ABOUT THE DÍA FESTIVAL

The Unity Council’s Annual Oakland Día de Los Muertos Festival is a free, outdoor festival that brings over 100,000 people to the vibrant, culturally-rich Fruitvale neighborhood to enjoy world-class live music, family-friendly games, rides and activities, traditional Latin American artisans, and the stunning altar artistic installations created by community members paying homage to los Muertos. Families across California join us to experience live music, Ballet Folklórico, Aztec dancers and to shop at the local artisan craft stands.

TOP THREE REASONS TO SPONSOR:

1. Your brand will be part of a local Latinx legacy.
   - Organized by the community for the past 27 YEARS
   - 30 ofrendas add a cultural and artistic element

2. Our audience can be YOUR audience!
   - 100,000 expected event attendees for the largest Latinx festival in the East Bay
   - 450,000 people engage on Facebook event page
   - 76% Latinx
   - 62% Female
   - 80% spend more than two hours at the festival
   - 67% attend the event with their family members

3. Your sponsorship will support The Unity Council.
   - The Unity Council is a non-profit Social Equity Development Corporation with a 57-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.
   - Our programs aim to provide the community with the tools, knowledge, and resources to transform their lives and ultimately achieve their long-term educational, career, and financial goals. These holistic programs and services reach more than 12,000 individuals and families annually in five languages.

BECOME A DÍA SPONSOR!

If you are interested in becoming a sponsor for the 2022 Annual Oakland Día de los Muertos festival, email development@unitycouncil.org or call 510-535-6924.

WWW.DIAOAKLAND.COM

Watch our official Dia video:
http://bit.ly/FruitvaleDiaVIDEO
SPONSORSHIP LEVELS

CULTURA SPONSOR
$25,000 • Exclusive Presenting Sponsor
- Naming rights to the Main Stage
- Logo exclusively placed on the banner on the Main Stage
- Name incorporated into media releases and interviews
- Ten (10) VIP Access passes
- Ten (10) sponsor swag bags
- Voucher for face painting
- 2-hour consultation with A2Z Media Group
- Plus all Amigo Sponsorship perks

FAMILIA SPONSOR
$15,000 • Naming Rights to the Community Stage
- Banner placement in center aisle of community altars
- Public address announcements read on stage
- Six (6) VIP Access Passes
- Six (6) Sponsor Swag Bags
- Food and Drinks
- 1-hour consultation with A2Z Media Group
- Plus all Amigo Sponsorship perks

PADRINO SPONSOR
$10,000 • Naming Rights to the 3rd Stage
- Recognition in The Unity Council e-newsletter to 4,000+ subscribers
- Four (4) VIP Access Passes
- Recognition at all three stages
- 30-minute consultation with A2Z Media Group
- Plus all Amigo Sponsorship perks

COMPADRE SPONSOR
$5,000 • Social Media Co-Host
- Exposure to over 450,000 views through the Día de los Muertos Facebook event page
- Logo prominently placed on 10,000 posters displayed throughout the East Bay
- Two (2) VIP Access Passes
- Plus all Amigo Sponsorship perks!

AMIGO SPONSOR
$2,500
- Exposure to 100,000 people in attendance
- Logo prominently placed on full-color postcards displayed throughout the East Bay
- Two (2) VIP Access Passes
- 1 booth in a premium location at the festival
- Sponsor recognition with logo on The Unity Council’s website
- Logo on volunteer t-shirt

MEDIA COVERAGE
$280,000+
WORTH OF MEDIA COVERAGE

PRESS
• Oakland Día De Los Muertos festival honors dead, celebrates life by Ali Tadayon, East Bay Times
• PHOTOS: Thousands Celebrate Día de los Muertos in Oakland by Tiffany Camhi, KQED
• Fruitvale gears up for Día de los Muertos by Mark Hedin, East Bay Times
• Fruitvale: The Town’s Gem by Azucena Rasilla, East Bay Express

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