



dive into sweet summer

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 and try them all!

Dive into our summer-themed street fest in charming downtown Argenta Saturday, May 20 from 3 p.m. to 6 p.m. Attendees will enjoy an evening filled with eclectic vendors, local food trucks, signature drinks, and themed sweets.

Cupcakes for Goodness Sake not only raises funds and friends for CareLink a local nonprofit but also helps bring awareness to the needs of older people in central Arkansas.

benefits

- ♥ Each vendor will receive recognition on social media.
- ♥ Media coverage has historically included print, radio and television exposure.
- ♥ Get your business in front of the public! Past event attendance of 600+.
- ♥ Sample themed cupcakes and vote for participating bakers.

expectations

- ♥ There will be a vendor fee of \$50 to reserve your place at the event.
- ♥ Vendors will arrive no later than 2:00 p.m. the day of the event for setup.
- ♥ All vendors are encouraged to promote the event in their stores and on social media. CareLink will provide graphics, messaging, posters and other promotional materials.
- ♥ Vendors are responsible for disposing of all trash. Please leave your assigned area in the same condition as when you arrived.
- ♥ Arkansas Department of Finance and Administration sales tax packets will be provided upon arrival and collected at the end of the event. CareLink management will return completed packets to DFA.



Thank you for your support of CareLink and Cupcakes for Goodness Sake!
If you have any questions, feel free to call the CareLink Development Department at 501-688-7475.



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

bake the world a better place

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

10
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





vendor registration

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

vendor details

Business _____ **Tax ID# for Arkansas DFA** _____

**If available, please send a high resolution copy of your logo to akleypas@carelink.org*

Contact Person _____ **Mailing Address** _____
Street

Phone _____ **Email** _____
City State ZIP

Website _____ **Social Handles** _____

Description of Products/Services _____

policies and procedures

- ♥ All vendors are subject to approval by CareLink. CareLink has the right to determine whether goods and services are appropriate for the event.
- ♥ A confirmation email will be sent to each business once vendors have been selected.
- ♥ Only the items listed on your application and approved prior to the festival may be sold at the event.
- ♥ Vendor locations on site are at the discretion of CareLink staff.
- ♥ Vendor insurance is the responsibility of the vendors and is not provided by CareLink.
- ♥ No electricity will be available at vendor booths.
- ♥ Vendors are responsible for supplying their own tables, chairs, etc.
- ♥ The event has restrictions regarding pop-up tents. *If you would like to set up a tent as part of your booth, please reach out to Michelle Gilbert for more information.*

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:

Michelle Gilbert mgilbert@carelink.org
VP, Development (501) 688-7475

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website:**



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