



# **UNDERDOGS** **RUN** *Faster*

**MARCH 23RD, 2024**  
**KLYDE WARREN PARK**  
**DALLAS, TX**



**5K**  
**1 MILE**



# AGENDA

## ABOUT US

U&I'S MISSION, VALUES & IMPACT

## THE U&I DASH

A STRATEGIC INVESTMENT

## WHERE WE'RE GOING

PAST, PRESENT & FUTURE OF THE U&I DASH

## LOCATION

OUR VENUE FOR 2024

## SPONSORSHIP OPPORTUNITIES

MAKE A STATEMENT



# ABOUT US



# U&I

Redefining  
Disabilities

Our mission is to empower individuals with disabilities and those with barriers to work to achieve their highest level of employment and independence.

# OUR VALUES

**INCLUSION** is our Umbrella

**COLLABORATION** is our Spirit

**ACCESS** is our Hope

**CHARACTER** is our Key

**FUN** is our Essential

**EMPOWERMENT** is our Commitment

**THE NEXT RIGHT STEP** is our Responsibility



# OUR IMPACT

- We proudly hold a **Platinum GuideStar Rating** and an exceptional **99 Charity Navigator Rating**.
- Our clients collectively earned a staggering **5.9 Million** in fiscal year 2023.
- We empowered **338** clients with essential transportation access in fiscal year 2023.
- We equipped **297 clients** with valuable new skills, directly enhancing their employability.
- Our clients with severe disabilities, labeled "unemployable" by government agencies and corporations, contributed an astounding **105,589 hours of work** in 2022-23 – every hour paid for.
- In 2022-23, we successfully **placed 359 individuals** with disabilities into meaningful, livable-wage jobs.
- During fiscal year 2023, we distributed **295 fully stocked backpacks** to support homeless Veterans in our community.





# VETERANS

U&I works as an advocate and liaison between veterans and our ever-expanding network of employers. We assess our client's needs then reach out to employers to find a job that fits both parties' best interests. Once a desirable job is identified, we help throughout every step of the process, including application completion, interview preparation and feedback and assessment on any unsuccessful placement.

**249**

Veterans received transportation assistance.

**160**

Veterans have been placed in jobs.

**87%**

Of clients placed are employed full-time.



# THE U&I DASH





# THE U&I DASH

The U&I Dash is a celebration of a community dedicated to Redefining Disabilities. By leveraging our combined influence, we multiply the awareness of the need to bring the disabled out of the margins. Collectively, we have the opportunity to amplify the voice of the underdog.



**CURATED  
COLLABORATIONS**



**MASSIVE MEDIA  
EXPOSURE**



**VISUALLY IMMERSIVE  
EXPERIENCE**



**CELEBRATED  
PERFORMERS**



**THE DASH  
AFTERMATH**



**POSITIVE  
IMPACT**



**5K RUN/WALK**



**LOCAL  
VENDORS**



# WHERE WE'VE BEEN, WHERE WE'RE GOING

The U&I Dash is a 5K certified race and 1 Mile walk in support of Veterans, Adults and At-Risk Youth with Disabilities. We focus on providing employment, housing, transportation and education opportunities.

In 2023, we showcased several musical acts including headliners Paul Wall and The Chris Perez Band. Over 5,800 attendees and participants showed up and enjoyed the festivities.



# 2024 VENUE: KLYDE WARREN PARK

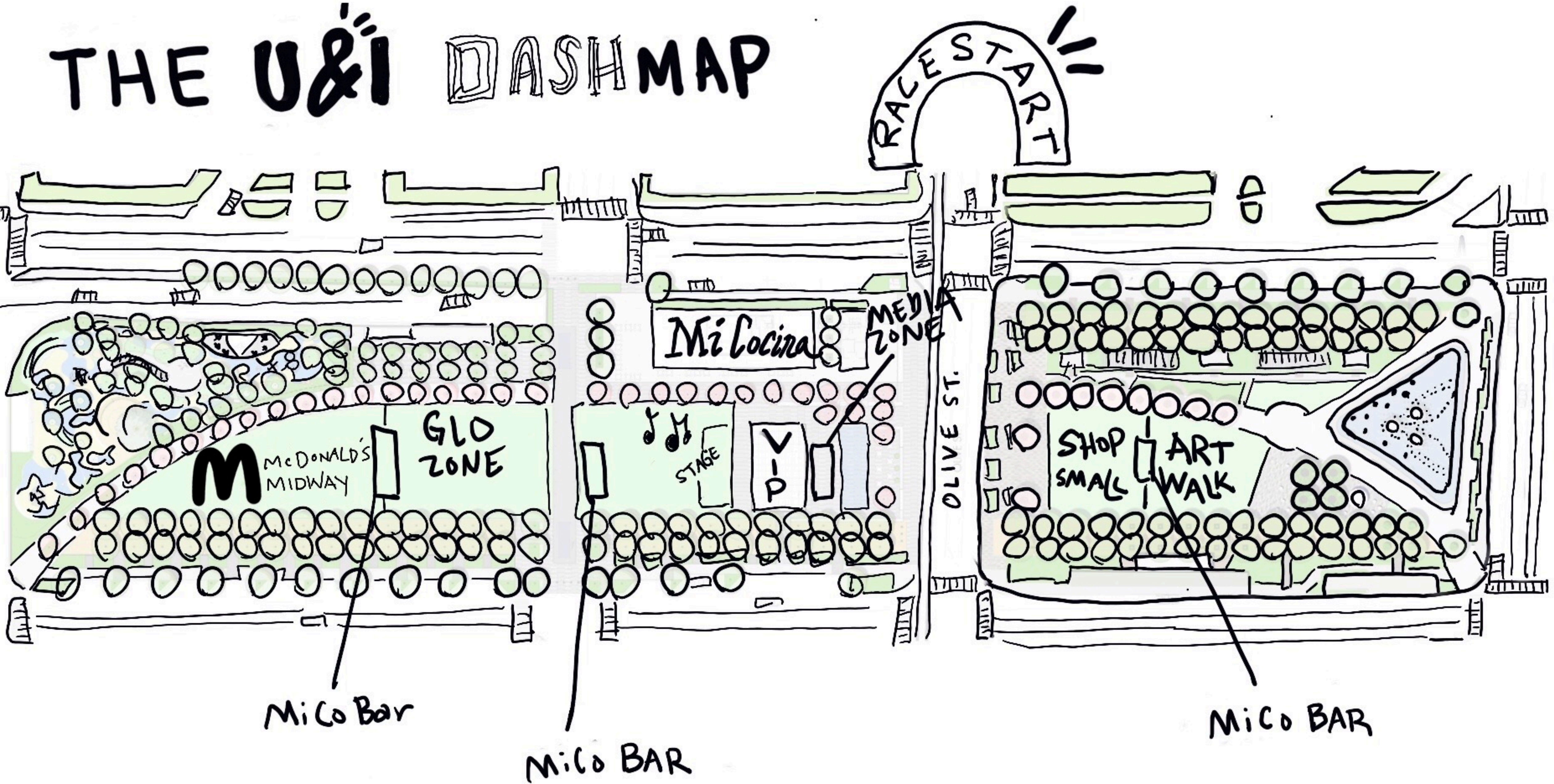
**MARCH 23, 2024**

Klyde Warren Park is a 5.2-acre park located in the heart of Dallas attracting more than one million visitors each year.

The park's central location attracts top talent and offers a platform for us to showcase our commitment to inclusivity and cultural appreciation. By choosing this remarkable setting, we aim to create an inclusive, culturally rich experience that embodies the essence of our mission.

We carefully selected Klyde Warren Park as the ideal venue to host The U&I Dash. This decision was driven by the alignment of our values with the park's ethos, creating a synergy that promotes city unity and celebrates diversity

# THE U&I DASH MAP



**KLYDE WARREN PARK, Dallas, TX**



# COMMITTED SPONSORS



# 2024 COMMITTED SPONSORS



**Title Sponsor**



**Zone Sponsor**



**Zone Sponsor**



**Sponsor**



**Sponsor**



**Sponsor**



# SPONSORSHIP OPPORTUNITIES





# TITLE SPONSOR

\$25k

## MAIN STAGE

**PROMINENT BRAND EXPOSURE:** As the Title Sponsor, your company logo will be prominently featured on all event materials, including banners, flyers, t-shirts, and social media posts. Your brand will also be mentioned in all press releases and media coverage.

**EXCLUSIVE BENEFITS:** Enjoy exclusive perks including a complimentary 30 second commercial placement during the event, VIP passes for your team, and priority after-party access. Commemorative U&I Dash framed sponsorship print.

**COMMUNITY ENGAGEMENT:** Showcase your commitment to the community by actively participating in pre-race and post-race activities. Engage with runners and their families, share your products or services within our participant swag bags.

**HEALTH AND WELLNESS ADVOCATE:** Demonstrate your dedication to health and wellness by aligning your brand with a fitness-focused event that encourages an active lifestyle and positive choices.

**SOCIAL IMPACT:** Your sponsorship directly contributes to the success of the event, redefining disabilities and making Dallas more inclusive. Make a difference and leave a lasting impression.



# RACE SPONSOR

\$20k

## 5k RUN/WALK

**TARGETED EXPOSURE:** Your company logo will be prominently featured on select event materials, including banners at key locations, event flyers, and our social media channels.

**EXCLUSIVE BENEFITS:** Enjoy exclusive perks including a complimentary 30 second commercial placement during the event, VIP passes for your team, and priority after-party access. Commemorative U&I Dash framed sponsorship print.

**COMMUNITY ENGAGEMENT:** Showcase your commitment to the community by actively participating in pre-race and post-race activities. Engage with runners and their families, share your products or services within our participant swag bags.

**HEALTH & WELLNESS ADVOCATE:** Demonstrate your dedication to health and wellness by aligning your brand with a fitness-focused event that encourages an active lifestyle and positive choices.

**SOCIAL IMPACT:** Your sponsorship directly contributes to the success of the event, redefining disabilities and making Dallas more inclusive. Make a difference and leave a lasting impression.



# ZONE SPONSOR

\$15k

## SPONSOR AN EVENT ACTIVATION

**VISIBLE PRESENCE:** Your company logo will be featured on event materials such as select banners, promotional materials, and mentions on our social media platforms.

**EXCLUSIVE BENEFITS:** Enjoy exclusive perks including a complimentary 15 second commercial placement during the event, two VIP passes for your team. Commemorative U&I Dash framed sponsorship print.

**ACKNOWLEDGMENT:** Be recognized during our event kickoff, where we thank our dedicated sponsors for their valuable contribution.

**COMMUNITY ENGAGEMENT:** Showcase your commitment to the community by actively participating in pre-race and post-race activities. Engage with runners and their families, share your products or services within our participant swag bags.

**HEALTH & WELLNESS ADVOCATE:** Demonstrate your dedication to health and wellness by aligning your brand with a fitness-focused event that encourages an active lifestyle and positive choices.

**SOCIAL IMPACT:** Your sponsorship directly contributes to the success of the event, redefining disabilities and making Dallas more inclusive. Make a difference and leave a lasting impression.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

As a Gold, Silver, or Bronze level sponsor, you play a vital role in making our event unforgettable. Your support fosters a sense of community, encourages well-being, and brings smiles to participants' faces.

## GOLD \$5k

Your company logo will be featured on select event materials, targeted social media marketing and you will receive ten complimentary race registrations.

## SILVER \$2.5k

Your company logo will be featured on select event materials, targeted social media marketing and you will receive five complimentary race registrations.

## BRONZE \$1k

Your company logo will be featured on select event materials, targeted social media marketing and you will receive two complimentary race registrations.



## 2023 Dash Metrics

# GROWTH & EXPOSURE

### 2.6M+ SOCIAL MEDIA REACH

Through our strategic collaborations and featured entertainers.

### 100+ MEDIA PLACEMENTS

Including tv/radio featured coverage on Fox4, ABC8, NBC5, 97.9 The Beat, Majic 94.5, & KRLD.

**5800+**  
Attendees &  
participants.

### 100% CORPORATE SOCIAL RESPONSIBILITY

Aligning the heart of your business with the mission & values of U&I is undeniably breaking cycles of poverty, alleviating homelessness and delivering tangible hope to underdog communities.



# CONTACT U&I



**Hugh Breland**

Chief Executive Officer

hbreland@uandispreadthelight.com



**Ed Vonder**

Director of Veteran Affairs

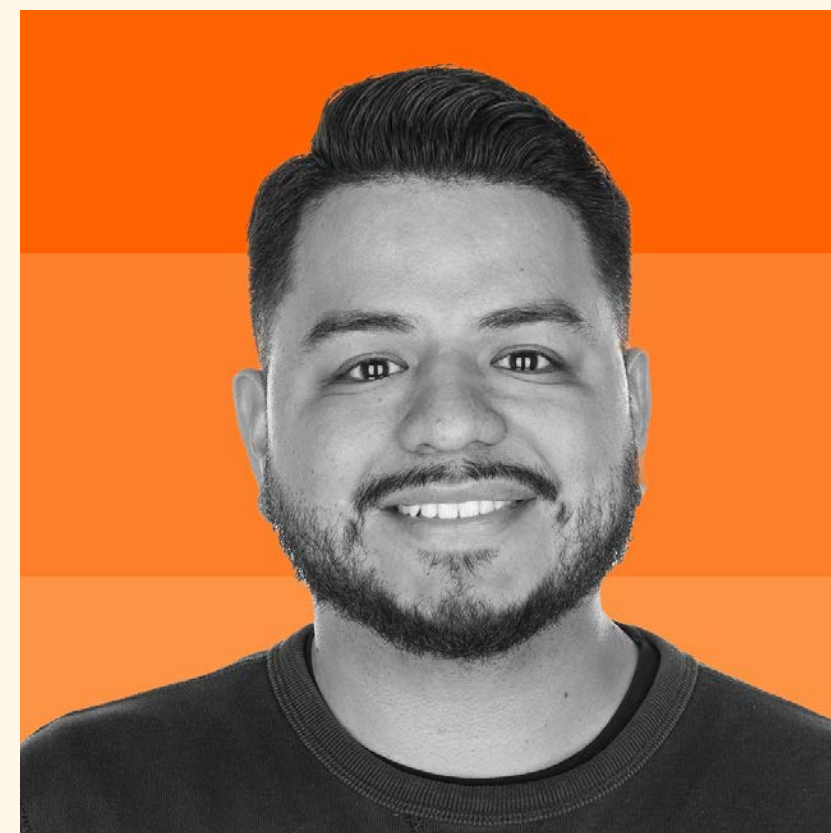
evonder@uandispreadthelight.com



**Zhantell Quigley**

Chief of Staff

zquigley@uandispreadthelight.com



**Bobby Cerda**

Creative Director

bcerda@uandispreadthelight.com





**U&I**  
*Redefining*  
Disabilities

**THANK YOU**

THE **U&I**  
**DASH**

