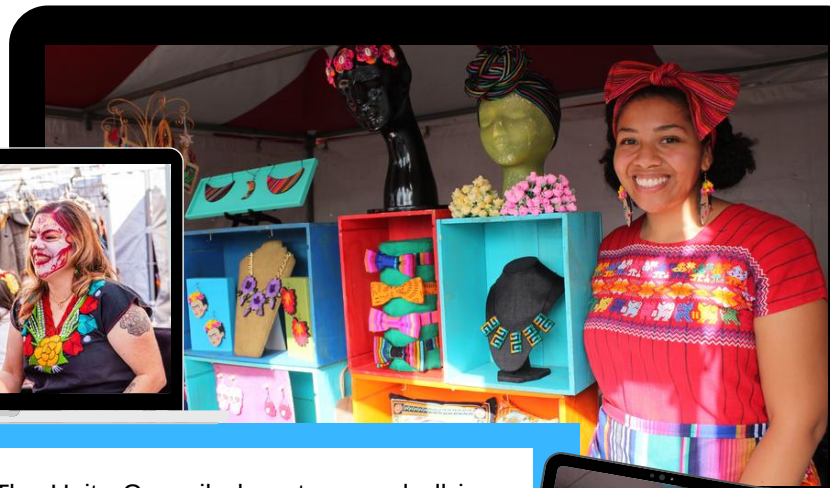




SPONSOR OF THE DIA DE LOS MUERTOS VIRTUAL FESTIVAL



In an effort to prevent the further spread of Covid-19, The Unity Council plans to cancel all in-person activities around the Dia de los Muertos Festival in Fruitvale. This decision is in accordance with the California Department of Public Health and the Alameda County Public Health Department's recommendations. We cannot emphasize the impact this year's decision to cancel the in-person event will have on the artists, the hundreds of small businesses that financially count on the Festival, but also to the tens of thousands of festival-goers who look forward to this highly-anticipated celebration. Our priority is and will continue to be the safety of the Fruitvale community.

But not to worry: our event team will continue to bring our festival-goers tons of spectacular online activities to commemorate the 25th Anniversary of the largest Latinx event in the East Bay, including activating Muertos Marketplace, a virtual platform where attendees can continue to support artesanias and other highly-sought items only available at our festival. This easy-to-use platform will continue to offer the same authentic Festival experience - just through the comfort of everyone's home! ¡Celebremos juntos!

Become a sponsor at the 25th De de los Muertos Festival Virtual Celebration!

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

100,000

expected event attendees for the largest Latinx festival in the East Bay

2. Our audience can be YOUR audience!

450,000

people engaged on Facebook event page

DIY VIDEOS

created in collaboration with Visit Oakland

76%
Latinx

63%
Female

37%
Male

67%
Festival-goers live in Oakland

3. Your sponsorship will support The Unity Council.

The Unity Council is a non-profit Social Equity Development Corporation with a 50-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.



BECOME A VIRTUAL DIA SPONSOR!

CONTACT US
development@unitycouncil.org

WWW.DIAOAKLAND.COM

SPONSORSHIP LEVELS

Cultura Sponsor

\$25,000 / Exclusive Presenting Sponsor

- Social media recognition
- Logo placement on Dia de los Muertos website
- Virtual booth space in Dia de los Muertos marketplace
- Logo placement on poster
- Recognition in The Unity Council E-Newsletter (4,000+ subscribers)
- Recognition as Exclusive Presenting Sponsor of the 25th anniversary Dia de los Muertos Festival
- Brand recognition in Festival's media releases and interviews
- 2-hr consultation with A2Z Media Group on Brand Experience and Activation options for your virtual booth

Familia Sponsor

\$15,000

- Social media recognition
- Logo placement on Dia de los Muertos website
- Virtual booth space in Dia de los Muertos marketplace
- Logo placement on poster
- Brand Recognition in The Unity Council E-Newsletter (4,000+ subscribers)
- Highlighted as Featured Partner on the Dia de los Muertos marketplace
- 60-min consultation with A2Z Media Group on Brand Experience and Activation options for your virtual booth

Padrino Sponsor

\$10,000 / Option to Co-Host Virtual Event on Facebook

- Social media recognition
- Logo placement on Dia de los Muertos website
- Virtual booth space in Dia de los Muertos marketplace
- Logo placement on poster
- Brand recognition in The Unity Council E-Newsletter (4,000+ subscribers)
- Highlighted as Featured Partner on the Dia de los Muertos marketplace
- 30-min consultation with A2Z Media Group on Brand Experience and Activation options for your virtual booth

Compadre Sponsor

\$5,000

- Social media recognition
- Logo placement on Dia de los Muertos website
- Virtual booth space in Dia de los Muertos marketplace
- Logo placement on poster

Amigo Sponsor

\$2,500

- Social media recognition
- Logo placement on Dia de los Muertos website
- Virtual booth space in Dia de los Muertos marketplace
- Logo placement on poster

Media Partners

