

5.3.25

High Road

2025 PARTNERSHIP
OPPORTUNITIES

el Rey
COURT





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 E1 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.



Last year



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



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

- Your logo on our website and all marketing materials
- A booth at High Road
- 4 room nights at El Rey Court
- One 2025 Swim Club membership
- A brand highlight on our instagram page

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