



Día de los Muertos

SPONSOR DÍA DE LOS MUERTOS IN THE SUNSET!



ABOUT THE EVENT

Attracting thousands of San Franciscans, the 4th Annual Día de los Muertos in the Outer Sunset is a night full of music, dance, food and culture.

In this event presented by Sunset Mercantile, we mourn our loved ones through the joys of life with folklorico dancing, ofrenda/alter offerings, live performance, and onsite cultural art activities

Watch the street transform into an evening of glittering lights, garlands, live music, and the rich traditions of Día de los Muertos as you help bring this popular community event to life and bring your brand to the heart of this community celebration.

ABOUT US



SUNSET
MERCANTILE
Eat, Drink, Shop, Play
Connect, and Be Local

Since 2014, Sunset Mercantile’s mission is to connect community, local commerce, and causes in festive, family-friendly events.

From our weekly Farmer’s Market to the Sunset Night Market, to City institutions like the North Beach Festival, to cultural celebrations like Lunar New Year, Diwali and Día de Muertos, we reach over 200,000 San Franciscans yearly.

Come Eat, Drink, Shop, Play, Connect, and Be LOCAL with Sunset Mercantile!

FRIDAY, NOVEMBER 1 / 6PM-10PM / 37TH AVE [AT] ORTEGA



Día de los Muertos

SPONSORSHIP PACKAGES

PRE-EVENT

ONSITE

SPONSORSHIP FEATURES	SPONSORSHIP BENEFITS	GOLD \$3K	SILVER \$2K	BRONZE \$1K
Sunset Mercantile web page (WITH LINK TO WEBSITE)	Reach hundreds of website viewers	X	X	X
Sunset Mercantile e-newsletter with readership of 3500	Deliver your message directly into peoples inboxes	X	X	
Promotional poster distributed across San Francisco	Capture 1000s of people on the streets	X	X	X
Flyer distributed throughout San Francisco	Get coverage in the streets	X	X	X
Dedicated Social Media Post* to our 17K+ Followers on SM and OSFMM Accounts	Amplify your message across platforms	X		
Social Media Thank-You and Tag	Expand your network	X	X	X
Your logo/name on paid ads in local publications	Solidify your brand with a hyper-local audience	X	X	X
Premier 10x10 space with prominent location	High-traffic prime location at the event	X	50% Off	25% Off
Your Own Branded Performance Space	Bring Music and Dance to the Streets	X		
Provide materials at Information Table	Showcase your brand with physical flyers	X	X	X
Shout-Out at Event	Amplify Your Message Onsite	X	X	

sponsorship@sunsetmercantilesf.com

SPONSORSHIP ADD-ONS

AMP UP YOUR SPONSORSHIP WITH A LARGER FOOTPRINT, A BRANDED FUN ZONE, OR THEMED ACTIVITY!

PROMOTION	Benefit	Cost
Add on Additional Space	Expand your presence and footprint	TBD depending on Desired Size
Branded Onsite Zone: <ul style="list-style-type: none">• Performance Zone: Bring live music + performance to the streets• Fun Zone: All-ages activities including hula hooping, chalk art, cornhole, bubbles, and more!• ArtShip Zone: All-ages art activities, crafts, bubbles + coloring pages made with your logo.	Prominent Placement and Branding in a fun, interactive setting tailored to your brand demographic	Zones can be added on by space size. \$1000-\$2,500 fee depending on size of space