



Be a Hero Become a Sponsor

Now in its 12th year, *Dash for the Beads* is one of the largest social gatherings in Oak Cliff, where up to 3,500 runners, walkers and spectators gather to participate in a 5K or 10K run, a 1-mile walk and Mardi Gras party. This year's event will be modified to assure safety during COVID, but is still an excellent opportunity to make your marketing dollars count during this difficult time.

These are some of the organizations that have benefitted from sponsors just like you!

Adamson High School
Anson Jones Elementary
Austin Voices for Education & Youth
Bishop Arts Theater
Bishop Dunne
Cliff House (KidzKlub)
Dallas Youth Athletic Association
Felix G Botello Elementary School
Fellowship of Christian Athletes
George Peabody Elementary
Girls on the Run
James S. Hogg Elementary
John H. Reagan Elementary
Junior Players
Kidd Springs Sailfish swim team
KIPP DFW
Leopards Athletics
Life School
Louise Wolff Kahn Elem School
Promise House
Raul Quintanilla Middle School
Rosemont Dad's Club
Sidney Lanier Academy
Soccer Interservice
Spillers Group
St Elizabeth of Hungary
Stevens Park Elementary
Sunset High School
The Kessler School
Townview Academy
Tyler Street Christian Academy
Wizards Soccer Club
Young Musicians - Bishop Dunne

Dash for the Beads is a 503(C)(3) charitable organization and has donated over \$360,000 to Oak Cliff schools and non-profits in support of programs that focus on physical fitness, healthy eating and arts programming for children. In the weeks and months leading up to the event, social media generates over 700,000 impressions, not counting social media generated by event participants. In addition, the *Dash for the Beads* website regularly attracts over 13,000 unique annual page views, making this one of the most targeted advertising opportunities in the Oak Cliff area of Dallas.

Because the entire event is run by unpaid volunteers, more of your sponsor dollars go directly to grantees in support of our mission. Various sponsorship levels are available for businesses and organizations to promote themselves, while still supporting a great cause.





The Year of COVID

Even though COVID has created some unique challenges for our traditional celebration, the 2021 *Dash for the Beads* has been modified to address safety concerns caused by the pandemic.

5K Race

The 5K will be virtual for 2021. All runners will run on a 5K course of their choice or on the traditional *Dash* course through Kessler Park. Registered participants may run any time between February 1 and February 14, 2021 and will post their results at DashForTheBeads.org.

10K Race

The 10K race has been cancelled for 2021.

1-Mile Walk

The 1-mile walk will now become the **Parade-Walk and Costume Contest** as part of the **Go Oak Cliff Mardi Gras parade** on Sunday, February 14 (masks required). The Parade-Walk will include a "social distance" costume contest where participants will wear their wackiest idea for a costume that keeps them socially distant from each other. Prizes for best costume will be awarded after the parade.

Despite abbreviated 2021 *Dash for the Beads* events, we expect excellent participation and a good turnout. In addition, many of the sponsorship opportunities are printed on hard goods, which will keep promoting your business into the future.

New for 2021

A Socially Distant Costume Contest



The new Parade-Walk will include a "socially distant" costume contest where participants wear their wackiest idea for a costume that maintains social distance. Even without a costume, masks will be mandatory.

2021 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

- Naming rights for 2021 *Dash for the Beads* event
- Commemorative plaque installed at Kidd Springs Basketball Court renovation
- 25 virtual 5K Race entries
- 25 Fun Run Go Oak Cliff Mardi Gras parade entries
- Lead-off banner at the Go Oak Cliff Mardi Gras parade
- Social Media recognition through naming rights and logo inclusion
- Website recognition through naming rights and logo inclusion
- Newsletter recognition with logo inclusion
- Recognition as Presenting Sponsor at livestream of parade
- Place item in Goodie Bag
- Prominent logo placement on T-shirt

\$20,000
Limit: 1

BAG SPONSOR

- 10 virtual 5K Race entries
- 10 Fun Run Go Oak Cliff Mardi Gras parade entries
- Social Media exposure up to two exclusive posts if approved before January 1
- Website exposure – identified as Bag sponsor and logo inclusion
- Company recognition at livestream of parade
- Place item in Goodie Bag
- Prominent logo placement on bag
- Logo on T-shirt

\$2,500
Limit: 1

PACKET PICK UP SPONSOR:

- 10 virtual 5K Race entries
- 10 Fun Run Go Oak Cliff Mardi Gras parade entries
- Social Media recognition and logo inclusion for FB events and posts related to pickup information
- Website recognition includes logo inclusion and detailed information on your pickup details
- Company recognition at livestream of parade
- Place item in Goodie Bag
- Prominent Logo Placement on Bag
- Logo on Tshirt

\$2,500
Limit: 3

GOLD

- 5 virtual 5K Race entries
- 5 Fun Run Go Oak Cliff Mardi Gras parade entries
- Name listed on T-shirt
- Logo on website
- Place item in Goodie Bag
- One entry in Grand Prize Raffle

\$1,000
Limit: Unlimited

SILVER

- Two virtual 5K Race entries
- Two Fun Run Go Oak Cliff Mardi Gras parade entries
- Name listed on T-shirt
- Logo on website
- One Entry in Grand Prize raffle

\$750
Limit: Unlimited

5K SPONSOR

- 15 virtual 5K Race entries
- 15 Fun Run Go Oak Cliff Mardi Gras parade entries
- Logo on Dash Bib
- Social Media recognition through naming rights and logo inclusion
- Company recognition at livestream of parade
- Website recognition through naming rights and logo inclusion directly on race results page
- Place item in Goodie Bag
- Prominent logo placement on T-shirt

\$10,000
Limit: 1

BEADS SPONSOR

- 10 virtual 5K Race entries
- 10 Fun Run Go Oak Cliff Mardi Gras parade entries
- Social Media recognition up to two exclusive posts if approved before January 1
- Website recognition – identified as Beads Sponsor and logo inclusion
- Company recognition at livestream of parade
- Prominent logo placement on beads
- Prominent logo placement on T-shirt
- Place item in Goodie Bag
- Logo on Mardi Gras Beads to be thrown in Parade

\$2,500
Limit: 1

CUP SPONSOR

- 10 virtual 5K Race entries
- 10 Fun Run Go Oak Cliff Mardi Gras parade entries
- Social Media recognition
- Website recognition with logo inclusion on images and sponsor recognition
- Place item in Goodie Bag
- Prominent logo placement on T-shirt
- Logo on event cup

\$2,500
Limit: 1

1MILE WALK: FOR THE LOVE OF THE DASH WEBSITE PAGE

- 5 virtual 5K Race entries
- 5 Fun Run Go Oak Cliff Mardi Gras parade entries
- Social Media recognition through naming rights and logo inclusion
- Website recognition through naming rights and logo inclusion
- Name listed on T-shirt

\$1,000
Limit: 1

BRONZE

- One virtual 5K Race entries
- One Fun Run Go Oak Cliff Mardi Gras parade entries
- Logo on website
- One entry in Grand Prize raffle

\$500
Limit: Unlimited

FRIENDS OF THE DASH SPONSOR

- Name listed on website
- Commemorative hat
- One entry in Grand Prize raffle

\$250
Limit: Unlimited



"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

Details...Details

Sponsorship signup:	Online at dashforthebeads.org – click on Become a Sponsor
Event Registration:	Online from October, 2020 to noon, February 12, 2021
Virtual 5k race held:	February 1-14, 2021. See race route online at dashforthebeads.org
Parade Fun Run:	February 14, 2021 – Mask required for participation
Parade Start Time:	4pm
Location:	W. Davis & Montclair

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

Website: dashforthebeads.org

Phone: (214) 406-7861

CONTACTS:

Event Chairs: Tish Tompson; tish75208@gmail.com; (214) 676-8074
Terri Polachek; ttmp7006@yahoo.com; (214) 289-3297

Sponsor Chairs: Meredith Berger; meredith.l.berger@gmail.com, and
Kevin Block; kevin_c_block@yahoo.com

BENEFICIARIES:

As a result of fundraising restrictions caused by COVID-19, *Dash for the Beads* proceeds for 2021 will go to iBike Rosemont, a neighborhood event on the Rosemont campus, and the remainder will be provided to the City of Dallas Parks Department to renovate the basketball court at Kidd Springs park in Oak Cliff. For the 2022 *Dash for the Beads*, we anticipate a return to our traditional grant program for awarding all Dash proceeds.

SPONSORSHIP:

Sponsorship opportunities for both small businesses and corporations are available.

REGISTRATION:

Corporate and Group discounts available for groups of 10 or more. Registration opens in October 2020. See dashforthebeads.org for updates.