



2025
sponsorship opportunities

set for sail sweetness

whale,
hello there!

Get ready for a
**SEA-riously
good time!**

It's not our first
dive, & this year's
Cupcakes for
Goodness Sake
is going to make
a splash! Tip your
fins to some of
Arkansas' finest
bakers after
trying their tasty
treasures.

Catch our drift???

**sponsor
registration opens!**

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

1
oct

**deadline for
baker registration**

Know someone who would be *fin-tastic* for this event?? Don't let them miss the boat & lose out on participating! **Applications are subject to approval**. For questions, please contact mgilbert@carelink.org.

1
feb

**begin
promoting!**

The *current's in motion*, & we're ready to *set sail!* We'll send all the details so that you're ready to *seas the day!* We can also drop off **posters, yard-signs & handouts** so that you can help spread the word!

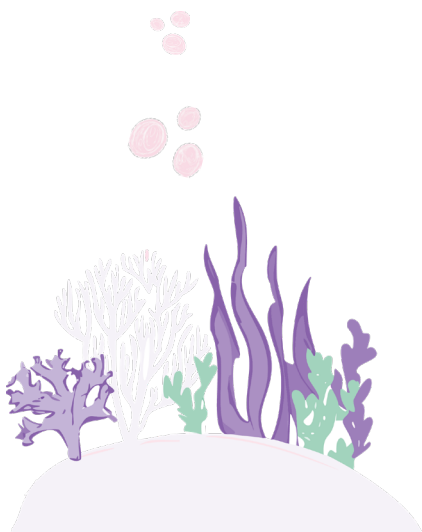
1
april

sea you there!

Help us *shell-ebrate* **10 YEARS** by coming out to **Argenta Plaza** between **3-6pm** & experience all the **food, fun & festivities at Cupcakes 2025!**

17
may

Cupcakes for Goodness Sake not only **raises funds & friends** for CareLink, helping to keep our senior services afloat; it also **buoys the spirits & independence** of our **older neighbors** in central Arkansas through vital programs such as Meals on Wheels, Transportation, HomeCare & so much more.



sponsorship levels & benefits



take the cake

\$10,000

Align your company with our mission & make a **mighty impact** with this one-of-a-kind, **exclusive opportunity**.

- ♥ **EXCLUSIVE EXPOSURE:** Nominate someone from your party to announce & award this year's "Top of the Tide" overall cupcake competition winners
- ♥ Event tickets, t-shirts & reserved parking for up to **15 guests**
- ♥ Access to sponsor VIP zone
- ♥ Large logo displayed on event ticket, event communications, website & day-of print collateral such as programs, banners, poster, etc.
- ♥ All other benefits listed below



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 **12 guests**
- ♥ Access to sponsor VIP zone
- ♥ Logo displayed on event communications, website & day-of print collateral such as programs, banners, poster, etc.
- ♥ All other benefits listed below



icing on the cake

\$5,000

Make **sweet memories** with exclusive **real-estate** opportunities!

photobooth

- ♥ Tickets & shirts for **10 guests**
- ♥ Access to sponsor VIP zone
- ♥ **REAL ESTATE EXPOSURE:** Logo displayed at interactive photo booth & keepsake print-out
- ♥ Company name displayed on event communications, website & other day-of print collateral
- ♥ All benefits listed below

volunteer

- ♥ Tickets & shirts for **10 guests**
- ♥ Access to sponsor VIP zone
- ♥ **REAL ESTATE EXPOSURE:** Logo displayed at volunteer station and on volunteer t-shirts
- ♥ Company name displayed on event communications, website & other day-of print collateral
- ♥ All benefits listed below

stage sponsor

- ♥ Tickets & shirts for **10 guests**
- ♥ Access to sponsor VIP zone
- ♥ **REAL ESTATE EXPOSURE:** Logo displayed at main stage & mention in public announcements
- ♥ Company name displayed on event communications, website & other day-of print collateral
- ♥ All benefits listed below

*Limited availability



spread the love

\$2,500

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

- ♥ Tickets & t-shirts for **6 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



argenta plaza
may 17th 3-6 pm

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 & 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 & 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 & involved through senior centers, wellness programs & volunteer opportunities, & we help family caregivers navigate the maze of available services & care for their aging loved ones.

water you waiting for?
sign up TODAY!

thank you!

for more information, please contact:

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CareLinkCupcakesForGoodnessSake



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carelink.org