

2024-2025

School of Arts & Culture

Mexican Heritage Plaza

SPONSORSHIP OPPORTUNITIES

Mission and Values

We envision a world where creativity inspires a compassionate and vibrant community. As a cultural institution in East San José tasked with activating a local gem, our mission is to catalyze creativity and empower community.

[CREATIVITY. HERITAGE. INCLUSION. PLACE. SERVICE.]

“It is with a spirit of transformation and innovation that we adopt a co-leadership model, ” - Former Board President, Miguel Salinas

Co-Executive Directors



Who We Serve

An aerial night view of a crowded outdoor event, likely a festival or concert. A large stage is illuminated with purple and blue lights, with a band performing. The background features large digital screens displaying vibrant, colorful graphics, including a skull and abstract patterns. The word 'AVENIDA' is visible on one of the screens. The foreground is filled with a dense crowd of people, and various tents and structures are scattered throughout the event space.

Creative Sector

LOCAL CREATIVES
MULTICULTURAL GROUPS
REGIONAL AND STATEWIDE

Local Community

MAYFAIR | EAST SAN JOSÉ
IMMIGRANT FAMILIES
SMALL BUSINESSES

Our “North Star”



Community Development

PROPERTY ACQUISITION
CULTURAL DISTRICT

Community Engagement

PROGRAMS
ACTIVATIONS

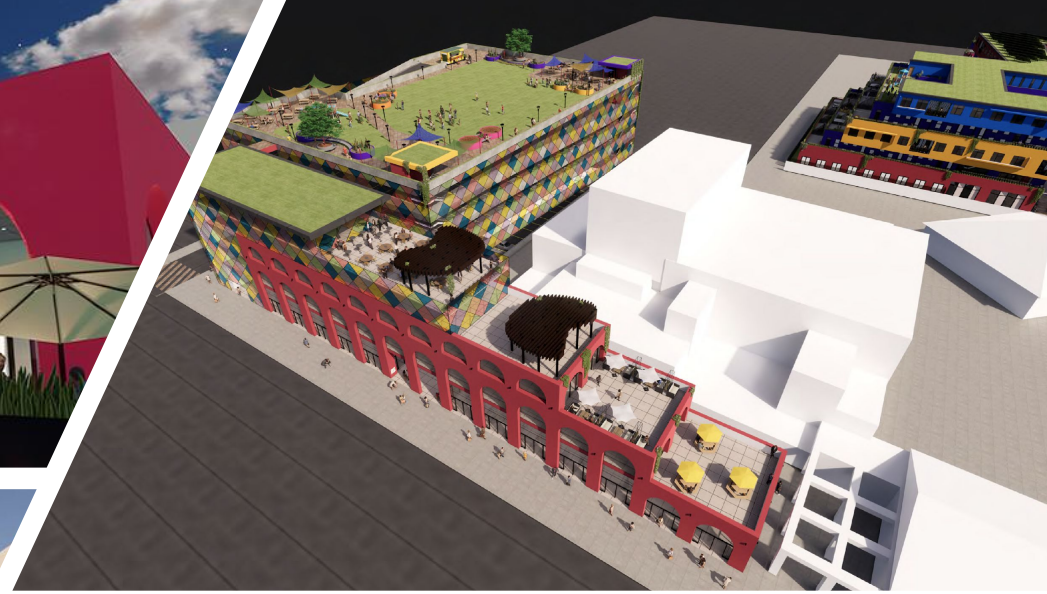


Community Development

Phase 1 New Property Acquisition (40,000 sq. ft.)

Community Development

Phase 2 Commercial & Office Space @ MHP



Community Development



Phase 3 Affordable Housing & Mixed-Use Space @ MHP





Cultural District | Alum Rock Corridor

Community Engagement Our Programs



Art Education

Summer Camp

After School Program

700 Students Served Annually

\$152,000 Programming Offered Free of Cost





Mercadito Food Distribution

346,000 Lbs. of Food Distributed Annually

17,000 Participants Served

6,500 Households

MALI

146 Alumni | **23** Small Business Owners | **13** Poet Laureates | **14** Cohorts



Our Season of Events

TITLE \$50K

PRESENTING \$40K

CHAMPION \$25K

PARTNER \$20K

ASSOCIATE \$15K

CREATIVE CATALYST \$10K

ARTIVIST \$5K

CAMP CADET \$2.5K



Fiesta del Mariachi

50,000 Reach

1,200 Attendance



Annual Fundraiser Tres Vinos

400 Attendance



Chile, Mole, Pozole

25,500 Reach

1,000 Attendance



Avenida de Altares

50,000 Reach

2,500 Attendance



Fiesta Navideña

50,000 Reach

1,000 Attendance



Sponsorship Levels | Season of Events

Our top-level sponsorship. This level allows unique experiences and offerings alongside 'more of' what other levels get. By investing in our work, we can show up strongly as partners, allocate more staff time and energy to direct impact and planning, and position ourselves for sustainability.

- Brought To You By (Right of First Refusal)
- Speaking Opportunity at Select Events
- Premier Tabling for Signature Events
- Dedicated Spotlight in Monthly Newsletter
- Dedicated/Branded Event Recap Video(s)
- Table For Our Annual Event, Tres Vinos
- Comped Tickets for Special Events
 - Cesar Chavez Brunch (Invite Only)
 - Fiesta Del Mariachi (10 Tickets)
 - Chile, Mole, Pozole (8 Tickets)

TITLE

*Option for Category Exclusivity

\$50,000

Our Presenting level sponsorship parallels our top-tier partner assets and community impact. This level can be "Co-Presented" alongside other organizations and has many of the highest investment levels' perks, benefits, and assets.

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- Speaking Opportunity at Select Events
- Premier Tabling for Signature Events
- Dedicated Spotlight in Monthly Newsletter
- Dedicated/Branded Event Recap Video(s)
- Table For Our Annual Event, Tres Vinos
- Comped Tickets for Special Events
 - Cesar Chavez Brunch (Invite Only)
 - Fiesta Del Mariachi (8 Tickets)
 - Chile, Mole, Pozole (6 Tickets)

PRESENTING

*Option for Category Exclusivity

\$40,000

Sponsorship Levels | Season of Events

CHAMPION

- In Association with (Order of Investment)
- Tabling Opportunity at Signature Events
- Logo Projection on Building for Events
- Video Recap for Signature Events

- 6 Tickets to our Annual Event, Tres Vinos
- Cesar Chavez Brunch (Invite Only)
- Fiesta Del Mariachi (6 Tickets)
- Chile, Mole, Pozole (4 Tickets)

\$25,000

PARTNER

- In Association with (Order of Investment)
- Tabling Opportunity at Signature Events
- Logo Projection on Building for Events
- Video Recap for Signature Events

- 4 Tickets to our Annual Event, Tres Vinos
- Cesar Chavez Brunch (Invite Only)
- Fiesta Del Mariachi (4 Tickets)
- Chile, Mole, Pozole (2 Tickets)

\$20,000

ASSOCIATE

- In Association with (Order of Investment)
- Tabling Opportunity at Signature Events
- Logo Projection on Building for Events
- Video Recap for Signature Events

- Emcee Sponsor Acknowledgement
- 2 Tickets to our Annual Event, Tres Vinos
- Fiesta Del Mariachi (2 Tickets)
- Chile, Mole, Pozole (2 Tickets)

\$15,000

Sponsorship Levels | Season of Events

- In Association with (Order of Investment)
- Tabling Opportunity (Two Opportunities)
- Social Media Recognition (Pre/Post Event)
- Video Recap for Signature Events
- Chile, Mole, Pozole (2 Tickets)

CREATIVE CATALYST

Impact: 12 MALI Participants Receive a Stipend

\$10,000

- In Association with (Order of Investment)
- Tabling Opportunity (One Opportunities)
- Social Media Recognition (Pre/Post Event)
- Option to Host a Giveaway at Mercadito
- Volunteer Opportunities

ARTIVIST

Impact: 40 Families Served at Food Distribution

\$5,000

- In Association with (Order of Investment)
- Tabling Opportunity (As Available)
- Volunteer Social Media Takeover
- Included on Relevant Mar/Com Materials
- Volunteer Opportunities

CAMP CADET

Impact: 3 Youth Benefit from our Summer Camp

\$2,500



THANK YOU!
¡GRACIAS!