



DÍA DE LOS MUERTOS Festival



CURANDO CORAZONES / HEALING HEARTS

Now in its 26th year, the Oakland Día de los Muertos Festival is a beloved East Bay tradition with a loyal following both online and off. The free festival brings nearly 100,000 people each year to the vibrant, culturally rich Fruitvale neighborhood to enjoy world-class live music, traditional Latin American artisans, and the stunning altar artistic installations created by community members paying homage to los Muertos.

The Unity Council's priority is the wellbeing of the Fruitvale community. For this reason, the festival will resume in-person activities at a smaller scale, highlighting the ofrendas, Danza Azteca, and low-riders which are all vital elements of the celebration. Our goal for the 2021 festival is to create a physical space where people can safely gather and hone in art and culture as tools for community healing.

Do not miss the opportunity to show the Latinx community YOUR brand supports cultura.

TOP THREE REASONS TO SPONSOR:

1. Your brand will be part of a local Latinx legacy.

Organized by the community for the past

25 YEARS

20

ofrendas add a cultural and artistic element

2. Our audience can be YOUR audience!

50,000

website views

450,000

people engaged on Facebook event page

80%

spend more than two hours at the festival

62%

Female

67%

attend the event with their family members

76%

Latinx

3. Your sponsorship will support The Unity Council.

The Unity Council is a non-profit Social Equity Development Corporation with a 55-year history in the Fruitvale neighborhood of Oakland. Our mission is to promote social equity and improve quality of life by building vibrant communities where everyone can work, learn, and thrive.

When COVID-19 hit, we knew that our clients were going to need us more than ever. We mobilized our pandemic response in March 2020. Our dedicated team has been on the frontlines in East Oakland and the Monument Corridor in Concord ever since, responding to the greatest crisis our communities have had to face. Today, more than ever, our team is committed to equitable health recovery and the economic revival of the communities we serve.

Watch our official Dia video:
<http://bit.ly/FruitvaleDiaVIDEO>

BECOME A DIA SPONSOR!

If you are interested in becoming a sponsor for the 2021 Dia de los Muertos Festival in Oakland email development@unitycouncil.org

WWW.UNITYCOUNCIL.ORG/DIAOAKLAND



SPONSORSHIP LEVELS

*WHAT'S NEW FOR 2021?

We are excited to come back in-person for the 2021 Oakland Día de los Muertos Festival. Due to Covid-19, there will be a few changes at this year's festival in order to protect the health and safety of our community. This year's festival will take place on E. 12th street. Extra space between booths and altars. 1 stage. Due to the capacity limits, only sponsors at the Padrino level and above will be invited to have a booth presence at the event.

Cultura Sponsor

\$25,000 / Exclusive Presenting Sponsor

- Naming rights to the community stage
- Logo exclusively placed on the banner on the community stage
- Name incorporated into media releases and interviews
- Voucher for face painting
- 2-hour consultation with A2Z Media Group
- Plus all Amigo Sponsorship perks!

Familia Sponsor

\$15,000 / Naming Rights to the Ofrendas Pavillion

- Banner placement in the center aisle of community altars
- Public address announcements read on stage
- 1-hour consultation with A2Z Media Group
- Plus, all Amigo Sponsorship perks!

Padrino Sponsor

\$10,000 / Naming Rights to the Lowrider Pavillion

- Recognition in e-newsletter to 6,000+ subscribers
- 1 booth in a premium location at the festival*
- Plus, all Amigo Sponsorship perks!

Compadre Sponsor

\$5,000 / Logo Placement at Health Pavillion

- Exposure to over 400,000 views through the Dia de los Muertos Facebook event page and DiaOakland.com site
- Logo on 10,000 posters displayed throughout the East Bay
- Event signage
- Plus, all Amigo Sponsorship perks!

Amigo Sponsor

\$2,500 / Logo Placement at Main Ofrenda

- Exposure to thousands of people in attendance
- Logo prominently placed on full-color postcards displayed throughout the East Bay
- Sponsor recognition with logo on The Unity Council's website and Día Oakland website
- Social media recognition



Muertos Mercadito

- Virtual portal to vendors
- Featuring small businesses and local artists
- Links to each vendor's online store
- Embedded videos and interactive features

All sponsors will be featured in the Muertos Mercadito with opportunities to show branded videos and sell products and services to online shoppers.



#DIYDia

Do-It-Yourself Dia arts & crafts family-friendly video series.

Sponsor co-host opportunity on Facebook event page with 250,000 impressions.

CONNECT WITH US!

@DiaOakland
DiaOakland.com