

The City of Oakland  
In partnership with  
The Unity Council & Asociación de Comerciantes y  
Profesionales de Oakland (ACPO)  
*Present*

# Fruitvale Dia de Los Muertos Festival 2009

“Celebrating the Spirit of Community”



Sunday, November 1, 2009  
International Blvd. Between Fruitvale and 35th Avenues and at  
the Fruitvale Village  
along E. 12th Street to 37th Avenue  
10:00 am - 5:00 pm



## Fruitvale Dia de los Muertos Festival 2009

“Celebrating the Spirit of Community”

Sunday, November 1, 2009

The City of Oakland, Asociación de Profesionales y Comerciantes de Oakland (ACPO) and the Unity Council values your contribution! Your sponsorship goes a long way towards helping us to build neighborhood assets and improve the quality of life for residents and merchants in Oakland’s Fruitvale community.

Please take a look at our list of sponsor benefits, which include visibility, prestige and the ultimate opportunity for customer connection in a festive, culturally rich, diverse event – the largest single-day of its kind in the U.S. We invite you to participate with us in the Fruitvale Dia de Los Muertos Festival 2009.

### L a Cultural Level - \$20,000+

- ❖ Corporate logo included on street signs and banners that may be produced-Highlighting major sponsorship of festival
- ❖ Corporate logo highlighted in all advertising, publicity, promotional materials and signage (such as programs, posters, postcards, etc.)
- ❖ Choice and sponsorship of a stage, along with a radio and/or television station, and shared banner placement on stage
- ❖ Speaking opportunity on the stage at opening ceremony
- ❖ Logo included in newspaper advertisements and other contracted media venues
- ❖ A choice of one 10’ x 20’ booth in a highly visible, well-trafficked location or two 10’ x 10’ booths at different locations
- ❖ Major positioning of logo on website along with a link to corporate website
- ❖ Sponsorship of the Community Altar and Arts Area- “Celebrating the Spirit of Community”-Name on banner as major sponsor of the area



### **La Familia Level - \$10,000+**

- ❖ Corporate logo highlighted in all advertising, publicity, promotional materials and signage (such as- posters, postcards and programs)
- ❖ Website logo placement with a link to corporate website
- ❖ Logo included in newspaper advertisements and other contracted media venues
- ❖ Sponsorship of a stage, along with a radio, television station and/or newspaper, and shared banner placement on stage
- ❖ A choice of one 10' x 20' booth in a highly visible, well-trafficked location or two 10' x 10' booths at different locations
- ❖ Choice of sponsorship of a Specialty Area with logo on banner (see listings below)

### **Padrino Level - \$5,000+**

- ❖ Corporate logo placement on posters, postcards and day of event program
- ❖ Small logo in newspaper ad
- ❖ One 10' x 20' booth
- ❖ Website listing with link
- ❖ Sponsorship of a Mariachi group with sign on stage during performance and listed in the program as a benefactor

### **Compadre Level - \$2,500+**

- ❖ One 10' x 10' booth
- ❖ Listing in the event program, poster and postcards
- ❖ Website listing with link

### **Amigo Level - \$1,200+**

- ❖ One 10' x 10' booth
- ❖ Listing in the event program

## **Specialty Areas**

**Plaza de Los Mariachis-** Commercial area-booths, music, food, entertainment

**Community Aisle-** Service providers, health, community information

**Children's Area-** Children activities and rides

Note: We will work with companies or individuals who would like to customize a sponsorship at any given level. We will ensure that the opportunities will match the level of sponsorship negotiated. Please ask about what can be arranged!



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## Fruitvale Dia De Los Muertos 2009

"Celebrating the Spirit of Community"

Yes! I am participating at the following sponsor level:

- La Cultura Sponsor \$20,000+
- La Familia Sponsor \$10,000+ Specialty Area (Please Indicate)\_\_\_\_\_
- Padrino Sponsor \$ 5,000+
- Compadre Sponsor \$ 2,500+
- Amigo Sponsor \$ 1,200+
- Other \_\_\_\_\_ \$ \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

- Check Enclosed (**payable to The Unity Council**) in the amount of  
\$ \_\_\_\_\_

- Please charge:     MasterCard     Visa

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

To receive all benefits associated with your sponsorship level, please return form with payment by no later than **Friday, September 4, 2009** to:

**Fruitvale Dia De Los Muertos 2009**

**Attn: Claudia Burgos**

**C/O The Unity Council**

**1900 Fruitvale Ave Suite 2A**

**Oakland, CA 94601**

**(510) 536-4328 Fax**

**(510) 238-7051 Office**