

TIA CHUCHA'S

CELEBRATING WORDS

ART AND LITERACY FESTIVAL





Tia Chucha's Centro Cultural & Bookstore

Who we are

Tia Chucha's was founded in 2001 by renowned author Luis J. Rodriguez, cultural bearer Trini Rodriguez, and community activist Enrique Sanchez, as a community space for residents to learn about their cultural traditions and history.

Our mission is to transform community in the NSFV and beyond through ancestral knowledge, the arts, literacy and creative engagement.



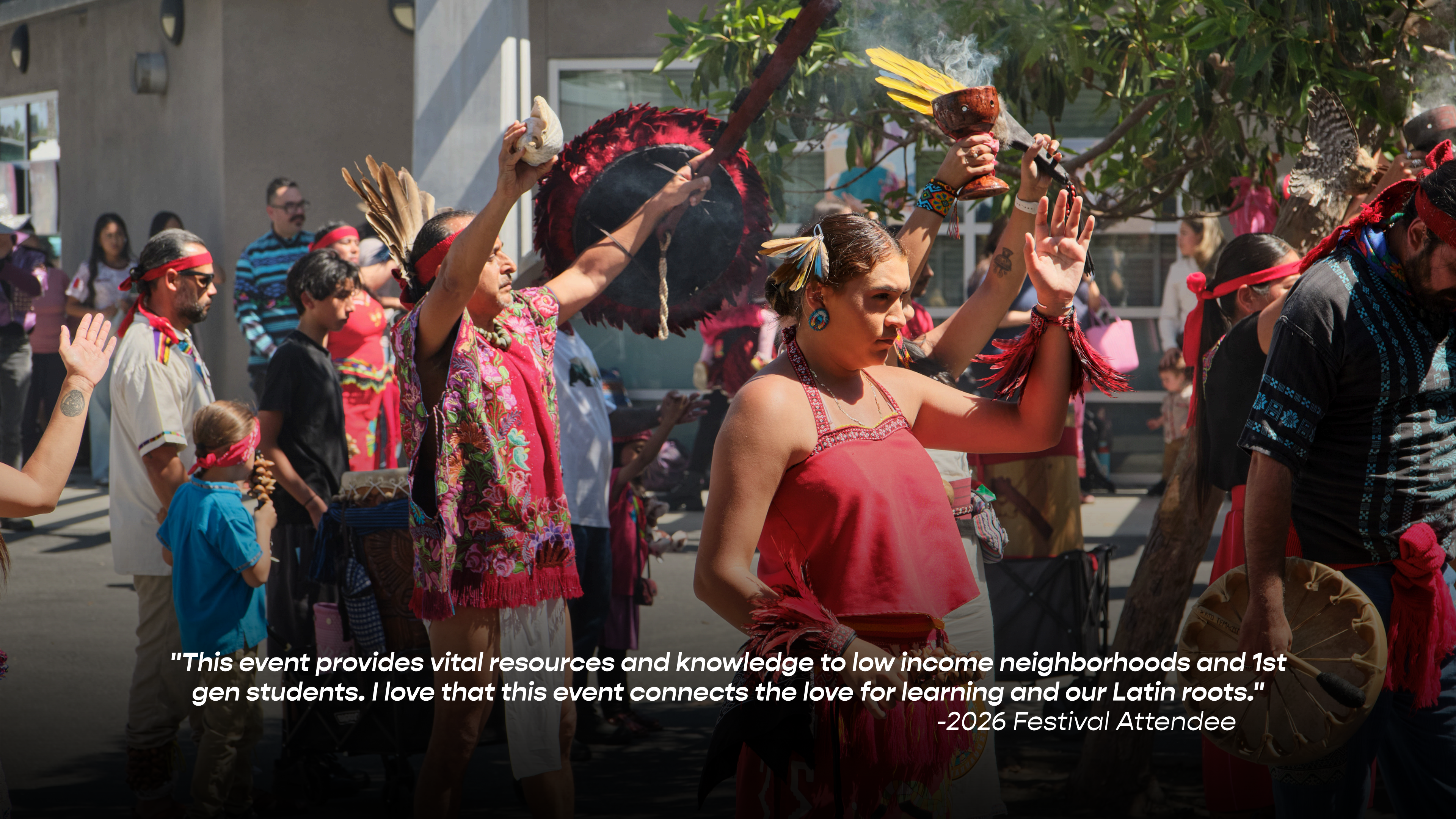


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CELEBRATING WORDS
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For 20 years, Celebrating Words Art and Literacy Festival has honored the spirit and work of Tia Chucha's Centro Cultural, teaching us that words are medicine found in our stories, cultural offerings and creative expressions.

This dynamic outdoor festival has inspired and amplified the artistic and educational lives of our attendees, moving us towards a deeper understanding of self, culture, and community, through the powerful means of the arts and critical literacy.





"This event provides vital resources and knowledge to low income neighborhoods and 1st gen students. I love that this event connects the love for learning and our Latin roots."

-2026 Festival Attendee

BOOK GIVEAWAY



CREATIVE WORKSHOPS

RESOURCE FAIR



TIANGUIS ARTESANAL



FLOR Y CANTO STAGE

FOOD TRUCK ROW



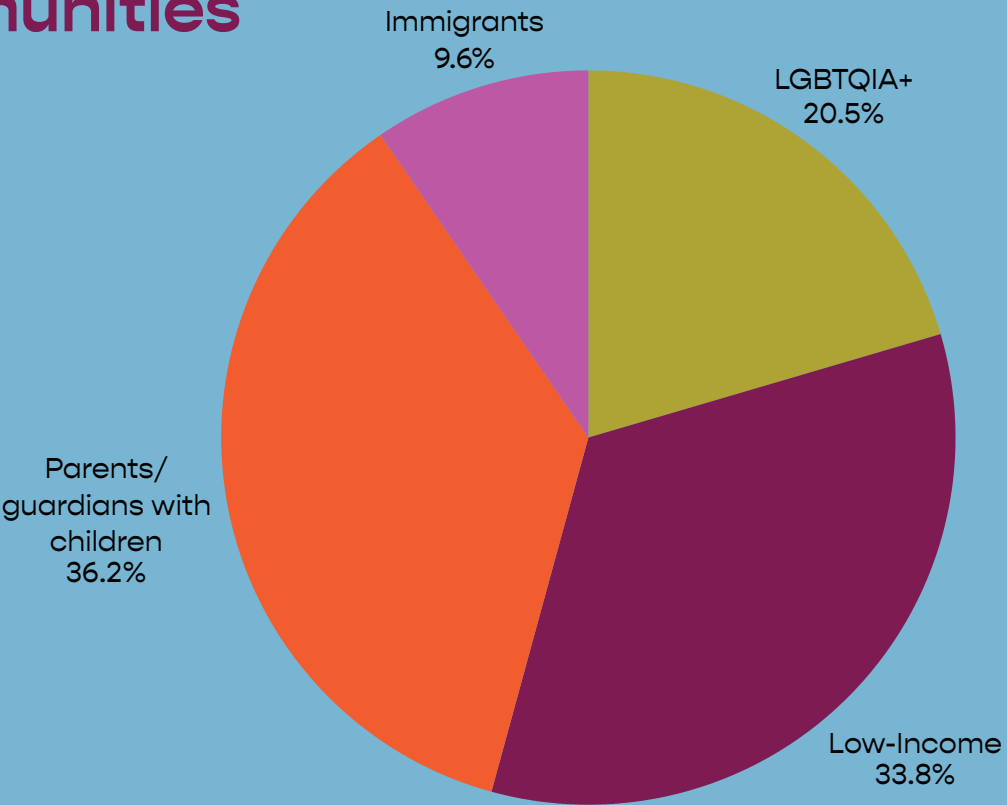




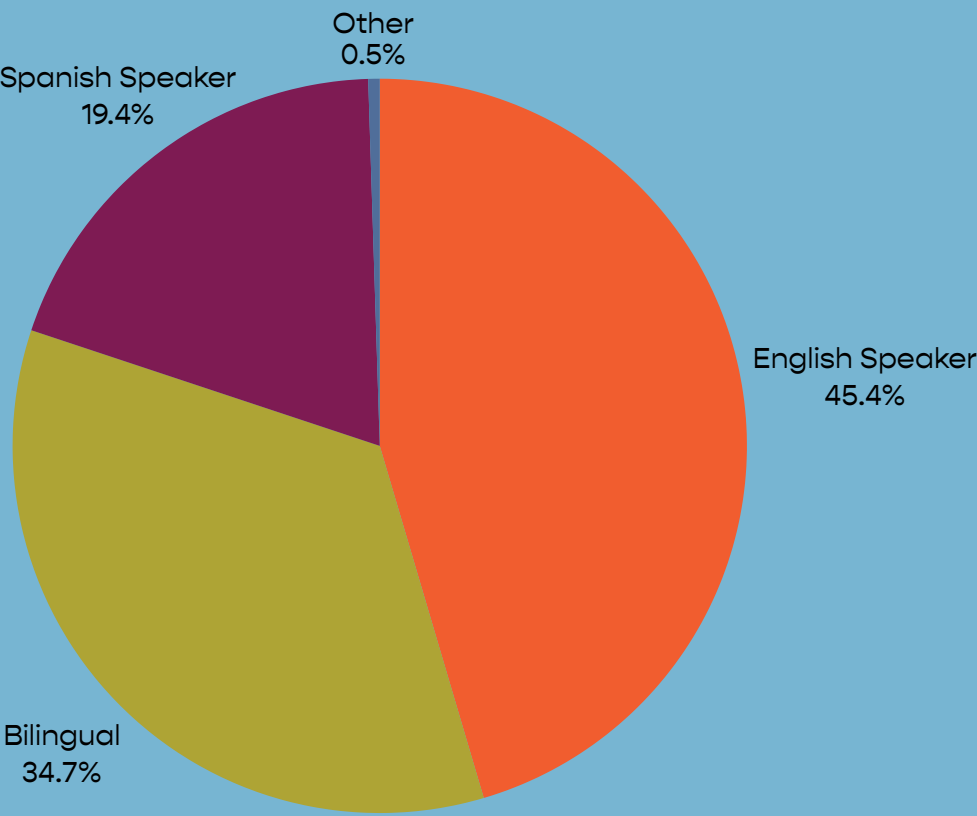
Primary Festival Attendees
80% LATINX

*Demographic data represented is from surveys collected during our 1,000 book giveaway

Communities



Languages





BECOME OUR SPONSOR

SPONSORSHIP LEVELS

BENEFITS	\$50K	\$25K	\$15K	\$10K	\$5K
PROMOTIONAL FYLERS 40,000 flyers will be distributed at local businesses, organizations, and local libraries.	✓	✓	✓	✓	✓
SOCIAL MEDIA MENTIONS Social media posts and mentions on our Instagram and Facebook posts, including account collaborations.	✓	✓	✓	✓	✓
LOGO ON FESTIVAL BANNER Your logo will be printed on a large banner displayed at our festival for attendees to see.	✓	✓	✓	✓	
E- NEWSLETTER HIGHLIGHT Your logo and name will be mentioned in our newsletter, sent out to 6,000 + recipients.	✓	✓	✓		
LOGO & LINK ON WEBSITE Your logo and link to your website will be displayed on our festival webpage.	✓	✓			
ON-STAGE ACKNOWLEDGEMENT We will thank you, your company, or organization on our festival main stage.	✓				

Send your logo and other information via email to
michael@tiachucha.org by **March 2027**

YOUR DONATIONS ARE TAX-DEDUCTIBLE (TAX ID # 47-0919488)



TIA CHUCHA'S
CELEBRATING WORDS

ART AND LITERACY FESTIVAL

2027 MEDIA KIT

OUR STATS



42.2K

INSTAGRAM
FOLLOWERS



9.4K

FACEBOOK
FOLLOWERS



6,588

EMAIL
SUBSCRIBERS



6,383

MONTHLY WEB
VIEWS



77.3%
WOMEN

22.7%
MEN

FOLLOW US!



@TIACHUCHAS



/TIACHUCHASCENTROCULTURAL



WWW.TIACHUCHA.ORG



***"It's a wonderful community festival for families and children, open to all,
and the resources and books are a plus."***

-2026 Festival Attendee