

corporate sponsor opportunities



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how
CareLink makes an **impact**

CareLink serves older people and their families by connecting them with the services they need to remain active and independent. **We often see that seemingly small obstacles can make a big difference in a senior's ability to do just that.** We help them achieve that goal through services including:

MEALS ON WHEELS

Meals on Wheels are delivered straight to doors of seniors in central Arkansas, providing a much-needed friendly visit and safety check.

URGENT NEEDS

Established in 2016, this unique program was created to assist seniors facing an urgent problem they are not able to address or remedy on their own.

HOMECARE

Services provided through in-home care help seniors with day-to-day tasks such as bathing, grooming, light housekeeping & so much more!

TRANSPORTATION

One-way rides are provided to homebound seniors who might not otherwise have transportation to vital medical appointments.



CHANGE MAKERS

\$15,000

- ♥ **Exclusive brand visibility with company logo magnet on transportation vehicles (3-month duration, choose preferred months)**
- ♥ **Exclusive brand visibility with company logo sticker on meals delivered to seniors through Meals on Wheels program (6-week cycle)**
- ♥ Sponsor inclusion at annual signature fundraiser, Cupcakes for Goodness Sake (\$2,500 level) including pre/during/post-event sponsor recognition
- ♥ Logo on annual CareLink staff t-shirts
- ♥ Boost company morale with two (2) customized corporate work-days for team-building and hands-on group volunteer experience (upon schedule & availability)
- ♥ Logo (large) listing on CareLink website home page & corporate sponsor page
- ♥ Logo on holiday card for client or donor appreciation mailing (choose preferred holiday & audience)
- ♥ **OTHER:** Spotlight in CareLink newsletter; Listed on annual report; Social media recognition

Thanks to the generous support of friends and donors, CareLink has provided services to seniors in central Arkansas, helping them stay independent and in their own homes – where they want to be.

MOVERS & SHAKERS

\$10,000

- ♥ Exclusive brand visibility with **logo magnet on transportation vehicles (3-month duration, choose preferred months) OR company logo sticker on meals** delivered to seniors through Meals on Wheels (6-week cycle)
- ♥ Logo on annual CareLink staff t-shirts
- ♥ One (1) customized corporate work-day opportunity for team-building volunteer experience at annual signature fundraiser, Cupcakes for Goodness Sake
- ♥ Logo on holiday card for client or donor appreciation mailing (choose preferred holiday & audience)
- ♥ Logo (medium) on CareLink website home page & corporate sponsor page
- ♥ **OTHER:** Spotlight in CareLink newsletter; Listed on annual report; Social media recognition

CARELINK HEROES

\$5,000






- ♥ Logo on holiday card for client or donor appreciation mailing (choose preferred holiday & audience)
- ♥ One (1) customized corporate work-day for team-building volunteer experience
- ♥ Logo (small) listed in print newsletter and displayed on website corporate sponsor page
- ♥ Company name listed in CareLink annual report
- ♥ Recognition on CareLink social media channels

FRIENDS OF CARELINK

\$2,500

- ♥ One (1) customized corporate work-day for team-building volunteer experience
- ♥ Company name listed on website corporate sponsor page
- ♥ Company name listed in CareLink print newsletter and annual report
- ♥ Recognition on CareLink social media channels

2024 CORPORATE SPONSOR BENEFITS

	\$15,000	\$10,000	\$5,000	\$2,500
Sponsor inclusion at Cupcakes (\$2,500 level) including recognition benefits				
Exclusive brand visibility with logo magnet on transportation vehicles and/or logo sticker on meal boxes delivered to seniors	BOTH	Magnet OR Sticker		
Logo placement on annual CareLink staff t-shirts	Logo	Logo		
Personalized corporate volunteer work-day with hands-on experience tailored to company interests *Upon schedule & availability*	2	1	1	1
Inclusion in annual CareLink print newsletter	Spotlight	Spotlight	Logo	Listing
Company inclusion on website corporate sponsor page and website home page	Logo	Logo	Logo	Listing
Company inclusion on list of supporters on CareLink's annual report	Logo	Logo	Listing	Listing
Recognition on CareLink social media channels				
Logo on CareLink holiday cards to preferred audience (choose between client or donor mailing)	