



# Sisterland Fest

## Sponsorship Deck

*Connect. Glow. Give Back.*



Meet

# *DeDe McGuire*

Nationally syndicated radio personality,  
philanthropist, entrepreneur, and community  
advocate.

For over two decades, DeDe has used her platform to inspire,  
educate, and empower women and families throughout North  
Texas.

Through the DeDe McGuire Foundation, she continues to create  
transformative experiences that connect communities and create  
lasting impact.



# Sisterland Fest

**GLOW & GIVE** | FUN RUN/WALK | NIGHT MARKET

## ABOUT THE FOUNDATION

The **DeDe McGuire Foundation** is committed to empowering women and families through education, financial assistance, mentorship, wellness initiatives, and community engagement.

Founded by nationally syndicated radio personality **DeDe McGuire**, the foundation creates impactful programs and experiences that uplift underserved communities throughout Dallas/Fort Worth and beyond.



EDUCATION



FINANCIAL  
ASSISTANCE



MENTORSHIP



WELLNESS  
INITIATIVES



COMMUNITY  
ENGAGEMENT



# Sisterland Fest

Connect. Glow. Give Back.

## EVENT OVERVIEW

The **Sisterland Fest** is a high-energy community festival where women, men, families, corporate teams, and community leaders come together for an unforgettable evening of wellness, entertainment, friendly competition, and purpose-driven impact.



Glow relay fun run/walk  
Team competition



Vendor marketplace



Wellness Activations



Team Competition



Community engagement  
Family-friendly fun



Live music &  
entertainment

This inaugural event is designed to bring together women, families, businesses, organizations, and community leaders for a night focused on:

**WELLNESS • EMPOWERMENT • CONNECTION • IMPACT**

*inaugural*

## SISTERLAND FEST



**AUGUST 29, 2026**

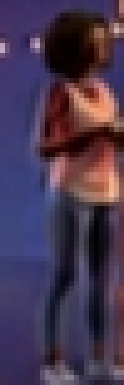
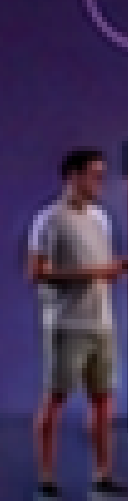
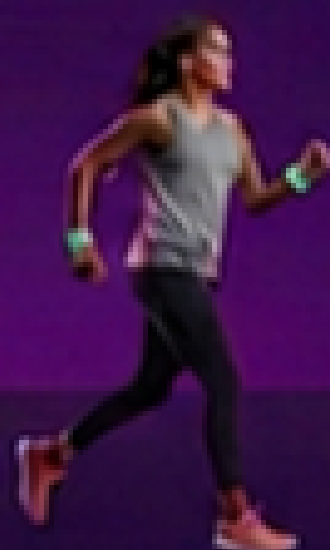


**6:00 PM – 11:00 PM**



**EPIC CENTRAL**

2961 State Hwy 161,  
Grand Prairie, TX 75052



# *Who's Coming?*

## 1,000+ Attendees Projected

- Women 25-54
- Families
- Young Professionals
- Entrepreneurs
- Kid-preneurs
- Community Leaders
- Fitness & Wellness Enthusiasts
- Faith-Based Organizations



# WHY SPONSOR SISTERLAND FEST?

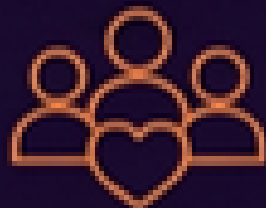
**Partner With Purpose. Amplify Your Brand. Create Lasting Impact.**

Sisterland Fest: Glow & Give is more than an event—it's a movement that brings together women, families, businesses, nonprofits, and community leaders for an evening focused on wellness, empowerment, connection, and community impact.



## INCREASE BRAND VISIBILITY

Connect with attendees through event signage, social media campaigns, website exposure, email marketing, and on-site activations.



## ENGAGE YOUR COMMUNITY

Demonstrate your organization's commitment to supporting women, families, and underserved communities throughout DFW.



## REACH NEW AUDIENCES

Gain exposure to families, young professionals, corporate teams, community organizations, and local influencers.



## MAKE A MEANINGFUL IMPACT

Support programs that empower women and families through education, mentorship, wellness initiatives, and financial assistance.



# MEASURABLE REACH & ROI

# 150,000+

PROJECTED IMPRESSIONS

## 150,000+

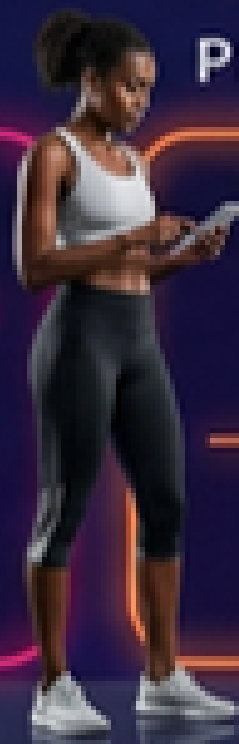
IMPRESSIONS FORECAST

## 90,000+

SOCIAL MEDIA  
METRICS PROJECTION

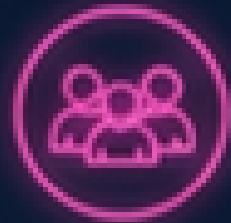
## 20%

ENGAGEMENT RATE  
ESTIMATE



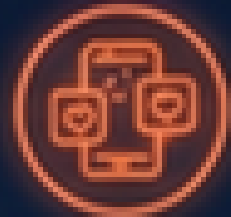
Sponsors benefit from visibility across **social media**, **influencer partnerships**, **community outreach**, **vendor cross-promotion**, and **traditional media channels**.

# HOW WE PROMOTE THE EVENT



## COMMUNITY OUTREACH

Churches, women's groups, nonprofits, schools, fitness communities



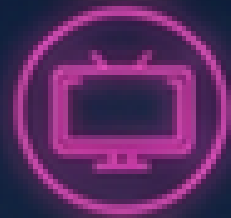
## SOCIAL MEDIA STRATEGY

Instagram, Facebook, TikTok, Influencer Marketing



## INFLUENCER & PR APPROACH

Community personalities and creators



## TRADITIONAL MEDIA / OOH

Powered through DeDe McGuire media reach.



## VENDOR & SPONSOR CROSS -PROMOTION

Partner amplification campaigns





# Sponsorship PACKAGES

## TITLE SPONSOR

**\$10,000**

(1 Available)

- ✓ Logo on all promotional materials
- ✓ Logo on event backdrop
- ✓ Premium booth location
- ✓ Social media exposure (3 shout-outs)
- ✓ Logo on website & email blast
- ✓ Team registration (6)
- ✓ VIP passes (6)

## PRESENTING SPONSOR

**\$5,000**

- ✓ Logo on all promotional materials
- ✓ Logo on event backdrop
- ✓ Premium booth location
- ✓ Social media exposure (2 shout-outs)
- ✓ Logo on website & email blasts
- ✓ Team registration (4)
- ✓ VIP passes (4)

## GLOW SPONSOR

**\$2,500**

- ✓ Logo on all promotional materials
- ✓ Logo on event backdrop
- ✓ Premium booth location
- ✓ Social media exposure (1 shout-out)
- ✓ Logo on website & email blasts
- ✓ Team registration (2)
- ✓ VIP passes (2)



**PARTNER WITH PURPOSE • IMPACT THE COMMUNITY • AMPLIFY YOUR BRAND**



# Sponsorship PACKAGES

## COMMUNITY PARTNER \$1,500

- ✓ Logo on all promotional materials
- ✓ Logo on event backdrop
- ✓ Standard Booth
- ✓ Social media exposure (Shared mention)
- ✓ Logo on website & email blast
- ✓ Team registration (1)
- ✓ VIP passes (1)

## FRIEND OF THE FESTIVAL \$500

- ✓ Logo on event backdrop
- ✓ Standard Booth
- ✓ Social media exposure (Shared mention)
- ✓ Logo on website & email blasts
- ✓ VIP passes (1)

## IN-KIND SPONSOR

- ✓ Logo on event backdrop
- ✓ Standard Booth location
- ✓ Social media exposure (Shared mention)
- ✓ VIP passes (1)



PARTNER WITH PURPOSE • IMPACT THE COMMUNITY • AMPLIFY YOUR BRAND

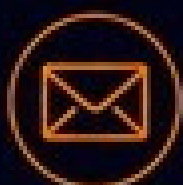


# THANK YOU

Thank you for considering a partnership with  
**Sisterland Fest: Glow & Give.**

Together, we can create an unforgettable experience  
that promotes wellness, empowerment, connection, and community impact.

## SPONSORSHIP CONTACT INFORMATION



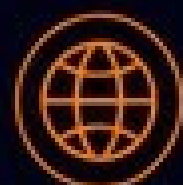
### EMAIL

[sgilbert@dedemcguire.com](mailto:sgilbert@dedemcguire.com)



### PHONE

972-655-9487



### WEBSITE

[www.dedemcguirefoundation.org](http://www.dedemcguirefoundation.org)



### MAILING ADDRESS

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Arlington, TX 76016

*Let's Make an Impact Together*