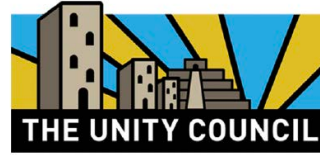


Join us for our 30th Annual Dia de los Muertos Festival Sponsorship Opportunities Now Available

Sunday, November 2, 2025 | Fruitvale

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



In solidarity with:

LiUNA! NORTHERN CALIFORNIA
DISTRICT COUNCIL
OF LABORERS
Feel the Power



PRESIDENTE SPONSOR	\$50,000
<ul style="list-style-type: none"> Naming rights to the Event "Presented by..." Opportunity to make opening remarks with dignitaries in front of 100,000 attendees Social media co-host, Exposure to more than 450,000 views through Dia de los Muertos Facebook event page Name incorporated into media releases and interviews 	<ul style="list-style-type: none"> Recognition in The Unity Council e-newsletter to 6,000+ subscribers Logo placement on Main Stage banner Twenty (20) VIP Access passes Three 10x10 booth spaces in a premium location at the festival Sponsor logo and link on the Dia Website
CULTURA SPONSOR	\$25,000
<ul style="list-style-type: none"> Naming rights to Main Stage Recognition at 2 stages VIP Zone in Juntos Fruitvale Logo on VIP step and repeat Social media recognition plus 2 social media posts 	<ul style="list-style-type: none"> Recognition in The Unity Council e-newsletter to 6,000+ subscribers Ten (10) VIP Access Passes Two 10x10 booth spaces in a premium location at the festival Sponsor logo and link on the Dia Website
FAMILIA SPONSOR	\$15,000
<ul style="list-style-type: none"> Naming rights to Community Stage Logo on Banner placement in center aisle of community altars Social media recognition and 1 social media post 	<ul style="list-style-type: none"> Public address announcements read on community stage Six (6) VIP Access Passes One 10x10 booth space in a premium location at the festival Sponsor logo and link on the Dia Website
PADRINO SPONSOR	\$10,000
<ul style="list-style-type: none"> Naming Rights to Kids Zone or Food Court Logo included on all signage Social media recognition 1 - 3'x8' banner placement around the festival (banner provided by Sponsor) 	<ul style="list-style-type: none"> Four (4) VIP Access Passes One 10x10 booth space in a premium location at the festival Sponsor logo and link on the Dia Website
COMPADRE SPONSOR	\$5,000
<ul style="list-style-type: none"> Social media recognition Two (2) VIP Access Passes 	<ul style="list-style-type: none"> One 10x10 booth space in a premium location at the festival 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

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 2025 events. Visit www.diaOakland.com for details.