



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

Present

**Fruitvale Dia De Los Muertos
“Celebrating the Spirit of Community”**

June 21, 2009

Dear Friend,

We would like to cordially invite you to be a part of the sensational **Annual 2009 Fruitvale “Día de Los Muertos” Festival** as an exhibitor! The celebration is scheduled for **Sunday, November 1, 2009** from 10am to 5pm along International Boulevard between Fruitvale Ave. and 35th Ave. and at the Fruitvale Village and along 12th Street to 37th Avenue in the Fruitvale district of Oakland, California.

This year's theme is *“Celebrating the Spirit of Community”* bringing together the community to celebrate the past and the present at our traditional cultural experience featuring talented artists, unique craft vendors, retailers and informational service providers. An expanded art and altar area will be featured in a new condensed area, along with colorful dance troupes and musicians! As one of Oakland's largest community events, the festival attracts people of many ethnic groups from all over the Bay Area. Thousands of visitors attend each year's festival that celebrates our cultural traditions, the arts and artisans.

This is a tremendous opportunity to reach the general public and reach shoppers who are looking for unique crafts and gifts. The event features children and family activities and promotes local artists that represent the rich mosaic of cultures in the Oakland and the Greater Bay Area. This year, there will be a limited number of booths and spaces available on a *first-come, first-serve* basis. Enclosed is a new contract that can be returned with necessary documents via fax or mail. ***Please read your contract carefully*** and initial in the spaces required. If you sell products and collect monies, you must have a City permit! This is your responsibility with the City of Oakland. (Food permits are handled through the Alameda County Health Department). **The festival management does not process permits!** Don't delay because spaces go very quickly and we are limiting the number of exhibitors this year!

The Fruitvale community welcomes your participation. Call or e-mail us if you'd like to obtain info on presenting an altar or if you need more information to participate as an exhibitor. Please contact our Dia de Los Muertos office- Terry at (510) 437-9703 or Claudia at (510) 536-6084. Thank you for your consideration, and we look forward to seeing you at the event!

Sincerely,

Terry Alderete, Alderete Business Visions-Event Logistics

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