

THE ALBUQUERQUE HISPANO CHAMBER PRESENTS
LA NOCHE ENCANTADA

REMEMBRANZA y Fuego



SPONSORSHIPS PACKAGES

February 21, 2026

ALBUQUERQUE CONVENTION CENTER

Sponsorships | Tables | Tickets

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THE ALBUQUERQUE HISPANO CHAMBER PRESENTS
LA NOCHE ENCANTADA

RITMO y Fuego



SPONSORSHIP OPPORTUNITIES

Invest in Visibility. Invest in Impact.

The Albuquerque Hispano Chamber of Commerce proudly stands as one of the largest Hispano Chambers in the nation—dedicated to enriching lives through commerce, community, and culture. For over 50 years, we've championed businesses of all sizes through innovative programs, workforce development, strategic networking, and educational resources. Our membership reflects the vibrant diversity of our region: 60% Hispanic-owned and 40% non-Hispanic businesses united in driving inclusive economic growth.

La Noche Encantada is not just a gala—it's the heartbeat of our mission. This premier annual fundraiser fuels our year-round efforts to grow and scale businesses, amplify opportunity, and deepen our economic impact across New Mexico and beyond.

Join us for La Noche Encantada – Ritmo y Fuego on Saturday, February 21, 2026, at the Albuquerque Convention Center. With over 2,000 business and community leaders in attendance, this is the largest gala in New Mexico—and the western region of the United States. It's where the who's who of commerce, government, education, and culture converge for an unforgettable evening of celebration, connection, and inspiration.

Become a Sponsor

Join the premier gala event in the state—an unforgettable evening that brings together influential leaders from business, government, labor, and education. This dynamic celebration is as entertaining as it is inspiring.

As a sponsor, you'll gain exclusive access to showcase your brand to over 2,000 distinguished guests. With a wide range of customizable sponsorship options, we'll help you align your brand with your marketing goals and community engagement initiatives. Don't miss this opportunity to make a lasting impact and connect with key decision-makers across industries.

Don't miss out on the Event of the Year!

Your investment places your name front and center with decision-makers, influencers, and changemakers from across the state and nation.

Contact Roberta Ricci at Roberta@ahcnm.org

Standard Recognition for All Sponsors (\$7,500 and above)

- All sponsors at \$7,500 and above receive:
- Company name placement on the official Gala webpage with hyperlinks
- Logo in the Gala digital program (distributed to 2,000 recipients)
- Recognition in the Hispano Chamber e-Newsletter
- Company name featured in a full-page ABQ Journal ad the day after the gala
- Sponsor signage and table signage at the event
- Social media recognition as part of gala promotions

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**SPONSORSHIP
OPPORTUNITIES**

2026 Gold Sponsorship \$50,000

As a Gold Sponsor of La Noche Encantada: Ritmo y Fuego, your brand receives premier visibility across every touchpoint of the Chamber's milestone celebration—from the moment guests arrive to the unforgettable concert and after party finale. With more than 2,000 business leaders, community members, and influencers in attendance, your support ensures continuous recognition in the most high-profile spaces of the gala. Beyond visibility, your investment at the \$50,000 level is critical to advancing the Hispano Chamber's mission of economic empowerment, cultural celebration, and inclusive growth. This sponsorship not only elevates your company's presence at one of New Mexico's most prestigious events, but also directly fuels programs that strengthen small businesses, create opportunities for future leaders, and honors the rich heritage of our community.

RECOGNITION:

- Two VIP tables for 20 guests at the Gala dinner
- Reserved VIP seating for the concert and after-party
- 30-second brand video played during the event
- Recognition on all printed and digital gala materials
- Logo placement on the official Gala webpage, invitation (5,000+), and digital program (2,000+)
- Premier Sponsor signage and GOLD table signage at the event
- Media exposure valued at \$35,000: logo on social, radio, and print ads
- Opportunity to provide branded giveaways for guests
- Recognition in the Hispano Chamber e-Newsletter
- Post-event visibility: logo in full-page ABQ Journal ad
- Year-round recognition on the Chamber website and video displays at Chamber offices and monthly events

ALL SPONSORS AT \$7,500 AND ABOVE RECEIVE:

- Company logo placement on the official Gala webpage with hyperlinks
- Logo in the Gala digital program (distributed to 2,000 recipients)
- Recognition in the Hispano Chamber e-Newsletter
- Company logo featured in a full-page ABQ Journal ad the day after the gala
- Sponsor signage and table signage at the event
- Social media recognition as part of gala promotions

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SPONSORSHIP OPPORTUNITIES

EXCLUSIVE

Cocktail Reception Sponsorship \$35,000

SET THE TONE. OWN THE MOMENT.

As the exclusive Cocktail Reception Sponsor, your brand welcomes guests into an evening of elegance and energy. This high-visibility opportunity places you at the center of the first impression.

Benefits Include:

- Branded signage and décor throughout the reception areas on both the ground level and upper level of the Convention Center
- Opportunity to showcase a branded video at the cocktail reception
- Signature cocktail named after your company
- Logo visibility at all the bar areas located throughout the event (approximately 30 bars)
- One VIP gala table (10 guests)
- Recognition across all gala materials, media, and digital platforms



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SPONSORSHIP OPPORTUNITIES

EXCLUSIVE

Kiva Auditorium Entrance Sponsor \$25,000

BE THE GATEWAY TO RITMO Y FUEGO'S CONCERT IN THE KIVA AUDITORIUM.

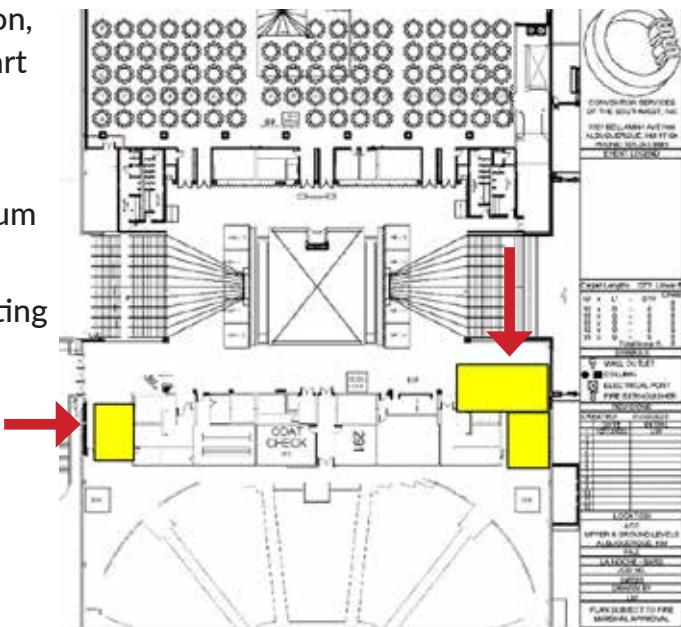
Make a bold statement as guests make their way to enjoy our hour-long concert. This year's band will be Baracutanga. Baracutanga's music is a high energy tour through South America's various music styles, such as cumbia, samba, huayno, and more. Get ready to dance the night away and enjoy "A Community of Rhythm, Music and Culture!"

Make your brand the focal point of the La Noche Encantada concert experience with exclusive placement at both entrances to the Kiva Auditorium.

- **Dual Entry Exposure:** With premium recognition at both entryways, your brand greets every guest as they arrive and depart.
- **High-Volume Visibility:** More than 2,000 attendees will see your logo prominently displayed, ensuring repeated impressions throughout the evening.
- **Concert Association:** As the gateway to the entertainment centerpiece of the gala, your sponsorship ties your brand directly to the excitement and energy of the night's headline performances.
- **Prestige Placement:** This sponsorship guarantees your company is showcased in one of the most dynamic, high-traffic areas of the event, reinforcing your role as a premier supporter of the Chamber's milestone celebration.
- This is unmatched visibility and brand integration, ensuring your sponsorship is remembered as part of the concert's most iconic moments.

Benefits Include:

- Branded design elements at both Kiva Auditorium entrances
- Exclusive logo placement on all branded marketing materials.
- Opportunity to provide branded lanyards or welcome gifts



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SPONSORSHIP OPPORTUNITIES

EXCLUSIVE

Ticket Sponsor \$25,000

YOUR BRAND IN EVERY GUEST'S HAND.

From RSVP to arrival, your logo travels with every attendee. This sponsorship offers continuous brand exposure before, during, and after the event.

Benefits Include:

- Logo printed on all physical tickets and on wristbands worn on the night of the event
- Branding on ticket confirmation emails/communications with guests
- One VIP gala table (10 guests)
- Recognition in gala program, website, and ABQ Journal ad.
- Your brand will be featured on the official event ticket and wristband, ensuring unmatched visibility before and during La Noche Encantada: Ritmo y Fuego.
- Advance Reach: Tickets are distributed one week prior to the gala to all 2,064 confirmed guests, placing your logo directly in their hands as anticipation builds.
- On-Site Presence: Custom wristbands, also branded with your logo, will be worn by every guest, volunteer, and staff member throughout the evening—making your brand a constant, visible part of the celebration.
- Premier Exposure: This sponsorship guarantees your company's identity is woven into the guest experience from arrival to departure, offering continuous impressions across thousands of attendees and community leaders.
- Legacy Impact: As a featured sponsor on these essential event elements, your brand becomes synonymous with the Chamber's milestone gala, reinforcing your commitment to cultural celebration and community impact.

This is premier, high-touch exposure that ensures your sponsorship is seen, remembered, and valued long after the event.



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SPONSORSHIP OPPORTUNITIES

EXCLUSIVE

Dessert Sponsor \$20,000

Delight every guest at La Noche Encantada: Ritmo y Fuego with a sweet, memorable touch that carries your brand. As the exclusive Dessert Sponsor, your company's logo will be **crafted in chocolate and placed on each dessert** served to more than 2,000 attendees.

- **High-Impact Branding:** Every guest will personally receive a dessert featuring your logo, creating a direct and intimate brand connection.
- **Memorable Experience:** Desserts are a highlight of the evening, and your sponsorship ensures your brand is associated with indulgence, celebration, and joy.
- **Social Media Moments:** Guests love photographing and sharing beautifully presented desserts, extending your brand visibility far beyond the ballroom.
- **Prestige Placement:** As part of the largest gala in the state, this sponsorship ties your company to one of the most talked-about elements of the evening.



This is **tasteful, high-touch exposure** that ensures your brand is not only seen but savored—leaving a lasting impression long after the final bite.

Benefits Include:

- Logo featured on each dessert served to over 2,000 guests
- Recognition in the official gala program and sponsor signage
- Verbal acknowledgment during the evening program
- Opportunity to be spotlighted in post-event thank-you communications

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SPONSORSHIP OPPORTUNITIES

EXCLUSIVE

After Party Sponsor \$20,000 (One Available)

- Prominent recognition and signage as 2026 Annual Gala After Party Sponsor
- One VIP Tables for 10 guests at the Gala dinner.
- VIP Tickets and reserved seating to the concert.
- VIP Reserved Table/Area for the after party.
- A custom video to play during the event to highlight your partnership and company, produced by a Chamber member prodution company.
- Company logo placement on the official Gala webpage with hyperlinks.
- Company logo in the Gala digital program (distrubuted to 2,000 recipients).
- Recognition in the Hispano Chamber e-Newsletter.
- Company logo listed in a full-page ABQ Journal Ad the day following the gala.

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SPONSORSHIP OPPORTUNITIES

EXCLUSIVE

Escalator Sponsor \$15,000 (Two Available)

Make your brand impossible to miss with exclusive visibility on the escalators leading guests into La Noche Encantada: Ritmo y Fuego

- **High-Traffic Exposure:** Every attendee will use the escalators, making this one of the most consistent and unavoidable branding touchpoints of the gala.
- **Repeated Impressions:** Guests travel up and down throughout the evening, ensuring your logo is seen multiple times and reinforcing brand recognition.
- **Dynamic Placement:** Escalators naturally command attention, positioning your sponsorship as part of the guest journey into the heart of the celebration.
- **Prestige at an Accessible Level:** At the \$15K tier, this sponsorship offers continuous, high-volume visibility while directly supporting the Chamber's mission of cultural celebration, economic empowerment, and inclusive growth.



This is strategic, movement-driven exposure that keeps your brand front and center as guests transition into the gala experience.

Benefits Include:

- Custom-branded panels on escalators leading to the gala floor visible to all guests
- One VIP gala table (10 guests)

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SPONSORSHIP OPPORTUNITIES

EXCLUSIVE

Red carpet Sponsor \$15,000

- One **VIP** table for 10 guests at the Gala dinner.
- **VIP** tickets and reserved seating to the concert.
- A **custom video** to play during the event to highlight your partnership and company, produced by a Chamber member production company.
- **Special RED CARPET signage** specifically designed to lay on top of the red carpet during the cocktail hour.
- **Special Sponsor signage** at the event and **RED CARPET** Sponsor table signage.
- **Company logo placement** on the official Gala webpage with hyperlinks.
- **Company logo** in the Gala digital program (distributed to 2,000 recipients).
- **Recognition** in the Hispano Chamber e-Newsletter.
- **Company logo** listed in a full-page ABQ Journal Ad the day following the gala.



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SPONSORSHIP OPPORTUNITIES

EXCLUSIVE

Main Entrance Sponsor \$15,000

Welcome every guest with a bold, high-impact brand presence at the main entrance of New Mexico's largest gala. With more than 2,000 business and community leaders passing through the Convention Center doors, this sponsorship ensures your company is the first name they see—and one they remember throughout the evening.

Your brand becomes an integral part of the guest journey from the moment they arrive, offering unmatched visibility at one of the most photographed and high-traffic areas of the event.

Benefits Include:

- Branded full length door clings on 2 Convention Center entrance doors
- One VIP gala table (10 guests)
- Recognition in the official gala program, on the event website, and in the ABQ Journal ad
- Premier Exposure: Your company's identity is woven into the guest experience from arrival to departure, creating continuous impressions across thousands of attendees and community leaders
- Legacy Impact: As a featured sponsor at this essential entry point, your brand becomes synonymous with the Chamber's milestone celebration and its commitment to cultural pride and community impact
- High-touch visibility that ensures your sponsorship is seen, remembered, and valued long after the event



RITMO y Fuego



SPONSORSHIP OPPORTUNITIES

EXCLUSIVE Photobooth Sponsor \$15,000 (Two Available)

Capture the moment. Amplify your brand. Capture the excitement of La Noche Encantada: Ritmo y Fuego by placing your brand at the heart of the evening's most interactive and shareable experience—the photo booth.

- High Guest Engagement: The photo booth is one of the most popular attractions of the gala, drawing guests throughout the night to create lasting memories.
- Branded Keepsakes: Every photo strip or digital image will feature your logo, ensuring your brand travels home with guests and is shared across social media platforms.
- Continuous Visibility: With over 2,000 attendees, your sponsorship guarantees repeated impressions as guests return to the booth and share their photos with friends, family, and colleagues.
- Community Connection: This sponsorship ties your brand to joy, celebration, and cultural pride, reinforcing your commitment to the Chamber's mission of inclusivity and economic empowerment.



This is fun, high-touch exposure that ensures your brand is remembered not just during the gala, but long after—through every photo taken and shared. This is strategic, movement-driven exposure that keeps your brand front and center as guests transition into the gala experience.

Benefits Include:

- Branded photobooth backdrop and props
- Logo on all printed and digital photo outputs
- Social media shoutouts featuring photobooth images
- One VIP gala table (10 guests)

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**SPONSORSHIP
OPPORTUNITIES**

Bronze Sponsorship \$10,000

YOUR BRONZE SPONSORSHIP INCLUDES:

- One VIP table for 10 guests at the Gala dinner.
- Special Sponsor signage at the event, visible throughout the event.
- BRONZE Sponsor table signage.
- Company logo placement on the official Gala webpage with hyperlinks, and in the digital program (distributed to 2,000 recipients).
- Company logo on social media for the gala.
- Recognition in the Hispano Chamber e-Newsletter.
- Company logo listed in a full-page ABQ Journal Ad the day following the gala.

ALL SPONSORS AT \$7,500 AND ABOVE RECEIVE:

- Company logo placement on the official Gala webpage with hyperlinks
- Logo in the Gala digital program (distributed to 2,000 recipients)
- Recognition in the Hispano Chamber e-Newsletter
- Company logo featured in a full-page ABQ Journal ad the day after the gala
- Sponsor signage and table signage at the event
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OPPORTUNITIES**

Gemstone Sponsorship \$7,500

YOUR GEMSTONE SPONSORSHIP INCLUDES:

- One table for 10 guests at the Gala dinner.
- **Special Sponsor signage** at the event.
- **GEMSTONE Sponsor table signage.**
- Company logo placement on the official Gala webpage.
- Company logo in the Gala digital program (distributed to 2,000 recipients).
- Recognition in the Hispano Chamber e-Newsletter.
- Company logo listed in a full-page ABQ Journal Ad the day following the gala.

Turquoise Sponsorship \$5,000

YOUR TURQUOISE SPONSORSHIP INCLUDES:

- One table for 10 guests at the Gala dinner.
- **Special Sponsor signage** at the event.
- **TURQUOISE Sponsor table signage.**
- Company name placement on the official Gala webpage.
- Company logo in the Gala digital program (distributed to 2,000 recipients).
- Recognition in the Hispano Chamber e-Newsletter.
- Company NAME listed in a full-page ABQ Journal Ad the day following the gala.

INDIVIDUAL TABLES \$3,000

- One table for 10 guests at the Gala dinner.