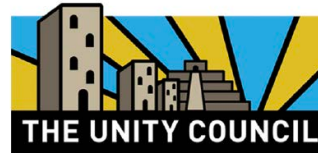


Join us for our 31st Annual Dia de los Muertos Festival

Sponsorship Opportunities Now Available

Sunday, November 1, 2026 | Fruitvale

Be a part of one of Oakland's most popular events!
Featuring live music, artisan vendors & great food
Free Admission | Family Friendly | Incredible



PRESIDENTE SPONSOR \$50,000	
- o Naming rights to the Event "Presented by..." - o Opportunity to make opening remarks with dignitaries in front of 100,000 attendees - o Social media co-host, Exposure to more than 450,000 views through Dia de los Muertos Facebook event page - o Name incorporated into media releases and interviews	- o Recognition in The Unity Council e-newsletter to 6,000+ subscribers - o Logo placement on Main Stage banner - o Twenty (20) VIP Access passes - o Three 10x10 booth spaces in a premium location at the festival - o Sponsor logo and link on the Dia Website
CULTURA SPONSOR \$25,000	
- o Naming rights to Main Stage - o Recognition at 2 stages - o VIP Zone in Juntos Fruitvale - o Logo on VIP step and repeat - o Social media recognition plus 2 social media posts	- o Recognition in The Unity Council e-newsletter to 6,000+ subscribers - o Ten (10) VIP Access Passes - o Two 10x10 booth spaces in a premium location at the festival - o Sponsor logo and link on the Dia Website
FAMILIA SPONSOR \$15,000	
- o Naming rights to Community Stage - o Logo on Banner placement in center aisle of community altars - o Social media recognition and 1 social media post	- o Public address announcements read on community stage - o Six (6) VIP Access Passes - o One 10x10 booth space in a premium location at the festival - o Sponsor logo and link on the Dia Website
PADRINO SPONSOR \$10,000	
- o Naming Rights to Kids Zone or Food Court - o Logo included on all signage - o Social media recognition - o 1 - 3'x8' banner placement around the festival (banner provided by Sponsor)	- o Four (4) VIP Access Passes - o One 10x10 booth space in a premium location at the festival - o Sponsor logo and link on the Dia Website
COMPADRE SPONSOR \$5,000	
- o Social media recognition - o Two (2) VIP Access Passes	- o One 10x10 booth space in a premium location at the festival - o Sponsor logo and link on the Dia Website



Sponsorship Commitment Form

Name/ Organization

Primary Contact

Email Address

Mailing Address

PLEASE SELECT YOUR SPONSORSHIP PLEDGE LEVEL

\$50,000

\$25,000

\$15,000

\$10,000

\$5,000 Other: \$

PLEASE SELECT A PAYMENT OPTION

I will mail my check to:

The Unity Council
1900 Fruitvale Ave., Suite 2A
Oakland, CA 94601

I will pay through **The Unity Council's** secure website.

I would like an invoice

Please email completed form to DEVELOPMENT@UNITYCOUNCIL.ORG

Tax ID #94-1670490

All sponsors will be featured on official festival posters displayed throughout the East Bay plus significant media coverage with local TV and radio partners. Please contact development@unitycouncil.org to discuss customized packages for our 2026 events. Visit www.diaOakland.com for details.