

Sponsorship Opportunities



25th ANNUAL OCEANSIDE DIA DE LOS MUERTOS FESTIVAL

**DATE: SUNDAY, OCTOBER 25, 2026
TIME: 10AM - 4PM**

EVENT LOCATION:

**9 BLOCKS OF DOWNTOWN OCEANSIDE
Pier View Way from Ditmar to Cleveland
Tremont Street from Civic Center Drive to Mission
Avenue**

EVENT AUDIENCE:

**Cultural fans from all over San Diego and
neighboring counties seeking a family friendly Dia
de los Muertos. Expected attendance: 20,000 plus**

PROMOTION OPPORTUNITY:

**Broadcast and print media, social media, sampling,
onsite signage and mentions.**



25TH ANNUAL DÍA DE LOS MUERTOS FESTIVAL – DOWNTOWN OCEANSIDE

Día de los Muertos is a cherished tradition celebrated throughout Mexico and the Southwest, honoring and remembering our departed loved ones. This year, Oceanside proudly presents its 25th Annual Día de los Muertos Festival, a vibrant cultural experience that draws thousands to Downtown Oceanside.

Surrounded by tradition, the festival will feature stunning altars adorned with thousands of marigolds from Oceanside's Mellano Flower Company, creating a breathtaking tribute to those who have passed. The day will begin with an opening blessing by Calpulli Omeyocan, followed by captivating performances from local Ballet Folklórico groups, the Old Man Dance, Rubios, and Diablos.

Attendees will immerse themselves in the rich history of Día de los Muertos through live Latin music, cultural exhibits, and a bustling Mercado with over 80 vendors offering traditional and handcrafted goods. Interactive experiences, including the Chalk Cemetery, where guests can create their own ofrenda, along with children's activities and hands-on arts & crafts, make this a truly inclusive and engaging celebration.

FRIENDS OF OCEANSIDE DÍA DE LOS MUERTOS

Friends of Oceanside Día de los Muertos is a nonprofit organization dedicated to promoting, educating, and preserving the rich traditions of Día de los Muertos. Our mission is to honor and celebrate this cultural heritage while fostering inclusivity within our diverse community.

As a fully volunteer-run organization, all proceeds from the festival go directly toward making this annual event possible. Our board members donate their time and expertise to ensure the festival remains a meaningful and accessible celebration for all.



Align your brand with one of Oceanside's most cherished and well-attended cultural events, celebrating tradition, community, and heritage. Sponsoring the Día de los Muertos Festival offers a unique opportunity to engage with a diverse and passionate audience while demonstrating your commitment to cultural preservation and local engagement. With thousands of attendees, your brand will gain high visibility through extensive marketing efforts, on-site recognition, and direct interactions with festival-goers.

This is more than just an event—it's an immersive cultural experience where your company can foster meaningful connections, build brand loyalty, and leave a lasting impact.

By supporting this beloved tradition, you'll not only enhance your brand's presence but also contribute to the celebration of heritage, art, and community unity in the heart of Oceanside.



WHY PARTNER WITH US?

2026 MEDIA OPPORTUNITIES



Unmatched Brand Exposure & Public Image

Each year, tens of thousands of attendees from across San Diego gather to celebrate this vibrant cultural tradition. Imagine your company being the one they associate with this unforgettable experience!

Authentic Engagement with the Latin Community

As San Diego's largest Latin cultural event, the Oceanside Día de los Muertos Festival offers a rare opportunity to connect with a massive, engaged audience. Align your brand with tradition, heritage, and community—don't miss your chance to make a lasting impact.

By aligning with this cherished event, your company not only gains valuable brand exposure but also becomes an integral part of a meaningful cultural movement. Let's Celebrate and Give Back—Together! Join us in making this year's Oceanside Día de los Muertos Festival the most memorable yet. Let's discuss how we can customize a sponsorship package to fit your brand's goals. Don't miss this opportunity to connect, celebrate, and make an impact!

PARTNER WITH THE LARGEST DÍA DE LOS MUERTOS FESTIVAL IN SAN DIEGO

Unmatched Brand Exposure & Community Impact

Since 2001, the Oceanside Día de los Muertos Festival has been a cornerstone of cultural celebration, attracting tens of thousands of attendees annually. Your brand has the opportunity to be part of one of the most authentic cultural events on the West Coast, engaging with a diverse audience seeking a family-friendly, tradition-rich experience.

Why Partner with Us?

- **Massive Reach:** Engages diverse, multigenerational attendees across North San Diego.
- **Cultural Authenticity:** San Diego's largest Latin cultural event, deeply rooted in tradition.
- **Social Impact:** Supports local organizations promoting education, arts, and community outreach, including:
 - **Por Siempre Car Club** – Funding nonprofit initiatives.
 - **Studio ACE** – Providing free art activities.
 - **Home Depot** – Hosting hands-on creative experiences.
 - **Oceanside Public Library & Adelanto Bookmobile** – Advocating for literacy.
 - **Local Artists & Performers** – Showcasing Mexico's rich traditions.



DIGITAL AND ONLINE PROMOTION

Official Festival Website & Mobile App –
Featured sponsor placement, logo inclusion,
and direct links to your business.

- High-Traffic Event Listings – Promotion on major community calendars and local event directories.
- Día de los Muertos Websites – Featured across cultural and tourism websites dedicated to celebrating Día de los Muertos.



Our entire media campaign will be at full force two weeks before the event.
It will include: Radio spots on Radio Latina
Ads or articles in key print publications
Social media ads on Facebook, Instagram
Peer-to-peer campaigns via Facebook and Instagram
Media partner email broadcasts, community calendars
Co-promotion via vendor, entertainers, etc.

SPONSORSHIP LEVELS

\$10,000

PRESENTANTE

Presenting Sponsor

- Presenting naming rights “Sponsor presents Dia de los Muertos” on all event collateral
- Category exclusivity
- Prominent presenting logo inclusion/ name recognition on all on-site event banners
- Prominent presenting logo recognition on all public relations materials
- Prominent presenting logo recognition on all event collateral (posters, flyers)
- Prominent presenting inclusion on event map
- Prominent presenting logo inclusion/ link on event website and content promotion under featured partners
- Inclusion in social media (up to 8 posts)
- Up to a 10’ x 30’ booth at festival
- To include two tables and four chairs

\$7,500

ESCENARIO

Stage Sponsor

- Naming sponsor of the main festival stage
- Mid-tier logo inclusion/ name recognition on designated themed area banner
- Mid-tier logo recognition on select public relations materials
- Mid-tier logo recognition on all event collateral (posters, flyers)
- Logo inclusion on event map stage
- Logo inclusion/ link on event website
- Inclusion in social media (up to 4 posts)
- 10’ x 20’ booth at festival
- - To include two tables and four chairs

SPONSORSHIP LEVELS

\$5,000

COMPADRES Community Sponsor

- Naming sponsor of a designated themed area: Children's Area, Las Offenders, Mercado, Chalk Cemetery, Por Siempre Car Club
- Lower-tier logo inclusion/ name recognition on designated themed area banner
- Lower-tier logo recognition on select public relations materials
- Lower-tier logo recognition on all event collateral (posters flyers)
- Logo inclusion on event map
- Logo inclusion/ link on event website
- Inclusion in social media (2 posts)
- 10' x 10' booth at festival
- To include two tables and four chairs

\$2,750

COLEGAS Partner Sponsor

- Logo recognition on select event collateral (poster flyers)
- Logo inclusion on event map
- Local inclusion/ link on event website
- 10' x 10' booth at festival
- To include one table and two chairs

All amounts represented here are the “net” amount due to the event.

Other sponsor packages available upon request
Note: designated amount must be received in full prior to these dates to receive the respected benefit:

SPONSORSHIP AGREEMENT

This agreement serves as the contract between Friends of Oceanside Dia de los Muertos (FOODDLM), the Host, for the sponsorship of the 25th Annual Dia De Los Muertos Festival held in Downtown Oceanside (back to its Roots) on Sunday, October 25th, 2026.

FOODDLM will provide the corresponding benefits to the selected sponsorship level below. In return, the aforementioned company will provide FOODDLM the total amount of sponsorship dollar value by no later than (RECOMMENDED-September 15th, 2026) for full value no later than October 1st, 2026). To secure this agreement, a fifty (50%) deposit of that amount must be paid within 7 days of the signing of this contract.

SELECT SPONSOR LEVEL(S)

- ◊ Presenting Sponsor (\$10,000)
- ◊ Stage Sponsor (\$7,500)
- ◊ Community Sponsor (\$5,000)
- ◊ Partner Sponsor (\$2,750)
- ◊ Other amount \$

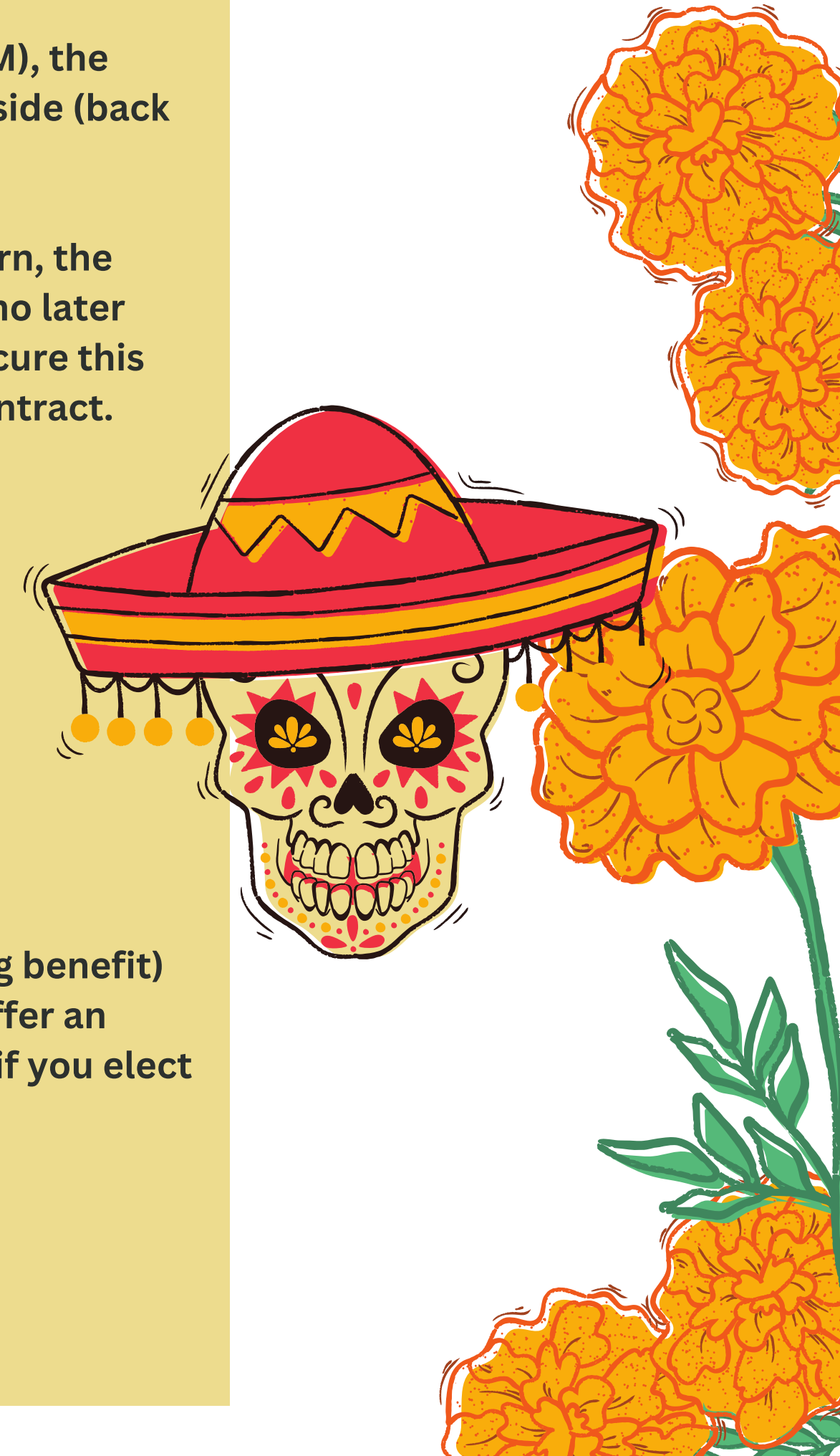
All amounts are non-refundable and are due no later than September 15th, 2026, (for full marketing benefit) or October 1st, 2026 (IF SPACE IS AVAILABLE) to be promoted at the event. Note, if you select to offer an amount different than are requested dollar levels, your benefits will be adjusted accordingly. Also if you elect to pay by check and miss the posted deadlines, your benefits will be affected.

If paying by check:

Friends of Oceanside

Attn: 2024 Oceanside Dia De Los Muertos

PO BOX 2300, Oceanside, CA 92051



SPONSOR FULFILLMENT DEADLINES

Note: designated amount must be received in full prior to these dates to receive the respected benefit:

Printed items

September 1st (posters),
October 1st; (2nd set of posters and ads)
October 10th (signage & banners)
Deadline for web/ Facebook - ASAP to
take full advantage of all pending online
promotions.

October 1st is the cut-off deadline

For more details please call Chema
Navarro at 760-305-2844 or email us at
osidedia.sponsor@gmail.com.

Email

Osidedia.sponsor@gmail.com or
text (760) 305-2844 to secure
your sponsorship



Thank You