



**THE UNITY COUNCIL**

SPONSOR THE

# OAKLAND DÍA DE LOS MUERTOS FESTIVAL SUNDAY, OCTOBER 29, 2023



## 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

**28 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 59-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 2023 Annual Oakland Día de los Muertos festival, email [development@unitycouncil.org](mailto:development@unitycouncil.org) or call **510-535-6924**.

[WWW.DIAOAKLAND.COM](http://WWW.DIAOAKLAND.COM)

Watch our official Dia video:  
<https://bit.ly/3qZ3edn>

# SPONSORSHIP LEVELS

**PRESIDENTE SPONSOR** \$50,000 • Exclusive Presenting Sponsor

**MEDIA COVERAGE**  
**\$280,000+**

WORTH OF MEDIA COVERAGE



**CULTURA SPONSOR** \$25,000 • Naming Rights to the Main Stage



**FAMILIA SPONSOR** \$15,000 • Naming Rights to the Community Stage



**PADRINO SPONSOR** \$10,000 • Naming rights to the Third Stage

## 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 Oakland Día de los Muertos by Mark Hedin, East Bay Times
- Fruitvale: The Town's Gem by Azucena Rasilla, East Bay Express

**COMPADRE SPONSOR** \$5,000 • Social Media Co-Host

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### CONTACT US

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