,500 |
| "Best of the Best" Booth | \$5,000 |
| Ambiance Sales Booth | \$5,000 |
| Information Booth | \$5,000 |
| VIP/Media Tent | \$5,000 |
| Children's Passport Program | \$5,000 |
| Bike Valet | \$2,500 |
| Artist Sponsorship | \$2,500 per artist |
| IFAM Art Stroll | \$2,500 per location* |
| Business Highlight Shopping Bag Inserts | \$1,000 plus inserts |

Other Program Packages

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| Mentor To Market (M2M) | \$35,000 |
| Passport to Folk Art (Features 6 trips per year) | \$20,000 for 1 year |
| Folk Art Matters Lecture Series | \$10,000 for 1 year |
| Preferred Lodging Partners | \$2,500 |
| IFAM Belongs to All of Us | \$1,000 |
| Preferred Dining Partners | \$500 |