

THE DEDE MCGUIRE FOUNDATION PRESENTS



# WOMEN'S UNITED EXPO

2022

2023

INVESTOR PRESENTATION DECK

THE  
**DEDE**  
McGuire Foundation  
INSPIRING FAMILIES, INSPIRING CHANGE

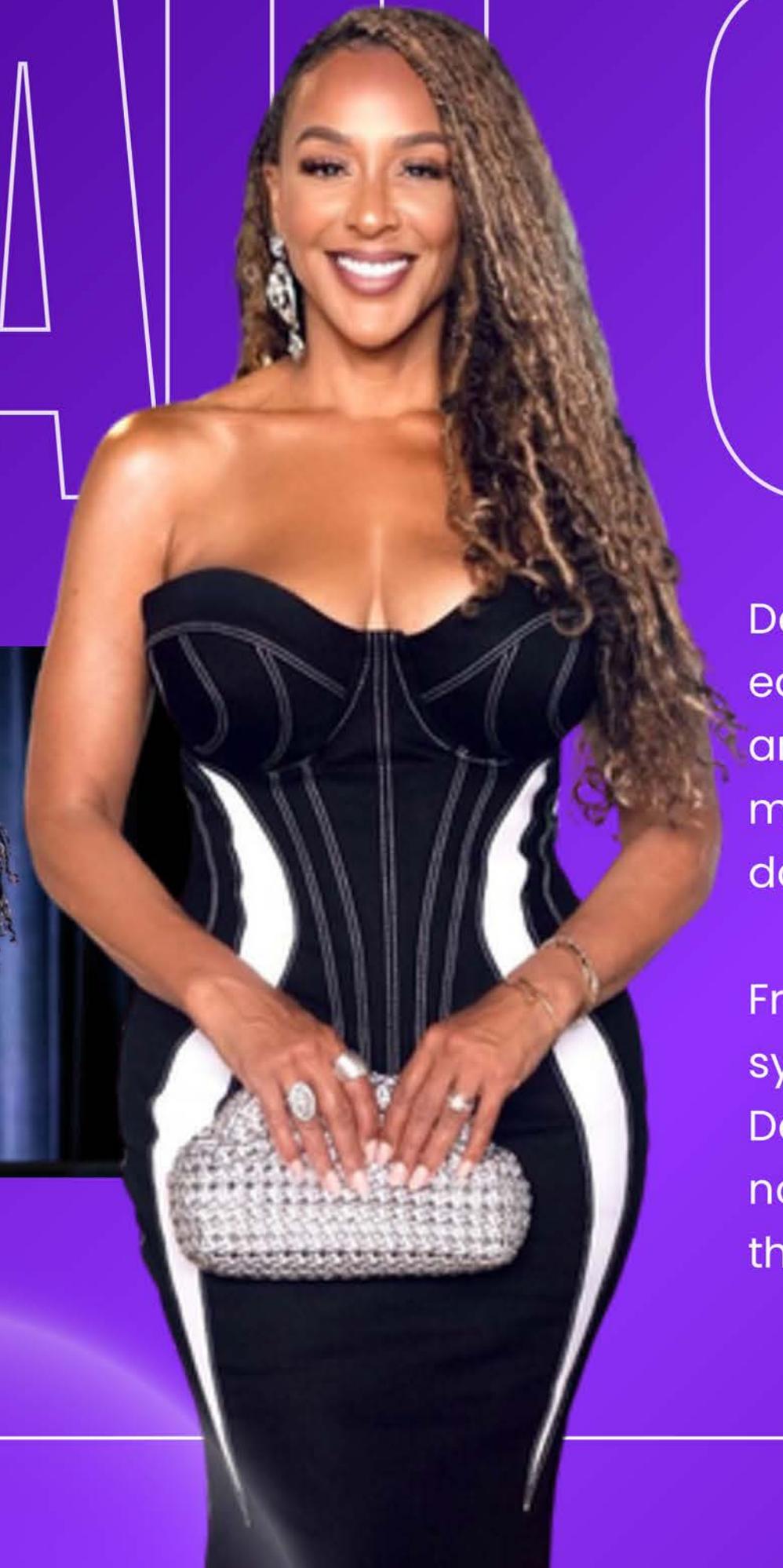
# *DeDe McGuire*

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DeDe McGuire's illustrious career includes co-hosting the nationally syndicated radio program "The Doug Banks Show" before launching her own nationally syndicated radio show, "DeDe in the Morning Show," which airs on over 85 stations nationwide. She has appeared on CNN, FOX, and BET, and interviewed high-profile figures such as Presidents Biden and Obama, Vice President Kamala Harris, Hillary Clinton, Jay Z, and Beyoncé. Beyond the airwaves, DeDe is deeply involved in philanthropy and community activism, supporting numerous non-profits and initiatives, including the DeDe McGuire Foundation, which focuses on aiding single mothers and families. Her foundation with initiatives like "Achieve the Dream" HBCU Scholarship, DeDe's Do Over Scholarship and the "We Got You Girl" Financial Literacy Program and Daycare giveaway, has awarded over \$150,000 in scholarships. She serves as a board member for Women Called Moses Domestic Violence Outreach, supports Minnie's Food Pantry, a board member of Dallas Black Dance Theatre, an United Way Metropolitan Dallas Ambassador and is the Community Ambassador for Dress for Success Dallas.



# HALL OF FAME



DeDe McGuire, one of the most beloved and influential voices in morning radio, earned her place in the Radio Hall of Fame through authenticity, consistency, and connection. As the host of *DeDe in the Morning*, she has redefined what it means to lead with laughter, truth, and heart—empowering millions of listeners daily with her relatable storytelling and unapologetic realness.

From breaking barriers as one of the few Black women to host a nationally syndicated morning show, to building a loyal audience that spans generations, DeDe's impact reaches far beyond the mic. Her Hall of Fame induction honors not just her career longevity, but her unwavering authenticity—the very quality that's made her a trusted voice, mentor, and trailblazer in radio.



The DeDe McGuire Foundation is dedicated to breaking down barriers and ensuring that quality living is within reach for all individuals, regardless of their background and circumstances.

We know the cost of living can be a barrier for many individuals. The DeDe McGuire Foundation recognizes that assistance for families is necessary in order to build the community up positively.

At the DeDe McGuire Foundation, we are committed to doing our part by providing assistance to families whose lives may have been interrupted by unforeseen circumstances. Through our foundation's events and giveaways such as "DeDe's Do Over" scholarship, and HBCU: "Achieve the Dream" scholarship and other programs we have successfully provided over \$150,000 in assistance to 100+ families in their times of need.



# *With Your Support*

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Your support can make an enormous difference to the many more families that are in need. We rely on the generosity of individuals/businesses like you to help us inspire families and inspire change. This season we ask that you join us in a celebration of women who are changing history, making a name and paving the way for the next generations to come. The DeDe McGuire Foundation "Women's United Expo" is celebrating women's history month at The Statler Dallas by Hilton, 1914 Commerce Street, Dallas Texas. Attached is our sponsorship package for this annual gathering of women, families and organizations that all have the same goals in common. Last year over 2500 Women and over 20 vendors attended.





# SPONSORSHIP

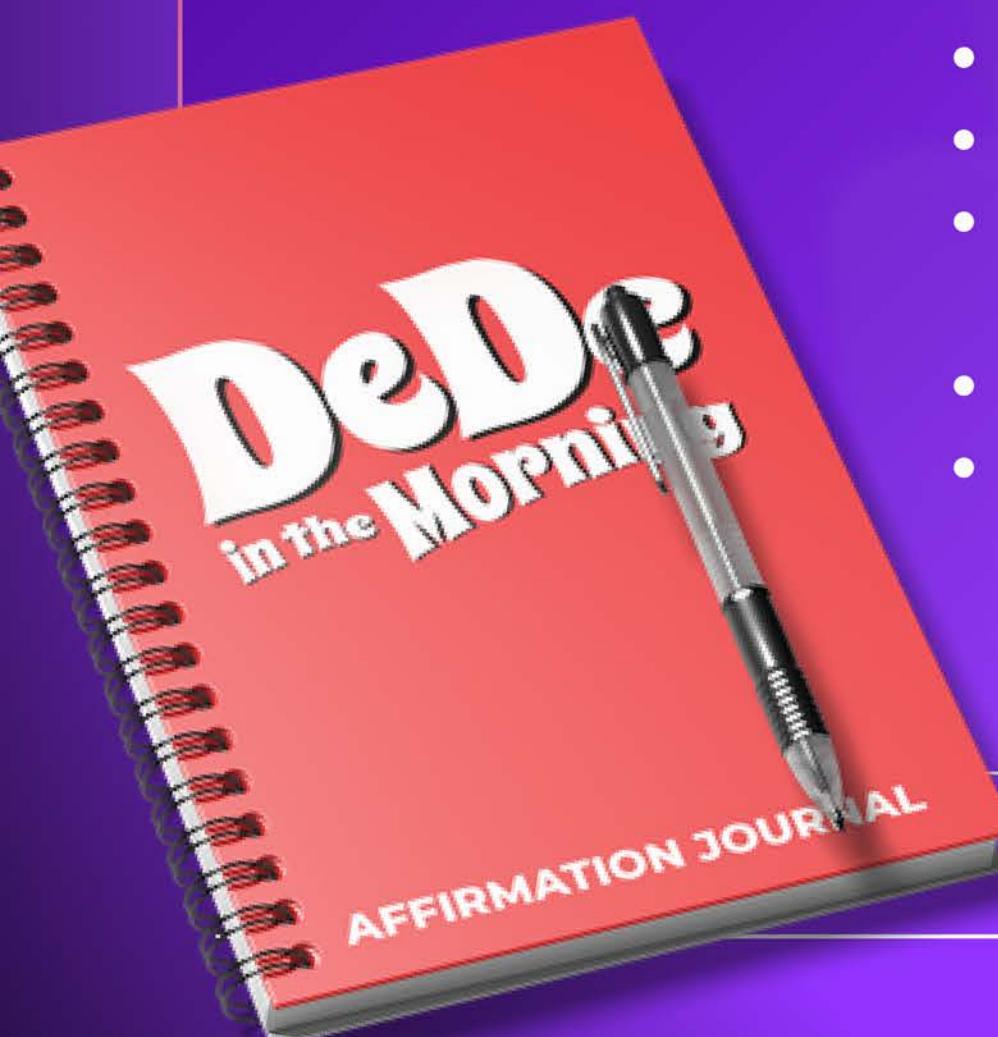


# Platinum

## TITLE SPONSOR | \$25,000+

### Exclusive Benefits:

- Event naming rights: "Women's United Expo – presented by [Sponsor Name]"
- Prominent logo placement on all marketing materials (digital, stage backdrop, and signage)
- Five-minute speaking opportunity during the program
- Inclusion in a pre-event press release featuring your brand and the Foundation
- Four dedicated social media posts across the Foundation's platforms
- Branded on-site activation space. Prime 20x20 exhibitor booth near the main stage
- Five (5) complimentary VIP tickets for sponsor guests
- Recognition as a "Title Sponsor" in the event digital program and on the website for one year
- Opportunity to host a breakout session on event day or post event
- Sponsorship check presentation



Gold

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**PREMIER SPONSOR | \$15,000**

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**Premier visibility and engagement:**

- Logo placement on major event signage and the website homepage
- 10x10 Branded exhibitor booth in a high-traffic area
- Opportunity to host one breakout session or future workshop
- Two dedicated social media posts and inclusion in email marketing campaigns on Foundations website
- Three (3) complimentary VIP tickets
- Recognition as a "Premier Sponsor" in the digital event program



*Silver*

**SUPPORTING SPONSOR | \$7,500-\$10,000**

**High-impact visibility and networking access:**

- Logo placement on the event website and digital event program
- 8x8 Branded exhibitor booth in the expo hall
- One (1) social media post featuring your brand on foundation platforms
- Two (2) complimentary VIP tickets



## Bronze

### COMMUNITY PARTNER | \$3,000



#### Grassroots and local business engagement:

- Name listing (and logo if available) on digital program book
- Two (2) VIP admission tickets
- One (1) social media post featuring your brand on foundation platforms



## IN-KIND OR MEDIA SPONSOR | CUSTOM VALUE

### Customized partnership recognition based on contribution:

- Branding as "Media Partner," "Beverage Sponsor," "Gift Sponsor," or similar
- Logo placement on select event signage and marketing materials
- Recognition in the event program and digital media
- Optional mention during the program or in social media promotions

### Additional Opportunities:

- Category Exclusivity: Platinum and Gold sponsors receive exclusivity within their industry (e.g., only one bank, beauty brand, or telecom company).
- VIP Networking Reception: Platinum and Gold sponsors are invited to co-host or attend an exclusive pre-event VIP mixer or breakout session (ticketed event).
- Post-Event Impact Report: All sponsors receive a detailed event recap with attendance metrics, audience demographics, and social media reach.

Potential

# Guests



*Egypt  
Sherrod*

*DaBrat*

*Marlo  
Hampton*

*Jasmine  
Crockett*

*Bryant  
Bee*

*Angela  
Rye*



**As a venue sponsor, K104 will offer:**

- Name/location inclusion in a minimum of 75 :30 recorded promos
- 2 mentions per ticket pair giveaway
- Website inclusion
- Eblast inclusion-minimum of 2 eblasts
- Social Media inclusion – 6 posts inclusion
- Minimum of 3 weeks promotional window



**Total promotional value-\$56,000**

# DEDE FASHION IMPACT



**230K**

@DEDEINTHEMORNING

**63.7K**

@DEDEMAKESMELAUGH

**4.9K**

@DEDESDOPEADVENTURES

**2.7K**

@DEDEMCGUIREFOUNDATION

**90 MARKETS**

CITY EXPOSURE

**1M+**

FOLLOWERS ACROSS PLATFORMS

**DEDEMCGUIRE.COM ALAYTICS**

- OVER 500 VISITS PER MONTH
- 75% NEW VISITORS MONTHLY
- 2K PAGE SESSIONS PER MONTH
- OVER 4 MINUTES PER SESSION
- 80% OF VISITORS ARE WOMEN
- 78% OF VISITORS ARE AGE 18-44



Our team produces everything from private functions and major-sized corporate events to entertainment-focused visuals and reoccurring hallmarks that capture moments in time. Blending streamlined production/management strategies, Swan7 makes visions come to life.



THANK YOU

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CONTACT

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