



32ND ANNUAL

2026 DIA DE LOS MUERTOS

SPONSORSHIP PACKAGE





Día de Muertos

32nd Annual



Oct. 15th
Noche de Mole



Oct. 19th
Ofrenda Tours
Begin



TBD
Celebration
details to come



TBD
Workshop
details to come



Nov. 2nd
Procession
(doors open @ 2pm)

ABOUT THE CELEBRATION

In 2026, the Sherman Heights Community Center commemorates its 32nd Día de los Muertos! The celebration is a deeply loved, time honored, grassroots tradition of the Sherman Heights Community Center and surrounding neighborhoods that brings together thousands of people. What began in 1994 as a request by a community member to build an altar onsite has grown over the years to a weeks-long festivity featuring onsite community altars, workshops, front yard altars, food and music, educational programming, a candle light procession and more. We celebrate Día de los Muertos by embracing, honoring and respecting the culture and traditions of our community and by cultivating an appreciation and understanding for Mexican-American, Chicano and Latino culture.

CELEBRATION

Our Día de los Muertos celebration will be observed through a variety of programming from Oct. 15th through Nov. 2nd that continues to cultivate and preserve the tradition in a manner that is engaging and community building.



Youth Programming

Youth education and the passing down of traditions from generation to generation have always been an important aspect of our celebration. We are happy to share that every year hundreds of students visit us to participate in an altar guided-tour with the option to partake in a pan de muerto and Mexican hot chocolate tasting and hands-on activity. We also offer a free downloadable activity guide for families, educators and enthusiasts. Our "Calaveritas y Diablitos" activity guide includes an abbreviated account of the Día de los Muertos history and significance in the US, a detailed description of an altar, craft lessons, videos, a resource directory and more. Additionally, we host a special Día de los Muertos youth celebration where the little ones learn, create and celebrate with a host of activities specially designed for them.



Craft Workshops

Led by talented community artists, educators and volunteers, our workshops explore a variety of hands-on crafts related to the celebration of Día de los Muertos. The workshops enlighten, entertain and foster a shared community experience. From cooking demonstrations, to painting classes and paper flowers making, there is something special and meaningful for everyone to participate and enjoy. Please visit our Día de los Muertos page for workshops topics and dates.



El Mercadito

"El Mercadito" is our onsite store featuring a curated selection of novelty items, including Sherman Heights Community Center branded merchandise. During the month of October, the store features selection of unique Día de los Muertos altar objects.



Noche De Mole

Noche De Mole serves as the official kickoff event for our "32nd Día de los Muertos" celebration. The highlight of the evening is our dinner entree featuring a delicious variety of mole sauces, a traditional Mexican dish, which is also a common offering during Día de los Muertos. The event features live music, specialty cocktails, and a special preview of our community altars. Noche de Mole will take place the evening of Thursday, Oct. 15th. We expect close to 200 attendees to join the fun.



Ofrenda Tradition

Since 1994 community members, activists, volunteers and artists have built Día los los Muertos ofrendas onsite. These ofrendas are a very special and important aspect of our beloved tradition. The ofrendas reflect our community's history, people, creativity, individuality, as well as social issues of particular importance. With over 25 onsite ofrendas, hundreds of students, families, community members and guests visit us every year to view them in anticipation of the observation of Día de los Muertos on November 2nd. The ofrendas will be on view from Oct. 19th - Nov. 2nd.



Muertos Candlelight Procession

On November 2nd the Muertos Candlelight Procession travels through the streets of Sherman Heights. The procession is led by Aztec Dancers who bless beautiful front-yards altars throughout the neighborhood. Along the procession's path neighborhood residents greet us with music, pan de muerto and champurrado and join-in as the procession passes by. The procession brings together neighborhood residents, volunteers and our greater San Diego community who bring pictures of their loved ones as they walk in their memory. In previous years, the procession has attracted over 1,000 participants.

OPPORTUNITIES TO SUPPORT YEAR-ROUND PROGRAMMING

Our 32nd Annual Día de los Muertos is more than a celebration, it is a testament to our commitment to culture and community. We invite you to support the organization through a sponsorship and help us sustain this beloved tradition and the vital year-round programs and services we provide.



\$5,000 | TITLE CELEBRATION SPONSOR

- Recognition by Name at Noche de Mole
- (6) Noche de Mole Tickets
- (4) Día de los Muertos Workshop Tickets
- SHCC Gift Basket
- Acknowledgement on Promotional Materials & Website
- SHCC Newsletter Recognition



\$2,500 | LA CATRINA SPONSOR

- Recognition by Name at Noche de Mole
- (4) Noche de Mole Tickets
- (2) Día de los Muertos Workshop Tickets
- SHCC Gift Basket
- Acknowledgement on Promotional Materials & Website
- SHCC Newsletter Recognition



\$1,500 | CALAVERITAS SPONSOR

- Recognition at Noche de Mole
- (2) Noche de Mole Tickets
- (1) Día de los Muertos Workshop Ticket
- SHCC Gift Basket
- Acknowledgement on Promotional Materials & Website
- SHCC Newsletter Recognition



\$500 | SAGRADO CORAZÓN SPONSOR

- Recognition at Noche de Mole
- (2) Noche de Mole Tickets
- SHCC Gift Basket
- Acknowledgement on Promotional Materials & Website



*"From all of us at the Sherman Heights Community Center,
thank you for believing in the work we do, investing in our community,
and helping us build a stronger, brighter future together."*

-Daniela Kelly, Executive Director
daniela@historicbarriodistrict.org
(619) 232-5181



Follow us on:



@shermanheightscc

32nd Annual Día de los Muertos

Follow us on:



@DDLMSanDiego



@sd_diadelosmuertos

2258 Island Ave
San Diego, CA 92102
(619) 232-5181
ShermanHeightsCC.org/ddlm