



Meet Me at Candy Castle!

Tell your sweet tooth to get ready because we're going to CandyLand! CareLink's signature event, Cupcakes for Goodness Sake is back and it's going to be the sweetest time yet. On Saturday, Feb. 26, from 11 a.m. to 3 p.m. (or until we run out of cupcakes), join us in Little Rock's East Village as we transform Heifer Village into a place that will make every candy lover's dreams come true.

For the sixth year, Central Arkansas's Area Agency on Aging is challenging Arkansas's bakers and pastry chefs to a baking competition your taste buds will thank you for attending. This year's theme will take you down the rainbow trails for candy-filled goodness that will bring back childhood memories. To sweeten the deal, attendees will vote for their favorite cupcake while a panel of local, celebrity judges determine the best and most creative cupcakes.

Thanks to last year's virtual adaptation, Cupcakes on the Run, CareLink was able to raise more than \$55,000 through sponsorships and participation. Cupcakes for Goodness Sake not only raises funds and friends for CareLink but raises awareness about ways to meet the opportunities and challenges of aging one cupcake at a time.

But wait, there's more! In addition to some of the best cupcakes you'll eat all year, there will be vendors, food trucks, CandyLand board games, and life-size games. For more information, visit CareLink.org/Cupcakes.





CareLink's 7th Annual *Cupcakes for Goodness Sake*

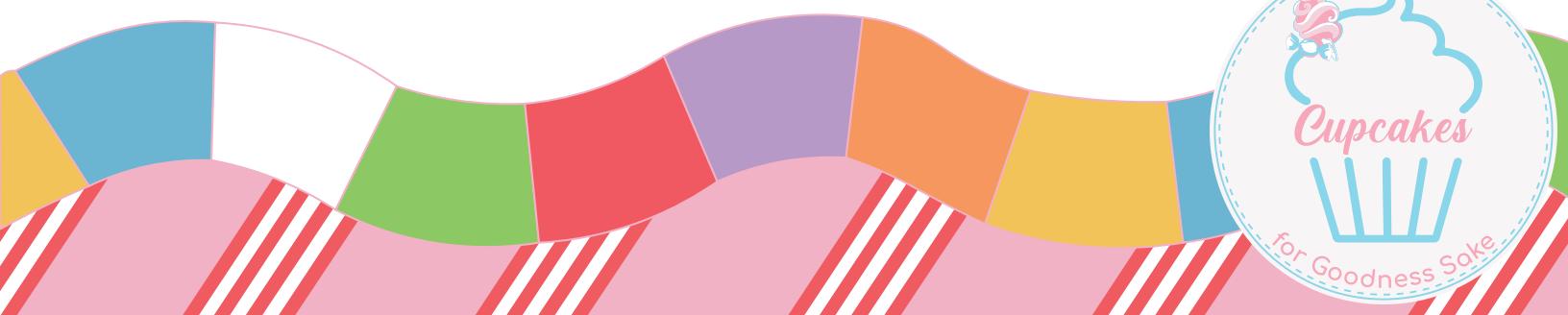
This annual cupcake festival encourages bakers to whip up a batch of sweet and savory treats for local cupcake connoisseurs to taste.

Cupcakes for Goodness Sake, CareLink's largest fundraiser, is a festival families and friends look forward to every year. It not only raises funds for CareLink, but also brings awareness about the obstacles of aging.

In appreciation for your commitment to CareLink, all Cupcake for Goodness Sake Sponsors will receive recognition on CareLink's various social media channels leading up to the event.



Interested in something more? Look at our exclusive sponsorship opportunities that will make this year's Cupcakes for Goodness Sake the best one yet!



Cupcakes for Goodness Sake

Exclusive Sponsorship Opportunities

- Each *exclusive* opportunity is limited to one sponsor
- Signage will include "Sponsored by" next to each experience
- Includes 8 event tickets
- Includes recognition leading up to event
- Logo on CareLink's Website
- Logo on event T-shirt (Must be received by Feb. 1, 2022 - **No Exceptions**)



Take the Cake Experience Option - \$20,000



Who doesn't want to be the top dog? Proudly have your name featured with the event logo, official design, media recognition, and more. Everyone will know how much you supported CareLink to make this event go off without a hitch. After all, it's CareLink's Cupcakes for Goodness Sake presented by YOU. Upgrade to 12 event tickets.



Cherry on Top Experience Options - \$3,500

Name in Lights

Want your name/logo to be a part of the crowd? Place your name/logo next to large, flashing lights and balloons. You will be a prominent gathering point for photos during the event.



Winner's Circle

What's a food festival without a little friendly competition? Your name/logo will be featured with the prizes awarded to the winning bakers. You will also be recognized during the announcement.



Baker's Alley

Baking enough mini cupcakes for more than 100 attendees is no easy task or without expense. Show support for the bakers by sponsoring a stand to aid in the cost of ingredients.



Sip and Savor

No food competition is complete without something to wash it all down. Proclaim your name as the beverage sponsor each time someone grabs a cold one. Beverages include milk, water, beer, and wine.



Mix it Up Experience Options - \$2,500

Picture Perfect

Who doesn't love a good photo booth complete with fun props? Proudly place your name/logo on the souvenir photo strips as a friendly reminder of the fun had at Cupcakes for Goodness Sake.

Batter Up

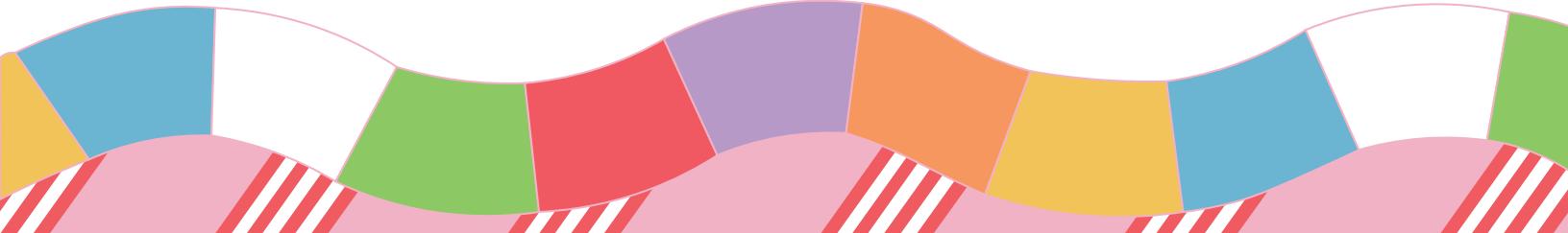
Cupcakes for Goodness Sake has it all: food, vendors, animals, face painting, games, and more. Place your name/logo next to oversized games like Connect Four, Twister, and more.

Party Crasher

Crafting and creativity will turn Heifer Village into a life-size Candyland, complete with lollipops and gum drops. See your name/logo shine in this sweet world of fun and wonder.

Box it Up

You can eat all the cupcakes in our hands are full! Display your name/logo on the event's official bag to carry the goodies attendees collect from participating vendors and the CareLink booth.



CUPCAKES FOR GOODNESS SAKE SPONSOR AGREEMENT

SPONSOR INFORMATION:

Corporation Name: _____

Mailing Address: _____

Donor Name: _____

Phone: _____ Fax: _____

Email: _____

CONTACT INFORMATION (if different from above):

Contact Name/Title: _____

Phone: _____ Fax: _____

Email: _____

SPONSORSHIP INFORMATION:

We are pleased to support CareLink Cupcakes for Goodness Sake. (**Check all that apply**)
Please send an .EPS and a .JPG or .PNG of your logo to Development@CareLink.org for promotional material.

\$250 Sprinkled with Love

\$500 Piece of Cake

\$1,500 Icing on the Cake

EXCLUSIVE: \$_____ for _____

Invoice me for my sponsorship.

DONOR SIGNATURE

Printed Name: _____

Signature: _____ Date: _____