

CareLink's



CUPCAKES

for Goodness Sake

**SPONSORSHIP
OPPORTUNITIES
2026**

The SWEETEST SHOW *on earth!*

MAY 2ND | 3-6PM
ARGENTA PLAZA

Get ready for a lineup of cupcakes
inspired by our Big-Top Circus theme
that are truly the *greatest bakes on earth!*

We've got show-stopping vendors, kid-friendly thrills, taste-bud-taming food trucks, and plenty of other surprises. So step right up as we celebrate a decade of cupcakes, creativity, & community.



JOIN THE FUN!

Sponsor deadline for recognition in print collateral. For questions, contact Brianna Sellers at bsellers@carelink.org.

20
APRIL

IT'S SHOWTIME!

Enjoy all-you-can-eat cupcakes by coming out to Argenta Plaza between 3-6pm & *experience all the food, fun & festivities this year's Cupcakes 2026!*

2
MAY

Cupcakes for Goodness Sake not only raises funds & friends for CareLink. It uplifts the spirits & empowers our older neighbors in central Arkansas through vital programs such as Meals on Wheels, Transportation, HomeCare & so much more.

2026 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 overall cupcake competition winners
- ♥ Event tickets, t-shirts & reserved parking for up to **12 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 **10 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!

**Limited availability*

PHOTO BOOTH

- ♥ Tickets & shirts for **8 guests**
- ♥ Access to sponsor VIP zone
- ♥ **REAL ESTATE EXPOSURE:** Logo displayed at in booth & kept as print-out
- ♥ Company name displayed on event communications, website & other day-of print collateral
- ♥ All benefits listed below

VOLUNTEER

- ♥ Tickets & shirts for **8 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

VIP SPONSOR

- ♥ Tickets & shirts for **8 guests**
- ♥ Access to sponsor VIP zone
- ♥ **REAL ESTATE EXPOSURE:** Logo displayed at sponsor VIP zone
- ♥ Company name displayed on event communications, website & other day-of print collateral
- ♥ All benefits listed below

SPREAD THE LOVE \$2,500

For local businesses who simply want to be a part of our signature event.

- ♥ Event tickets 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 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

To ensure timely production and delivery, all sponsors must submit their t-shirt quantities and size breakdown by March 1st. Please provide your order details to Brianna Sellers at bsellers@carelink.org by this date to receive your shirts.

CareLink's CUPCAKES for Goodness Sake

OUR MISSION

CareLink has been serving older people and their families in central Arkansas for 46 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.

THANK YOU!

For more information, please contact:

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