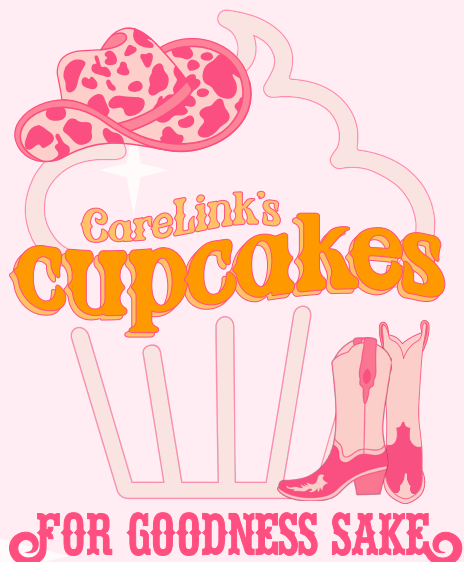


grab your boots & hats for a **WILD WILD CUPCAKES!**



CareLink's 9th annual **Cupcakes for Goodness Sake** will challenge bakers to find inspiration from the queen of country, Dolly Parton, and the **WILD WILD WEST!** Amateur and professional bakers will serve up cupcakes with their own individual flare and take on this year's theme. Cupcake enthusiasts are invited to come on down and try them all – the good, the bad, AND the ugly. (Okay, maybe only the good!)

Dive into our western-themed street fest in downtown Argenta **Saturday, May 4 from 3 p.m. to 6 p.m.** Attendees will enjoy an afternoon filled with eclectic vendors, local food trucks 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

- ♥ Winning prizes this year will be cash: \$750 for each category!
- ♥ Bakers will receive a stipend of \$75 to offset the cost of ingredients. Checks will be distributed at the event.
- ♥ Each baker will have a station with signage at the event.
- ♥ Each baker will receive recognition on social media.
- ♥ Last year's media coverage included print, billboard, radio and television exposure.
- ♥ Get your business in front of the public! Past event attendance of 1000+.

expectations

- ♥ Each baker is asked to provide 600 western-themed tasting-sized cupcakes (one flavor.
- ♥ Bakers will arrive no later than 1:00 pm the day of the event for setup.
- ♥ All bakers are encouraged to promote the event in their stores and on social media. CareLink will provide graphics, messaging, posters and other promotional materials.
- ♥ Bakers may be asked to accompany CareLink staff to media opportunities to promote the event in the days and weeks leading up to May 4th.

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

event overview

howdy
partner!

round up the young'ns for some family fun!

Grab your boots & hats for a **WILD WILD CUPCAKES!**

It's not our **first rodeo**, and this year's Cupcakes for Goodness Sake is going to be a **WILD ONE!** Tip your hats off to the bakers after grubbing down to some mighty fine cupcakes while we have a **rootin', tootin', boot-scootin' time!**



sponsorship opportunities available

Registration deadline for full benefits & recognition in print collateral is **April 20th**. For questions, please contact Brianna Sellers at bsellers@carelink.org.

register for cupcake competition

Can you out-bake the competition? Register a baking team by contacting Michelle Gilbert at mgilbert@carelink.org.

tickets available for purchase

Get your sweet tooth ready for the tastiest cupcakes made from scratch by some of central Arkansas' most beloved professional & amateur bakers!

event day!

Come out to **Argenta Plaza** between **3-6pm** for our 2024 Cupcakes event & experience all the **food, fun, & family festivities!**

1
jan

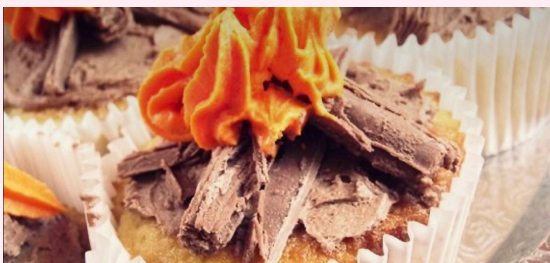
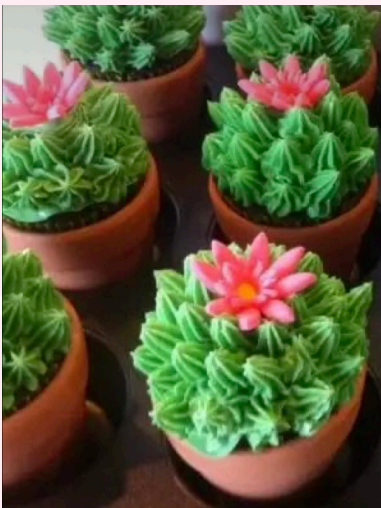
1
feb

1
april

4
may

best OF THE west

a few ideas for
finger-lickin' good
cupcakes!



baker registration



baker details

Business or Contestant Name _____

**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** _____

our mission

CareLink has been serving older people and their families in central Arkansas for 44 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:

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



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**visit our
website:**



carelink.org