

GOOD  SPACE



2019 Sponsor & Corporate/Group
Packet



March 2, 2019
Kidd Springs Park, Dallas, Texas

HIGHLIGHTS

Since 2010, the *Good Space* Dash for the Beads, a 501(c)(3) organization, has brought tens of thousands of people from all over Texas to North Oak Cliff for its 5K & 10K Chip-Timed Race, 1-Mile Walk, Costume Contest & Festival.

DASH FEATURES:

- Only official costumed run in Dallas!
- Pet and Family Friendly!
- Hilliest **10K** & 5K courses in Dallas!
- Best *post-race party* in Dallas, featuring our highly acclaimed Tent City with beer & mimosa garden, activities for kids and pets, food, and Mardi Gras-themed festival!

SPONSORSHIP AT WORK:

- \$5000 toward a shade structure at George Peabody Elementary so the kids don't get 2nd degree burns at recess.
- \$2000 for dance uniforms, equipment, and supplies at Raul Quintanilla Middle School.
- We had 387 free race entries for kids and DISD chaperones in 2018.

"This is hands down one of the funniest races I have ever done!" Amanda B. on Facebook

"Fun race! You could feel a great amount of support from the neighborhood!" K.B. on Facebook



SPONSORSHIP OPPORTUNITIES

Race and Festival Information

Date: Saturday, March 2, 2019
Time: 7:30 a.m. - 1:00 p.m.
Location: Kidd Springs Park, 711 W. Canty, Dallas

Mailing Address: Dash for the Beads
PO Box 224611
Dallas TX 75222

Website: www.dashforthebeads.org
Phone: (214) 406-7861

CONTACTS:

Event Chair: Chris Moffett; chris.moffett@cloudcomgroup.net; (214) 533-2424

Sponsors: Jeremiah Loeffler; jjloeffler@hotmail.com; (817) 903-3189

BENEFICIARIES:

All proceeds go to local schools/organizations to encourage healthy eating and physical activity and to provide the opportunity for students to learn about and practice these behaviors. The Dash has donated over \$100,000 to beneficiaries in the last eight years!

SPONSORSHIP:

Sponsorship opportunities for both small businesses and corporations are available.

SPONSOR A CHILD:

For just \$10 per child, you can provide underprivileged students with a race shirt, bib, and race/walk admission.

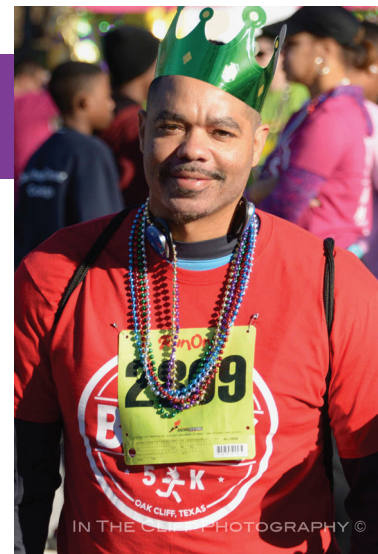
CORPORATE/GROUP OPPORTUNITIES:

Opportunities for volunteering and for hosting your own interactive activities and booths are boundless.

REGISTRATION:

Corporate and Group discounts available for groups of 10 or more. Registration opens in November 2018. See www.dashforthebeads.org for updates.

RACE ROUTE: See www.dashforthebeads.org for updates.



WHY SPONSOR?

The 2018 Good Space Dash for the Beads was another resounding success. As a result of the hard work of all our volunteers and the generosity of our sponsors and runners we were able to give back just over \$40,000 to local organizations. That is a 33% increase from 2017! None of this would be possible without our wonderful sponsors, volunteers, and neighbors that make the Dash possible.

For those that are curious, The Dash for the Beads has no paid staff. Our volunteer committee aims to give all the net proceeds from the event to our neighborhood kids.

Organizations helped by the 2018 Good Space Dash for the Beads include:

- Rosemont Dad's Club
- Tyler Street Christian Academy
- The Kessler School
- Girls on the Run
- WH Adamson High School Leopardette Drill Team
- George Peabody Elementary
- John H. Reagan Elementary School
- Sidney Lanier Expressive Arts Vanguard
- Stevens Park Elementary School
- Raul Quintanilla Middle School
- James Hogg Elementary School
- The Bishop Dunne School
- Soccer Interservice



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

All benefits of other sponsor levels.

- All event materials depicted as "Your Company Dash for the Beads."
- We work with you from start to finish to put together the ideal sponsorship package for you. The sky is the limit!

\$10,000

Limit: 1

10K SPONSOR

All benefits of lower sponsor levels, plus:

- 50 race admissions to any of the events and 10 VIP parking passes
- Your banners, logos and/or products displayed prominently at the main stage

\$10,000

Limit: 1

5K SPONSOR

All benefits of lower sponsor levels, plus:

- 50 race admissions to any of the events and 10 VIP parking passes
- Your banners, logos and/or products displayed prominently at the main stage

\$10,000

Limit: 1

FUN RUN SPONSOR

All benefits of lower sponsor levels, plus:

- 50 race admissions to any of the events and 10 VIP parking passes
- Your banners, logos and/or products displayed prominently at the main stage

\$10,000

Limit: 1

PARTY TENT SPONSOR

All benefits of lower sponsor levels, plus:

- 25 race admissions, 5 parking passes
- Signage and recognition as the Party Tent sponsor

\$7,500

Limit: 1

KID ZONE SPONSOR

All benefits of lower sponsor levels, plus:

- 25 race admissions, 5 parking passes
- Signage by the KidZone area recognizing you as a sponsor

\$5,000

Limit: 1

MUSIC SPONSOR

All benefits of lower sponsor levels, plus:

- 25 race admissions, 5 parking passes
- Recognized at the Dash for the Beads as the Music Sponsor

\$5,000

Limit: 1

MARDI GRAS

All benefits of lower sponsor levels, plus:

- 12 race admissions and 2 parking passes
- Company banner hung near start/finish
- Recognition from stage on race day
- Logo on posters/ads

\$2,500

Limit: Unlimited

GOLD

All benefits of lower sponsor levels, plus:

- 5 race admissions
- Company logo on Dash t-shirt

\$1,000

Limit: Unlimited

SILVER

All benefits of lower sponsor levels, plus:

- 2 race admissions
- Company logo on Dash website and in text on Dash t-shirt
- Company or individual name recognized as a sponsor in Dash emails

\$750

Limit: Unlimited

BRONZE

All benefits of lower sponsor levels, plus:

- 1 race admission
- Social media recognition as a sponsor by the Dash team
- Place your item in the Dash Goodie Bag given to all runners
- Complimentary booth at Dash Festival

\$500

Limit: Unlimited

OTHER WAYS TO GET INVOLVED

Sponsor a Child

Each year, Dash organizers receive hundreds of requests from local elementary and high school teachers asking if we can provide free run/walk admissions to needy children. There are two ways that you can help!

1. Donate any complimentary registrations (as part of your sponsorship package) that you are not able to use.
2. Donate \$10 per child. Each child you sponsor will receive a race shirt, bib, and a race entry.

You can select these options on our sponsor form on the last page of this packet.

Vendors, Activities, and In-Kind Donations

Thousands of adults, kids and dogs pour into Kidd Springs Park each year for the Dash. Many of them are runners, but just as many come out to celebrate in the park. We routinely have more vendors than any other race in Dallas, and we encourage you to join our party on March 2, 2019!

If you are interested in hosting a vendor booth for your company or product, see our website, dashforthebeads.org/vendor-information.

If you are interested in achieving a sponsor donation level in exchange for in-kind, donated services or products, contact Chad West, chad@chadwestlaw.com, (214) 406-7861.

Corporate/Group Registration

If you anticipate registering a large group, we can offer you group rates of \$20/runner for the 5K (no discounts for the 10K). Download the group registration form at dashforthebeads.org



THANK YOU TO OUR SPONSORS

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