



PAJARO
VALLEY
ARTS

Sponsorship Opportunities

**Mi Casa es Tu Casa:
Rooted in Remembrance
Enraizados en el Recuerdo
exhibition**



About PVA



WE HAVE HISTORY

40 years producing outstanding exhibitions & cultural events

WE HAVE REACH

14,000 community members benefit through our free exhibits & programming every year

WE ARE ALL ABOUT COMMUNITY

A place for celebrating art, sharing culture, and diverse perspectives

WE MAKE AN IMPACT

Local & regional artists

Students & educators

Community Partnerships & local businesses

Cultural tourism



About Mi Casa Es Tu Casa



PVA's annual **Mi Casa Es Tu Casa** exhibition is inspired by the traditional holiday, Dia de Los Muertos/Day of the Dead, celebrated throughout Mexico and beyond to remember and honor those who have passed from this life. This cherished tradition brings together families and friends as they prepare altars to welcome back the spirits each year.

PVA's vibrant celebration is made extra special this year's Mi Casa marks our final event from our beloved Sudden Street location before we move all operations to the Porter Building!

Be part of PVA's **most attended event** including an exhibition, festive reception, dance performances, student art projects, storytelling & engaging school tours!

Theme: ***Rooted in Remembrance***

Dates: October 15 to December 7, 2025

Opening Reception Sunday November 2, 1:00 – 3:00

Venue: Pajaro Valley Arts 37 Sudden Street, Watsonville CA



Exhibition Sponsorship



Enables your organization to...

ENGAGE with PVA's audience & build brand awareness

DELIVER exceptional programming to an underserved community

CELEBRATE diverse & inclusive cultural initiatives

NETWORK with likeminded professionals & connect with leaders

SHOWCASE your commitment to community & the arts



Sponsor levels & Benefits



Presenting Sponsor (\$5,000)

- Branding on PVA announcements including pre-exhibition press release, marketing collateral; postcard (3,000+), e-newsletter, and social media posts (Facebook, IG, LinkedIn)
- “Presented by” branding on exhibition signage onsite at gallery and PVA website & event calendar
- Branding on ancillary event marketing materials and onsite signage
- Acknowledged during exhibit opening and closing remarks
- Private pre-reception tour with Champagne toast
- Post-exhibit Wrap Report



Supporting Sponsor (\$2,500)

- Branding on PVA announcements including pre-exhibition press release, marketing collateral; postcard (3,000+), e-newsletter, and social media posts (Facebook, IG, LinkedIn)
- “Supporting Sponsor” branding on exhibition signage onsite at gallery and PVA website
- Acknowledged during exhibit opening and closing remarks



Community & In-kind Sponsors (\$500 - \$2,000)

- “Community Sponsor” branding on exhibition signage onsite at gallery and PVA website
- Tabletop placards branding where relevant
- Acknowledged during exhibit opening and closing remarks



¡Gracias!



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