

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

- ♥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 1,000+.
- ♥Sample themed cupcakes and vote for participating bakers and vendors.

expectations

- ♥There will be a vendor fee of \$25 to reserve your place at the event.
- ♥Vendors will arrive no later than 1:00 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, 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

vendor registration



Business _____ **Tax ID# for Ark. DFA** _____

**If available, 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 event.
- ♥ A confirmation email will be sent to each business once vendors have been selected.
- ♥ Only items listed on application & approved prior to the festival may be sold at the event.
- ♥ Vendor locations are at the discretion of 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 venue has restrictions regarding pop-up tents. To set up a tent for 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:

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