

Pancakes on the Plaza, As Unique as Santa Fe

In the long and storied history of Santa Fe's several annual summer events, traditions, and celebrations, Pancakes on the Plaza, at 50 years old, is a relative newcomer. Established by the Santa Fe Chamber of Commerce in 1976 and now presented each year by the Rotary Club of Santa Fe and Rotary Club of Santa Fe Foundation, Pancakes is simplicity itself: coffee, juice, flapjacks, patriotic music on the bandstand, a blocks-long vintage car show, craft booths, and people greeting old friends — and meeting new ones— on the Plaza during the 4th of July.

What makes Pancakes unique is precisely that it is built for everybody: young and old, long-time residents and first-time tourists, East Side and South Side. Because it is so diverse, inclusive, welcoming and affordable, everybody comes to see and be seen, to relax and enjoy. Being a sponsor of Pancakes on the Plaza puts you in the middle of Santa Fe.



The Rotary Thing

Although the Rotary Club of Santa Fe and Rotary Club of Santa Fe Foundation produces Pancakes on the Plaza each July 4, none of the money raised is for the club. The Rotary Club sustains itself exclusively with the dues of its own members. All of the receipts from the event will be paid to the Rotary Club of Santa Fe Foundation, a 501(c)(3) public charity, which can be used only to pay event expenses and to disburse grants to its beneficiaries.

In the past four years alone, Pancakes has raised and distributed \$600,000 to six carefully selected Santa Fe nonprofits doing critical work addressing the needs of children, adolescents and young adults: The Santa Fe Children's Museum, Santa Fe YouthWorks, Communities in Schools, Gerard's House, Santa Fe Symphony Youth Programs, and The Sky Center. Becoming a sponsor of Pancakes on the Plaza makes you a partner in the vital work these organizations do.



2026 Pancakes On The Plaza

July 4, 2026
Celebrating 250 Years of
American Independence



Email us:
sponsorships@pancakesontheplaza.com

Thank You For Giving A Flip!



To realize all sponsorship benefits, payment must be received by May 15, 2026.

Mail checks payable to:
Rotary Club of Santa Fe Foundation
P.O. Box 2465 Santa Fe NM 87504

Credit Card payments online at:
pancakesontheplaza.com/sponsors

The Rotary Club of Santa Fe Foundation (FID #65-1252553) is a public charity under Section 501(c)(3) of the Internal Revenue Code. Contributions to the Foundation are deductible to the extent allowed by law.

PANCAKES ON THE PLAZA

Sponsorship Agreement

Sponsor's name as it should appear in promotional material.

Contact Name _____

Title _____

Phone _____ Mobile/Office

Email _____

Street Address _____

PO Box _____

City, State, ZIP _____

SPONSOR LEVEL

- | | |
|--|--|
| <input type="checkbox"/> \$10,000 Platinum | <input type="checkbox"/> \$1,500 Copper |
| <input type="checkbox"/> \$5,000 Gold | <input type="checkbox"/> \$1,000 Turquoise |
| <input type="checkbox"/> \$3,500 Silver | <input type="checkbox"/> \$500 Coral |
| <input type="checkbox"/> \$2,500 Bronze | <input type="checkbox"/> \$250 Jade |

UNDERWRITING

Contact me about potentially donating the following products or services.

PAYMENT INFORMATION

- Check. See information on reverse.
- Request invoice (Due within 30 days)
- Credit card. See information on reverse.

SPONSORSHIPS AND BENEFITS

PLATINUM \$10,000

- Named cook tent, based on availability
- Your 8'x3' banner displayed on the Plaza
- Your 5.5"x10" color ad in event program
- First tier size and placement of sponsor name or logo on volunteer T-shirts and website and promotional material
- Sponsorship highlighted in six social media posts
- Space for 10' square canopy on Plaza*
- 50 pancake breakfast tickets

GOLD \$5,000

- Your 6'x3' banner displayed on the Plaza
- Your 5.5"x5" color ad in event program
- Second tier size and placement of sponsor name or logo on volunteer T-shirts and website and promotional material
- Sponsorship highlighted in four social media posts
- Space for 10' square canopy on Plaza*
- 40 pancake breakfast tickets

*3'x6' table and three chairs provided. Qualifying sponsors must provide own canopy. Space for auto dealers to display a vehicle will be provided on Palace Ave west of Lincoln Ave.



SILVER \$3,500

- Your 6'x3' banner displayed on the Plaza
- Your 3.5"x5" color ad in event program
- Third tier size and placement of sponsor name or logo on volunteer T-shirts and website and promotional material
- Sponsorship highlighted in three social media posts
- Space for 10' square canopy on Plaza*
- 30 pancake breakfast tickets

BRONZE \$2,500

- Your 4'x3' banner displayed on the Plaza
- Your 3.5"x2" color ad in event program
- Fourth tier size and placement of sponsor name or logo on volunteer T-shirts and website and promotional material
- Sponsorship highlighted in two social media posts
- Sponsor table on Plaza*
- 20 pancake breakfast tickets

COPPER \$1,500

- Your 4'x3' banner displayed on the Plaza
- Sponsor name on volunteer T-shirts and website and promotional material
- Sponsorship highlighted in one social media posting
- 12 pancake breakfast tickets

TURQUOISE \$1,000

- Name on event website, program and promotional materials
- Sponsorship highlighted in one social media posting
- Ten pancake breakfast tickets

CORAL \$500

- Name on event website, program and promotional materials
- Sponsorship highlighted in a social media posting
- Eight pancake breakfast tickets

JADE \$250

- Name on event website, program and promotional materials
- Sponsorship highlighted in one social media posting
- Six pancake breakfast tickets



The Rotary Club of Santa Fe Foundation and club present Pancakes on the Plaza.

The club dates back to 1924 and its members adhere to the principle of "Service Above Self." Rotarians commit to four principles in all the things they think, say and do ...

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?