COMMUNITY HEALTH TRUST
of Pajaro Valley

2026 SPONSORSHIP OPPORTUNITIES

BE A CHAMPION FOR HEALTH AND EQUITY IN PAJARO VALLEY

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Be a Champion for Equitable Healthcare in Pajaro Valley! Secure your sponsorship pledge now to maximize your impact throughout our tri-county area.

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HEALTH FAIR

May 8, 2026

The Community Health Trust's (CHT) Health Fair is an annual opportunity for healthcare entities and nonprofits alike to come together in a central location to share health-promoting resources with the community.

Held in conjunction with the afternoon farmers' market in Watsonville, CHT's Health Fair also features fun, family-friendly activities and live entertainment for all to enjoy.





COMMUNITY HEALTH TRUST HEALTH FAIR

	May 8, 2026		
	Gold $2,500	Silver $1,000	Bronze $500
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 on event webpage	Large Size	Medium Size	Small Size
Logo on event signage	Large Size	Medium Size	Small Size
Sponsor Booth at the Health Fair	X	X	X
Company name announced by Emcee/DJ	X	X	
Logo included in post-event communications	Large Size	Medium Size	Small Size

Contact: npatterson@pvhealthtrust.org

HEALTH FORUM

Each year, CHT works to identify a salient topic impacting the health and well-being of our residents, resulting in our annual Health Forum. While topics may vary from year to year, the goal of this educational event is to provide learning opportunities for healthcare and public health professionals and to promote cross-sector collaboration and information sharing.



The 2026 Health Forum will focus on Youth Behavioral Health with speakers from Stanford University Center for Youth and Mental Health & Wellbeing, allcove™ Watsonville, and local partners PVPSA, CAB, and United Way SC.

COMMUNITY HEALTH TRUST
HEALTH FORUM

	Gold	Silver	Bronze
	$3,000	$2,000	$1,000
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
Name listed in press release(s)	Large Size	Medium Size	Small Size
Logo included on event webpage*	Large Size	Medium Size	Small Size
Logo on event signage	Large Size	Medium Size	Small Size
# of Complimentary Tickets to the Health Forum	8	6	4
Logo included in handout onsite*	Large Size	Medium Size	Small Size
Logo included in post-event e-newsletter*	Large Size	Medium Size	Small Size

Contact: npatterson@pvhealthtrust.org

RALLY IN THE PAJARO VALLEY





Rally in the Pajaro Valley brings together nonprofits and businesses for a ruckus weekend of co-ed softball. The public is invited to cheer on their favorite teams, enjoy delicious concessions, and learn more about nonprofit contributions in the community. Proceeds of the tournament go directly to support youth activities in the Pajaro Valley.

	2026		
	Gold	Silver	Bronze
	$1,500	$1,000	$500
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
Name listed in press release(s)	X	X	X
Logo included on event webpage	Large Size	Medium Size	Small Size
Logo on event signage	Large Size	Medium Size	Small Size
Company name mentioned by Emcee/DJ	X	X	
Logo included in post-event communications	Large Size	Medium Size	Small Size

Contact: npatterson@pvhealthtrust.org

RATHER AWARDS

Summer 2026

The Rather Awards are an inspiring opportunity to honor those making a real difference through health and wellness in our community. We celebrate the efforts of individuals, businesses, and organizations dedicated to uplifting others.





RATHER AWARDS

	2026		
	Gold $2,000	Silver $1,500	Bronze $500
Logo included in promotional materials and social media	Large Size	Medium Size	Small Size
Logo included in event emails	Large Size	Medium Size	Small Size
Name listed in press release(s)	X	X	X
Logo included on event webpage	Large Size	Medium Size	Small Size
# of complimentary tickets to Awards	6 ($600 value)	4 ($400 value)	2 ($200 value)
Logo on event slides and table signs	Large Size	Medium Size	Small Size
Logo included in event program	Large Size	Medium Size	Small Size
Logo included in post-event communications	Large Size	Medium Size	Small Size

Contact: npatterson@pvhealthtrust.org

WINE & ROSES

November 7, 2026

Raising funds for health-related services in Pajaro Valley since 1983.

2026 marks the 44th year of our annual Wine & Roses fundraising event supporting health resources in the Pajaro Valley.

Includes beautiful bouquets of roses provided by Pajarosa Floral, plus tastings from local wineries, breweries, and restaurants. This event attracts over 300 attendees and features the largest silent auction in the area.



Wine & Roses	November 7, 2026					
	Platinum $7,500	Gold $5,000	Silver $2,500	Bronze $1,500	Copper $1,000	Friend $500
Logo included in promotional materials	XLarge Size	Large Size	Medium Size	Small Size	Small Size	Small Size
Logo included in pre-event e-mails	XLarge Size	Large Size	Medium Size	Small Size		
Logo included on event webpage	XLarge Size	Large Size	Medium Size	Small Size	Small Size	Small Size
# of complimentary tickets to Wine & Roses	10 ($1,000 value)	8 ($800 value)	4 ($400 value)	3 ($300 value)	2 ($200 value)	1 ($100 value)
Logo on sponsor display	XLarge Size	Large Size	Medium Size	Small Size	Small Size	Small Size
Logo included in event program	XLarge Size	Large Size	Medium Size	Small Size	Small Size	Small Size
Logo included in post-event communications	XLarge Size	Large Size	Medium Size	Small Size		

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MARKETING REACH & ENGAGEMENT

The Community Health Trust of Pajaro Valley has served residents and been a prominent community partner throughout Santa Cruz, Monterey, and San Benito counties since 1998.

Demographics of visitors engaging with the Community Health Trust of Pajaro Valley's online platforms.

**Data is average based on Facebook & Instagram accounts*

TOP LOCATIONS

Watsonville **27.4%**
Santa Cruz **9.1%**
Salinas **5.8%**
Capitola **3.5%**
Las Lomas **2.6%**
San Jose **2.1%**

AGE

18-24, **2%**
25-34, **17%**
35-44, **38%**
45-54, **26%**
55-64, **9%**
65+, **8%**

Our online engagement continues to grow as we research creative methods to reach new audiences.

1.3K	1.6K	3.2K
FACEBOOK	INSTAGRAM	E-NEWSLETTER

THANK YOU TO OUR SPONSORS

Present & Past



























































COMMUNITY HEALTH TRUST OF PAJARO VALLEY

Our Mission is to foster a healthy and equitable community for Tri-County Pajaro Valley residents through leadership in advocacy, collaboration, and wellness.



WHAT WE DO

At the Community Health Trust of Pajaro Valley (CHT), we embrace a comprehensive definition of wellness that includes physical and emotional well-being, not simply the absence of disease or injury. We embrace an integrated approach to healthcare as a Provider, Funder, and Partner.



To us, 'wellness' is about more than just a healthy body; it means having equitable access to resources, activities, and choices that help to prevent illness and improve quality of life.

WHO WE ARE



For more than 25 years, CHT has been a trusted leader in community health advocacy. Our work began in 1998 with the creation of the Diabetes Health Center—a direct response to the overwhelming number of patients arriving at Watsonville Community Hospital with uncontrolled diabetes and related health issues.

Today, our strategic plan builds on this legacy. We are expanding beyond diabetes care to deliver comprehensive, integrated wellness services, transforming the Diabetes Health Center into Centro de Bienestar, a center built to meet the evolving needs of Pajaro Valley families.



Centro de Bienestar will be located at 112 E. Beach St., in the heart of downtown Watsonville. Centro de Bienestar will be part of our Healthy Living & Wellness Campus, alongside partners such as allcove™ Watsonville and Somos Watsonville. The shared campus will bring holistic health services in one convenient location, creating a coordinated model of wellness that supports prevention, connection, and long-term wellbeing.



COMMUNITY HEALTH TRUST
of Pajaro Valley

SUPPORT HEALTH & WELLNESS IN PAJARO VALLEY!

Learn more about our programs impacting Santa Cruz, Monterey, and San Benito counties.









www.pvhealthtrust.org