



THE DEDE MCGUIRE FOUNDATION PRESENTS

Winter Wonderland Ball

Boots, Chaps & Cowboy Hats

"Nothing Else Matters."



2026 SPONSORSHIP OPPORTUNITIES

SATURDAY

DEC
12

2026

Astoria Event Venue
Irving, Texas



MEET THE VISIONARY

DeDe McGuire

Host of DeDe in the Morning | K104



NATIONAL RADIO PERSONALITY • PHILANTHROPIST • ENTREPRENEUR • 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 creates transformative experiences that connect communities and drive lasting impact.

THE FOUNDATION ECOSYSTEM

Financial Assistance
Stability

Wellness Initiatives
Well-being

Community Engagement
Connection

Education Opportunity

Mentorship Guidance

A VOICE WITH PURPOSE Inspiring women. Strengthening families. Creating lasting change. Transforming influence into impact — one woman, one family, one community at a time.

The Winter Wonderland Ball

A lounge-style evening of celebration supporting women, families, and communities across North Texas.

WHEN & WHERE

Sat, Dec 12, 2026
Astoria Event Venue,
Irving

DRESS CODE

All white, with boots,
chaps & cowboy hats

CASINO NIGHT

The Silver Spur Saloon:
play for a cause

VIP EXPERIENCE

The White Stallion
Lounge

***“Nothing
Else
Matters.”***

WHITE • WESTERN • WINTER

A Night Worth Remembering

A North Texas tradition, back and growing. Moments from past balls.



Measurable Reach & Community Impact

The In-Person Audience

500+

Projected Attendees

Women 25-54

Professionals

Business Owners

Entrepreneurs

Executives

Community Leaders

Philanthropists & Donors

Influencers & Creators

The Digital Scale

200,000+

Projected Impressions

120,000+

Projected Social
Impressions

K104

On-air with
DeDe in the Morning

Uniting business leaders, philanthropists, and community champions through targeted outreach, social media, influencer marketing, and DeDe McGuire's expansive media reach.

Partner With Purpose. Amplify Your Brand.

WHAT YOUR SPONSORSHIP DELIVERS

1

Increase Brand Visibility

Prime placement on event signage, the step & repeat, lounge branding, and digital channels, plus on-air exposure on DeDe in the Morning.

2

Engage Your Community

Show direct support for women, families, and underserved DFW communities.

3

Reach New Audiences

Gain direct exposure to executives, philanthropists, professionals, and local influencers.

4

Make Meaningful Impact

Fund critical programs for education, mentorship, and financial assistance.

Sponsorship Opportunities & Tiers

	Title Sponsor \$25,000 · 1 spot	Presenting Sponsor \$15,000	Ball Sponsor \$7,500	Community Partner \$3,500	Friend of the Ball \$1,000	In-Kind Sponsor \$1,500 min. value
On-Air: DeDe in the Morning	Live in-studio interview	On-air thank-you	—	—	—	—
Naming & Stage	Naming rights + stage remarks	Stage recognition	Emcee thank-you	—	—	—
Event Signage	Premier logo	Logo	Logo	Name	—	—
Step & Repeat	Logo	Logo	Logo	Logo	Logo	Logo
Lounge Space	Private VIP section	Reserved VIP section	Reserved lounge area	Lounge access	General	General
Digital Amplification	3 dedicated posts	2 dedicated posts	1 dedicated post	Group post	Group post	Group post
Web & Email	✓	✓	✓	✓	✓	—
Tickets	12 VIP	10 VIP	6 VIP	4 GA	2 GA	2 GA

Sponsorship Add-Ons

Put your brand at the heart of the night. One sponsor per room, as an add-on to any tier or on its own.

CASINO NIGHT FUNDRAISER

The Silver Spur Saloon **\$5,000**

A high-energy casino room where guests play for a cause, with every table supporting the foundation's programs.

- Room naming: "Presented by [Your Brand]"
- Logo on room signage and game tables
- Digital shoutout before and after the event
- 4 GA event tickets

VIP EXPERIENCE

The White Stallion Lounge **\$10,000**

An exclusive lounge for top guests, sponsors, and special attendees, with elevated service and prime visibility.

- Room naming: "Presented by [Your Brand]"
- Logo on lounge entrance and VIP materials
- Digital shoutout before and after the event
- 6 VIP event tickets

LET'S MAKE AN IMPACT TOGETHER.

Become a sponsor of the Winter Wonderland Ball and help turn an unforgettable evening of celebration and community into year-round impact.

01 INVEST

Support programs that uplift families.

02 ENGAGE

Connect your brand with community.

03 INSPIRE

Help create change that lasts.

COMMIT BY FRI, NOV 13 TO BE ON EVENT SIGNAGE



YOUR PARTNERSHIP CREATES POSSIBILITY.

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INSPIRING FAMILIES. INSPIRING CHANGE.