

CANCER FOUNDATION
for NEW MEXICO

Hope for every journey







SWEETHEART Auction

February 6
2027







22nd Annual Sweetheart Auction
Sponsorship Opportunities

Saturday, February 6, 2027 • Santa Fe Community Convention Center • *Hope for Every Journey*

Cancer Foundation for New Mexico

CANCER FOUNDATION for NEW MEXICO

Hope for every journey



Our Mission

To help the people of Northern New Mexico navigate their cancer journey with hope, dignity, and needed support.

Who We Are

Founded in 2003 by a coalition of oncologists, we are a local, independent nonprofit dedicated to addressing the unique and often complex challenges faced by cancer patients across Northern New Mexico. While we proudly collaborate with many of the state's leading healthcare providers, we operate independently, ensuring that every dollar we raise is focused on helping Northern New Mexico cancer patients and their families.

Who We Serve

Our mission is to support Northern New Mexicans affected by cancer and ensure access to vital treatment services. For many patients in rural Northern New Mexico, traveling to Santa Fe for treatment creates a financial burden that can deter or prevent necessary care. We help patients with limited resources access treatment by providing transportation and overnight accommodations in Santa Fe, while offering comprehensive support services to all patients, families, and caregivers, regardless of their financial means.

Supporting Cancer Journeys

- Travel to treatment
- Overnight lodging
- Groceries and meal support
- Emergency financial assistance
- Professionally led support groups
- Clinically trained volunteer support during treatment
- Licensed Social Worker support and navigation

Our Impact

Over 23 Years of Service

12,062
Lodging Nights

449,084
Nutritious Meals

6,118,482
Travel to Treatment
Miles Reimbursed

2,505
Patient & Caregiver Support Group Participants



SWEETHEART Auction

Saturday, February 6, 2027
Santa Fe Community Convention Center



Frequently Asked Questions

What is the Sweetheart Auction?

As the Cancer Foundation for New Mexico's largest annual fundraiser, the Sweetheart Auction brings more than 900 friends and neighbors together for one unforgettable night. It's a festive evening of celebration with a heartfelt purpose: **Every dollar raised helps people in Northern New Mexico get the support they need on their cancer journey.** This year marks our 22nd Sweetheart Auction, and we'd love for you to be part of it.

Why is it called the Sweetheart Auction?

The Sweetheart Auction takes its name from its February date, near Valentine's Day. The season's spirit of love and care reflects the heart of our mission: supporting people with cancer and their families in Northern New Mexico.

What happens at the Sweetheart Auction?

- **Passed Hors d'Oeuvres, Seated Dinner, and Desserts by Walter Burke Catering**
- **Complimentary Open Bar**
- **Music and Dancing**
- **Amazing Silent Auction Items**
- **Sweetheart of a Live Auction**
- **Patient Services Paddle Raise**
- **Dream Vacation Raffle**
- **Wine and Spirits Pull**
- **Community Connection**

> ***"The Sweetheart Auction is our most important fundraising event of the year. This magical evening of giving and fun raises a significant portion of the Foundation's annual budget and exemplifies the generosity of our community."***
>
> — Vince Baca, Executive Director

Can I volunteer for the Sweetheart Auction?

Yes, we'd love your help! If you're interested in volunteering, please contact Virginia Christie at **virginia@cffnm.org** or **505.955.7931, ext. 405**.

Can I donate items to the Silent Auction?

Absolutely! If you have truly standout items or experiences to contribute, **please visit cffnm.org/items to get started**.

Questions? Please reach out to Amanda Swanson at **amanda@cffnm.org** or **505.955.7931, ext. 406**.

What kind of items can I donate?

We welcome unique and exceptional donations with a **minimum value of $150** in the following categories:

- **Dining and Food**
- **Wine and Spirits**
- **Travel and Entertainment**
- **Jewelry**
- **Art** *(hanging and non-hanging art)*
- **Apparel and Textiles**
- **Home**
- **Health & Beauty**
- **Children and Pets**
- **Collectibles**

Please note we cannot accept the following:

sized garments; furniture, exercise equipment, or anything that would be difficult to transport; antiques without a recent appraisal/valuation; electronics unless in new and original packaging; very personal services (such as hair, nails, legal, medical, or accounting).

SWEETHEART Auction

2027 Sponsorship Opportunities

As a sponsor, you support a local nonprofit with a meaningful mission while gaining community recognition before, during, and after the event. Sponsorship opportunities are available at a range of levels, with benefits to fit every budget. Most importantly, your support stays local, helping Northern New Mexicans affected by cancer.

Together, we bring ***Hope for Every Journey.***

SWEETHEART AUCTION 2027 SPONSOR LEVELS & BENEFITS	CO-PRESENTER $20,000	BENEFACTOR $15,000	LIFESAVER $6,000	RESCUER $3,000	HEALER $1,500
Reserved Table Seats w/ Beverage Service	✓	✓	✓	✓	-
Sweetheart Auction Admissions	20	10	10	4	4
Mention on Save the Date Email*	LOGO	LOGO	-	-	-
Mention on Printed Invitation*	LOGO	LOGO	-	-	-
Recognition in Local Print Advertising*	LOGO	LOGO	NAME	-	-
Recognition in the Cancer Foundation Book	FULL-PAGE AD	FULL-PAGE AD	HALF-PAGE AD	QUARTER-PAGE AD	NAME
Recognition During the Event's Program	✓	✓	✓	✓	✓
Featured on Large Digital Event Monitors	LOGO	LOGO	LOGO	LOGO	-
Featured on Event Lobby Banner	LOGO	LOGO	-	-	-
Recognition on Social Media	FEATURE	FEATURE	LOGO & TAG	-	-
Recognition on Event Website	LINKED LOGO	LOGO	LOGO	-	-
Recognition in Cancer Foundation eNews	✓	✓	✓	-	-
Honor Wall Tribute	✓	✓	✓	✓	✓

Specialty Sponsorship: Contact Bob Ansheles at bob@cffnm.org to create a custom sponsorship that fits your goals.

**If commitment and logo are received before production deadlines.*

The Honor Wall

One of the most meaningful moments of the Sweetheart Auction is the Honor Wall, featured prominently on large screens to 900+ guests as the program begins. All sponsors have the opportunity to participate by choosing an "In Honor" or "In Memory" tribute for a colleague, family member, or friend who has been affected by or lost to cancer.

All events and sponsor benefits are subject to change.

SWEETHEART Auction



2027 Cancer Foundation Book

Sponsors receive recognition and ad space, sized by sponsorship level, in this beautifully designed annual publication. The 4,000-copy edition is distributed at the Sweetheart Auction and throughout our community.

2027 Sponsorship Deliverables & Dates

For sponsors, below are the key details and dates to ensure your advertisement and other assets are included in the 2027 Cancer Foundation Book and Sweetheart Auction materials. *Co-Presenter and Benefactor sponsors: the sooner we receive your logo, the sooner we can start showcasing your support, beginning with the printed invitation.*

November 2026

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

January 2027

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

Friday, November 20, 2026

1. Foundation Book Advertisement Due

- Submit your Cancer Foundation Book ad. *See the Advertisement Specs Sheet for details.*

2. High-Resolution Logos Due

- Vector file (EPS, AI, or PDF)
- PNG with a transparent background

3. Honor Wall Tribute Due

- Submit the name and high-res image for your tribute(s): **cffnm.org/honor-wall-tribute**
- Specify if the tribute is *"In Honor"* or *"In Memory."*

Wednesday, January 27, 2027

1. Sweetheart Auction Guest Names & Emails Due

- Provide the guest names and email addresses for all sponsor admissions.

Sponsorship Levels

Co-Presenter: 20 admissions · 2 Reserved tables

Benefactor: 10 admissions · Reserved table

Specialty*: 10 admissions · Reserved table

Lifesaver: 10 admissions · Reserved table

Rescuer: 4 admissions · Reserved seats

Healer: 4 admissions · General seating



Questions? Reach out!

Bob Ansheles
Sweetheart Auction Sponsor Relations
bob@cffnm.org • 505.955.7931, ext. 407

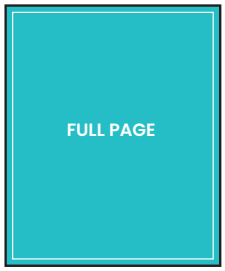
Send all deliverables to: events@cffnm.org

* **Interested in a custom sponsorship?** Contact Bob Ansheles at **bob@cffnm.org** to create one that fits your goals.

SWEETHEART Auction

Advertisement Specifications

Your sponsorship helps us continue our mission of providing essential support to Northern New Mexico cancer patients and their families. Below are the specifications for submitting your files.



Co-Presenter & Benefactor Sponsor

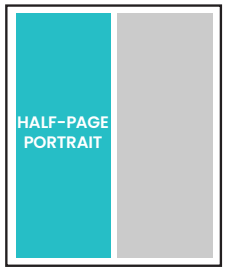
Full-Page Ad

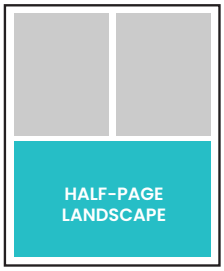
Trim Size: 8.5″ W × 11″ H
Bleed: 8.75″ W × 11.25″ H

Lifesaver Sponsor

Half-Page Portrait Ad

No Bleed: 3.875″ W × 10.5″ H

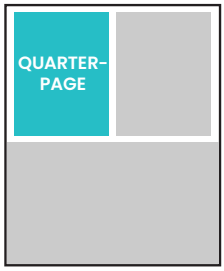




Lifesaver Sponsor

Half-Page Landscape Ad

No Bleed: 8″ W × 5.125″ H



Rescuer Sponsor

Quarter-Page Ad

No Bleed: 3.875″ W × 5.125″ H

All advertisements must meet the following requirements:

- High-resolution, press-ready PDF/X-1a file
- Document built to the specified dimensions above
- CMYK color mode only; no RGB or spot colors
- All images 300 ppi or greater
- Embed all images and outline all fonts
- Full page ads must include 0.125″ bleed on all sides, with crop marks

Send ad & logo files: events@cffnm.org

Questions?
bob@cffnm.org • 505.955.7931, ext. 407

CFFNM.org

SWEETHEART Auction

Deadline: Friday, November 20, 2026

2027 SWEETHEART AUCTION SPONSORSHIP FORM

- ☐ Co-Presenter • $20,000
- ☐ Benefactor • $15,000
- ☐ Specialty $ _____
- ☐ Lifesaver • $6,000
- ☐ Rescuer • $3,000
- ☐ Healer • $1,500

Benefits for each sponsorship level are listed on the Sponsorship Opportunities page.

NAME [as it should appear in print] ☐ Prefer to be listed as **anonymous**

CONTACT PERSON | **PHONE**

EMAIL | **FAX**

ADDRESS

CITY | **STATE** | **ZIP CODE**

Sponsor Deadline: Friday, November 20, 2026 • Submit this completed form to: events@cffnm.org

SUBMIT HONOR WALL TRIBUTE ONLINE: cffnm.org/honor-wall-tribute

Payment must be received by Friday, December 18, 2026 unless other arrangements are made.

☐ **CHECK** (Payable to CFFNM) ☐ **CREDIT CARD** (We'll contact you to process your payment.)

If paying by check, please mail this form with your payment to:
Cancer Foundation for New Mexico, P.O. Box 5038, Santa Fe, NM 87502

Questions?
bob@cffnm.org • 505.955.7931, ext. 407

CFFNM.org