5.3.25

2025 PARTNERSHIP OPPORTUNITIES







A One Day Party

From live music, local vendors and local food trucks, High Road is truly, a community oriented event. This one day party in early May, is centered on giving back to Santa Fe and celebrating local businesses and artists.



The El Rey way

As a team, we are dedicated to giving back to our community. We believe that a little roadside motel can be more than a place to stay, but instead a place to gather and to call home.













In 2024 we saw 1350 people visit our property for the day. Many of them local and some of them out of town guests who were specifically returning for High Road.

*18 local vendors
*4 bands
*2 DJ's
*Poolside yoga
*4 local food vendors

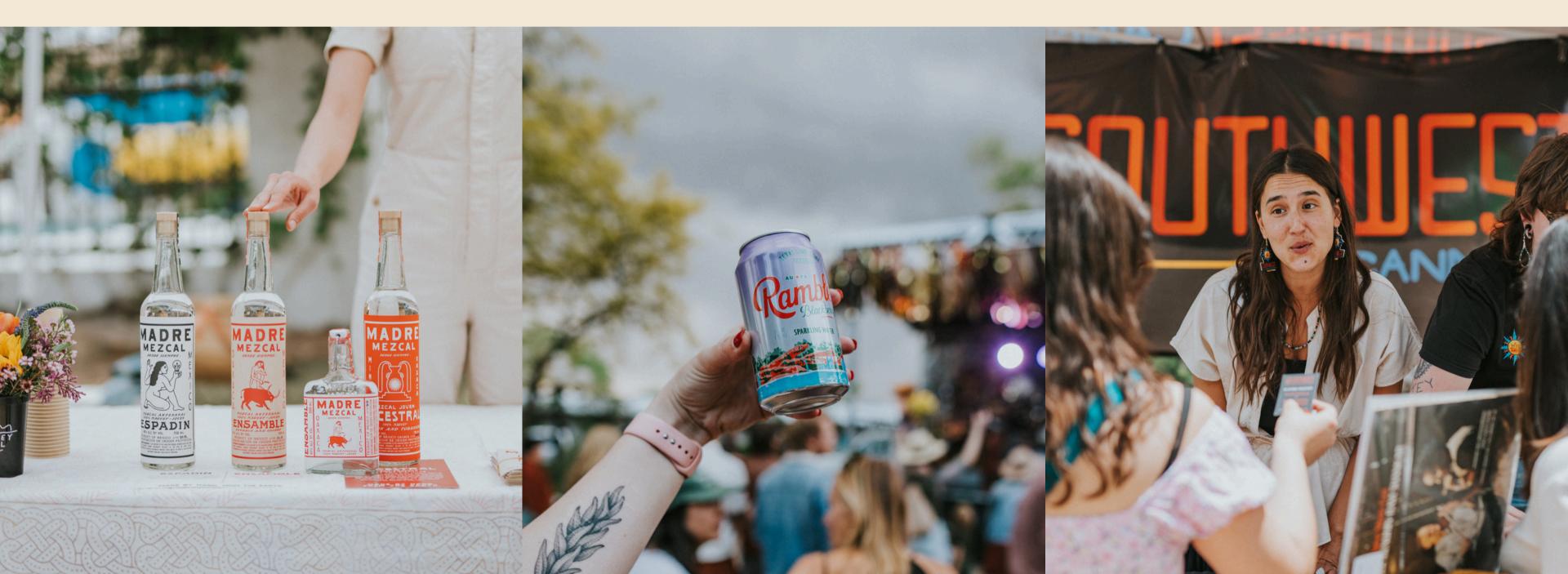
Our 2024 Partners in Party

SOUTHWEST















Become a Partner in Party

We could'nt do this without our amazing partners! Our partnership levels:

Take it Easy (In Kind)

Get Your Kicks

Midnight Rider

Take me Home Country Road





Take it Easy (In Kind)

We are more than happy to partner with your business or brand for an In Kind trade. In Kind partnerships can be worked out on a case by case basis! Please email Cecilia.Burton@elreycourt.com



Get Your Kicks \$1000

- Your logo on our website and promotional materials
- A booth at High Road
- 2 Room Nights at El Rey Court





Midnight Rider \$2000

- A booth at High Road
- 4 room nights at El Rey Court
- One 2025 Swim Club membership
- A brand highlight on our instagram page

• Your logo on our website and all marketing materials

Take Me Home Country Road \$5000

- Your logo on all promotional materials
- A page highlight on our website
- A booth at High Road
- Two Swim club memberships
- 7 room nights at El Rey Court
- Your own rate code for friends and family to book under





Wait, you → want to partner even HARDER?

So, you feel compelled to give more? We love that! Please reach out to Cecilia.Burton@elreycourt.com