



sponsorship opportunities

Your chance to provide our senior neighbors in central Arkansas with essential needs & services to keep them healthy, happy and at home. **Ready to join us?**



*for
goodness
sake!*

WHAT'S CUPCAKES?

HEY SWEETS!

Cupcakes is back. And this year we're making a splash!

Returning for its 8th year, CareLink's signature event Cupcakes for Goodness Sake will challenge bakers to find inspiration in everyone's favorite season: **Summer!** Amateur and professional bakers will serve up summer treats with a sweet twist - and cupcake enthusiasts are invited to dive in!

sponsorship opportunities available

Registration deadline to receive full benefits and recognition in event print collateral is **Thursday, April 20th**. For questions, please contact Brianna Sellers at bsellers@carelink.org.

1
jan

register to enter cupcake competition

Do you have what it takes to out-bake the competition? Register an amateur baking team by contacting Michelle Gilbert at mgilbert@carelink.org.

22
feb

tickets available for purchase

Get ready for the sweetest event of the year & indulge in the tastiest cupcakes made from scratch by some of central Arkansas' most beloved & amateur bakers!

1
april

event day!

Come out to Argenta Plaza between 3-6pm for our 2023 Cupcakes event - all the food, fun, & family festivities!

20
may



sponsorship levels & benefits

take the cake

\$10,000

Align your company with our mission & make a **mighty impact** with this **exclusive opportunity**.

♥ **EXCLUSIVE EXPOSURE:** Nominate one person from your party to award the first-ever themed competition winner, "Cupcakes in Paradise" award

♥ Event tickets, t-shirts & reserved parking (available upon request prior to event day) for up to 16 guests

♥ Access to sponsor VIP zone including relaxed seating & dedicated express drink station

♥ Large logo displayed on event ticket, event communications, website & day-of print collateral such as programs, banners, poster and all other event signage

♥ All other benefits listed below

SOLD!

cherry on top

\$7,500

For **maximum brand exposure** at the focal point of our event.

♥ **EXCLUSIVE EXPOSURE:** Logo displayed on voting tokens & all communications related to voting before/during event

♥ Event tickets, t-shirts & reserved parking for up to 15 guests

♥ Access to sponsor VIP zone including relaxed seating & dedicated express drink station

♥ Logo displayed on event communications, website & day-of print collateral such as programs, banners, poster, yard signs and all other event signage

♥ All other benefits listed below

icing on the cake

\$5,000

Make **sweet memories** with these **real-estate exclusive opportunities** & stay top-of-mind with attendees.

PHOTO BOOTH

♥ Event tickets & shirts for 12 guests

♥ Access to sponsor VIP zone including relaxed seating & dedicated express drink station

♥ **REAL ESTATE EXPOSURE:** Logo displayed at interactive photo booth & instant keepsake print-out

♥ Company name displayed on event communications, website & other day-of print collateral

♥ All other benefits listed below

VOLUNTEER

♥ Event tickets & shirts for 12 guests

♥ Access to sponsor VIP zone including relaxed seating & dedicated express drink station

♥ **REAL ESTATE EXPOSURE:** Logo displayed at volunteer station and prominently on volunteer t-shirts

♥ Company name displayed on event communications, website & other day-of print collateral

♥ All other benefits listed below

STAGE

♥ Event tickets & shirts for 12 guests

♥ Access to sponsor VIP zone including relaxed seating & dedicated express drink station

♥ **REAL ESTATE EXPOSURE:** Logo displayed at main stage & prominent mention in public announcements

♥ Company name displayed on event communications, website & other day-of print collateral

♥ All other benefits listed below

spread the love

\$2,500

This package is for local businesses who simply want to be associated with our signature event.

♥ Event tickets & t-shirts for 8 guests

♥ Pre-Event Exposure: Logo displayed on website; Company name listed on social media, signage & email blasts

♥ Day-of Event Exposure: Logo displayed on signage; Company name listed in announcements & program

piece of cake

\$1,000

Curious to see if this event is a good fit for your business or have a tight budget?

♥ Event tickets for 4 guests

♥ Pre-Event Exposure: Company name listed on social media, website, signage, newsletter & email blasts

♥ Day-of Event Exposure: Company name listed on announcements, signage & program



get on board to make a **splash**
at this year's themed summer **bash**

our mission

CareLink has been serving older people and their families in central Arkansas for 43 years. Our mission is to help seniors meet the opportunities and challenges of aging by providing the resources and information they need to stay independent and at home.

our work

CareLink helps seniors in central Arkansas remain independent and in their own homes by providing Meals on Wheels, in-home care, family caregiver support services, an information and assistance phone line and so much more!

our purpose

CareLink helps homebound older people receive services that allow them to stay at home as long as possible, avoiding more costly care. We help active older people stay fit, healthy and involved through senior centers, wellness programs and volunteer opportunities, and we help family caregivers navigate the maze of available services and care for their aging loved ones.

thank you!

for more information, please contact:

Brianna Sellers bsellers@carelink.org
Giving Officer (501) 688-7446



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CareLinkCupcakesForGoodnessSake



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@carelinkarkansas7864

**visit our
website:**



carelink.org

Care♥Link

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