

2025 EVENTS



El Mercado is a health-centric farmer's market that increases access to fresh produce, nutrition information, health screenings, referrals to social services, and the primary redemption site for VeggieRx. The market takes place every Tuesday afternoon, **March through October**, at the Watsonville Health Center.



This year's annual Rather Awards takes place on **June 12th** at Seascape Resort. Join us as we acknowledge and celebrate organizations and individuals making a difference through health and wellness in the Pajaro Valley. 150+ attendees



The 5th annual Rally in the Pajaro Valley takes place in **August** and provides nonprofits and small businesses an opportunity to participate in a team-building softball tournament while raising funds for youth activities.



With over 40 participating organizations, the 27th annual Health Fair takes place in **MAY** this year (due to Watsonville Plaza construction) and will provide free access to health and wellness resources, including health, dental, and vision screenings, flu shots, and fun activities. The Health Fair attracts hundreds of participants. 500+ attendees.



2025 marks the 42nd year of our annual Wine & Roses event fundraising event supporting health resources in Pajaro Valley. This year's annual Wine & Roses takes place on **November 8th** and will include live music plus tastings from local wineries, breweries, and restaurants. 200+ attendees



Entire Season (28 Markets)					
April - October 2025					
Title	Platinum	Gold	Silver	Bronze	Copper
\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500



Add-on
\$2,500

ENTIRE SEASON	Listed as Title Sponsor in all promotion	X					
	Logo included in special event flyers	XLarge Size	Large Size	Medium Size	Small Size		
	Logo included in e-newsletter	XLarge Size	Large Size	Medium Size	Small Size		X
	Verbal recognition in radio ads	X					
	Company name on special event flyers					Medium Font	Small Font
	Company name in e-newsletter					Medium Font	Small Font
	Name listed in press release(s)	X	X	X	X	X	X
	Logo included on market webpage	XLarge Size	Large Size	Medium Size	Small Size		
	Company name on market webpage					Medium Font	Small Font
MARKET DAYS	Logo on market signage	Large Size	Medium Size	Small Size			X
	Company name on market signage				Large Font	Medium Font	Small Font
	Company name mentioned by DJ (if applicable)	X					





April 22, 2025			
Gold	Silver	Bronze	Copper
\$2,000	\$1,500	\$1,000	\$500

BEFORE EVENT	Logo included in promotional materials and social media*	X	X	X	
	Logo included in event e-newsletter*	X	X	X	
	Company name on promotional materials and social media				X
	Company name in event e-newsletter				X
	Name listed in press release(s)	X	X	X	X
	Logo included on event webpage*	X	X	X	
	Company name on event webpage				X
DURING EVENT	Logo on event signage	X	X	X	
	Company name on event signage				X
	Logo included in handout onsite*	X	X	X	
	Company name in handout onsite				X
AFTER EVENT	Logo included in post-event e-newsletter*	X	X	X	
	Company name in post-event e-newsletter				X

* Logo size and placement commensurate with sponsorship level



COMMUNITY HEALTH TRUST HEALTH FAIR

May 9, 2025				
Platinum	Gold	Silver	Bronze	Copper
\$2,500	\$1,500	\$1,000	\$750	\$500

		Large Size	Medium Size	Small Size		
BEFORE EVENT	Logo included in promotional materials and social media	Large Size	Medium Size	Small Size		
	Logo included in pre-event emails	Large Size	Medium Size	Small Size		
	Logo included in City's electronic displays	Large Size	Medium Size	Small Size		
	Company name on promotional materials, banner, etc.				Medium Font	
	Logo included on event webpage	Large Size	Medium Size	Small Size		
	Company name on event webpage				Medium Font	Small Font
DURING EVENT	Logo on event signage	Large Size	Medium Size	Small Size		
	Company name on event signage				Medium Font	Small Font
	Sponsor Booth at the Health Fair	X	X	X		
	Company name announced by Emcee/DJ	X	X			
AFTER EVENT	Logo included in post-event communications	Large Size	Medium Size	Small Size		
	Company name in post-event communications				Medium Font	Small Font



RATHER AWARDS

June 12, 2025

Gold	Silver	Bronze	Copper	Friend
\$3,000	\$2,000	\$1,500	\$1,000	\$500

		XLarge Size	Large Size	Medium Size	Small Size	
BEFORE EVENT	Logo included in promotional materials and social media	XLarge Size	Large Size	Medium Size	Small Size	
	Logo included in event emails	XLarge Size	Large Size	Medium Size	Small Size	
	Company name on promotional materials and social media					X
	Company name in event emails					X
	Name listed in press release(s)	X	X	X	X	X
	Logo included on event webpage	XLarge Size	Large Size	Medium Size	Small Size	
	Company name on event webpage					X
AT EVENT	# of complimentary tickets to Awards Dinner	10 (\$1,000 value)	6 (\$600 value)	4 (\$400 value)	2 (\$200 value)	
	Logo on event slides and table signs	XLarge Size	Large Size	Medium Size	Small Size	
	Company name on event slides and table signs					X
	Logo included in event program	XLarge Size	Large Size	Medium Size	Small Size	
	Company name in event program					X
AFTER EVENT	Logo included in post-event communications	XLarge Size	Large Size	Medium Size	Small Size	
	Company name in post-event communications					X





August 23, 2025			
Gold	Silver	Bronze	Copper
\$1,500	\$1,000	\$750	\$500

BEFORE EVENT	Logo included in promotional materials and social media	Large Size	Medium Size	Small Size	
	Logo included in event e-newsletter	Large Size	Medium Size	Small Size	
	Company name on promotional materials and social media				X
	Company name in event e-newsletter				X
	Name listed in press release(s)	X	X	X	X
	Logo included on event webpage	Large Size	Medium Size	Small Size	
	Company name on event webpage				X
DURING EVENT	Logo on event signage	Large Size	Medium Size	Small Size	
	Company name on event signage				X
	Company name mentioned by Emcee/DJ	X	X		
AFTER EVENT	Logo included in post-event communications	Large Size	Medium Size	Small Size	
	Company name in post-event communications				X





November 8, 2025					
Platinum	Gold	Silver	Bronze	Copper	Friend
\$7,500	\$5,000	\$2,500	\$1,500	\$1,000	\$500

		XLarge Size	Large Size	Medium Size	Small Size		
BEFORE EVENT	Logo included in promotional materials	XLarge Size	Large Size	Medium Size	Small Size		
	Logo included in pre-event e-mails	XLarge Size	Large Size	Medium Size	Small Size		
	Company name in promotional materials					Medium Font	
	Company name in pre-event emails					Medium Font	Small Font
	Logo included on event webpage	XLarge Size	Large Size	Medium Size	Small Size		
	Company name on event webpage					Medium Font	Small Font
AT EVENT	# of complimentary tickets to Wine & Roses	10 (\$1,000 value)	8 (\$800 value)	4 (\$400 value)	2 (\$200 value)	2 (\$200 value)	
	Logo on sponsor display	XLarge Size	Large Size	Medium Size	Small Size		
	Company name on sponsor display					Medium Font	Small Font
	Logo included in event program	XLarge Size	Large Size	Medium Size	Small Size		
	Company name in event program					Medium Font	Small Font
AFTER EVENT	Logo included in post-event communications	XLarge Size	Large Size	Medium Size	Small Size		
	Company name in post-event communications					Medium Font	Small Font
	Logo included in thank you advertisement	XLarge Size	Large Size	Medium Size	Small Size		
	Company name in thank you advertisement					Medium Font	





Business/Organization Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email Address: _____

- Event(s):
- El Mercado Farmers Market** at the \$_____ sponsorship level
 - Rather Awards** at the \$_____ sponsorship level
 - Rally in the Pajaro Valley** at the \$_____ sponsorship level
 - Health Fair** at the \$_____ sponsorship level
 - Wine & Roses** at the \$_____ sponsorship level

- Type of Payment:
- Check: Enclosed or To Be Mailed by _____ [date]
 - Please send me an invoice
 - Credit Card (Visa, MasterCard, AmEx):

CC#: _____

Exp date: _____ csv#: _____

Please PRINT NAME: _____

Signature: _____

Date: ____/____/____

Please email this completed form to Nikki Patterson at npatterson@pvhealthtrust.org or mail it to: Community Health Trust of Pajaro Valley, 85 Nielson Street, Watsonville, CA 95076.

Have questions? Contact Nikki Patterson at (831) 726-4271 or npatterson@pvhealthtrust.org.