



**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS

# Sponsorship Opportunities Guide 2023



**dfsnwa@dressforsuccessnwa.org**  
**479.877.6910 | dfsnwa.org**

**Dress for Success Northwest Arkansas  
empowers women toward economic  
independence through providing a  
network of support, professional attire  
and programs that help them thrive in  
both work and in life.**

*Dress for Success Northwest Arkansas is a 501c3 charitable organization*



# 2023 ANNUAL SPONSORSHIP

**EMPOWERING WOMEN TOWARD ECONOMIC INDEPENDENCE  
THROUGH CAREER SERVICES, PROFESSIONAL ATTIRE, MENTORSHIP &  
LIFE SKILL SUPPORT ALL FOR FREE TO PARTICIPANTS**



## INVESTING IN OUR MISSION PROVIDES:

- Women and their families with career services, such as, interview skills and resume writing
- Provides over 400+ women in our community with professional attire for their careers
- Helps provide training and educational workshops to nonprofits, educators, students on career readiness, life skills, and workplace skills
- Provides ongoing support, mentoring, career coaching, and encouragement to help build support systems to program participants

Partnerships	Investments	Logo on website (1 year)	Sponsorship - ALL Events	Tour de BBQ Cycling	Success Stories Brunch	Tour de Tacos Cycling	Little Black Dress Dinner Party
Legacy Sponsorship	\$50,000	Yes	Yes, category exclusivity for each event	Tshirt logo Banner logo VIP Swag 40 entries Option to speak	3 tables All media: logo Option to speak - Keynote Naming Opportunity	Tshirt logo Jersey logo VIP Swag 40 entries Naming opportunity	All Media: Logo VIP Entry/ Premier seating 4 tables (40 tickets) Option to speak
Empowerment Sponsorship	\$25,000	Yes	Yes	Tshirt logo Banner logo 30 entries	2 tables All media logo Option for committee chair	Tshirt logo Jersey logo 30 entries	All Media: Logo VIP Entry 3 tables (30 tickets)
Inspire Sponsorship	\$10,000	Yes	Yes	Tshirt logo Banner logo 10 entries	1 table All media: logo PWG speaker opportunity	Tshirt logo Swag item 10 entries	All Media: Logo 2 tables (20 tickets)
Advocate Sponsorship	\$5,000	Yes	Yes	Tshirt logo Banner logo 6 entries	5 tickets Logo on web	Tshirt logo Swag item 6 entries	All Media: Logo 1 table (10 tickets)



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# 2023 SPONSORSHIP ACCEPTANCE

## ANNUAL PARTNERSHIP OPPORTUNITIES



*Please accept our annual commitment to sponsor Dress for Success Northwest Arkansas in the following way(s):*

- ☐ \$50,000 - LEGACY SPONSORSHIP
- ☐ \$25,000 - EMPOWERMENT SPONSORSHIP
- ☐ \$10,000 - INSPIRE SPONSORSHIP
- ☐ \$5,000 - ADVOCATE SPONSORSHIP



*Dress for Success Northwest Arkansas is a 501c3 charitable organization*

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Spring TBA



5/27/23



9/9/2023



LITTLE BLACK DRESS

11/4/2023

Please return completed forms by mail to  
Dress for Success Northwest Arkansas or  
Email/scan to [dfsnwa@dressforsuccessnwa.org](mailto:dfsnwa@dressforsuccessnwa.org)



*Success  
Stories*

BRUNCH

2023

SPONSORSHIP  
PROPOSAL



**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS





Spring 2023

## Join Us

for a morning of mimosas and brunch as we celebrate this year's Success Ambassadors of Dress for Success NWA.

We'll hear from our panel of guest speakers from the CPG/Supplier community and fundraise to empower women in Northwest Arkansas.

## Partnership Opportunities

Lily Sponsorship      \$10,000

- 25 tickets (premier seating 2.5 tables)
- Logo on all media and VIP placement
- Opportunity to give brief remarks at event
- Name on plaque at Fayetteville boutique

Tulip Sponsorship      \$5,000

- 15 tickets (1.5 tables)
- Logo on all media
- Special thanks notation and logo recognition on program
- Opportunity to serve on planning committee

Daffodil Sponsorship      \$2,500

- 10 tickets (premier seating)
- Logo on all media

Gardenia Sponsorship      \$1,000

- 2 tickets
- Logo on all media





# COMMITMENT FORM

## 2023

### SPONSOR CONTACT INFORMATION

Primary Name: \_\_\_\_\_ Commitment Date: \_\_\_\_\_

Company Name: \_\_\_\_\_ Industry: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

### COMMITMENT LEVEL

#### SPONSORSHIP LEVELS

- ☐ Lily \$10,000
- ☐ Tulip \$5,000
- ☐ Daffodil \$2,500
- ☐ Gardenia \$1,000

#### DONATIONS

- ☐ Silent Auction
- ☐ Products
- ☐ Services
- ☐ Fundraising Event
- ☐ Funds/Executive Matching Program

### PAYMENT PROCESSING INFORMATION

Invoice Number: \_\_\_\_\_ Date of Submission: \_\_\_\_\_ Net Term: 60 Days

Do you require a W-9? \_\_\_\_\_ Do you require our banking account information? \_\_\_\_\_

Do you process payment by ACH Transactions? \_\_\_\_\_ Other Requirements: \_\_\_\_\_



**TOUR DE BBQ CYCLING EVENT**

# *Sponsor Opportunities*

**JOIN US MEMORIAL DAY WEEKEND 2023 FOR THE**

**3rd annual**

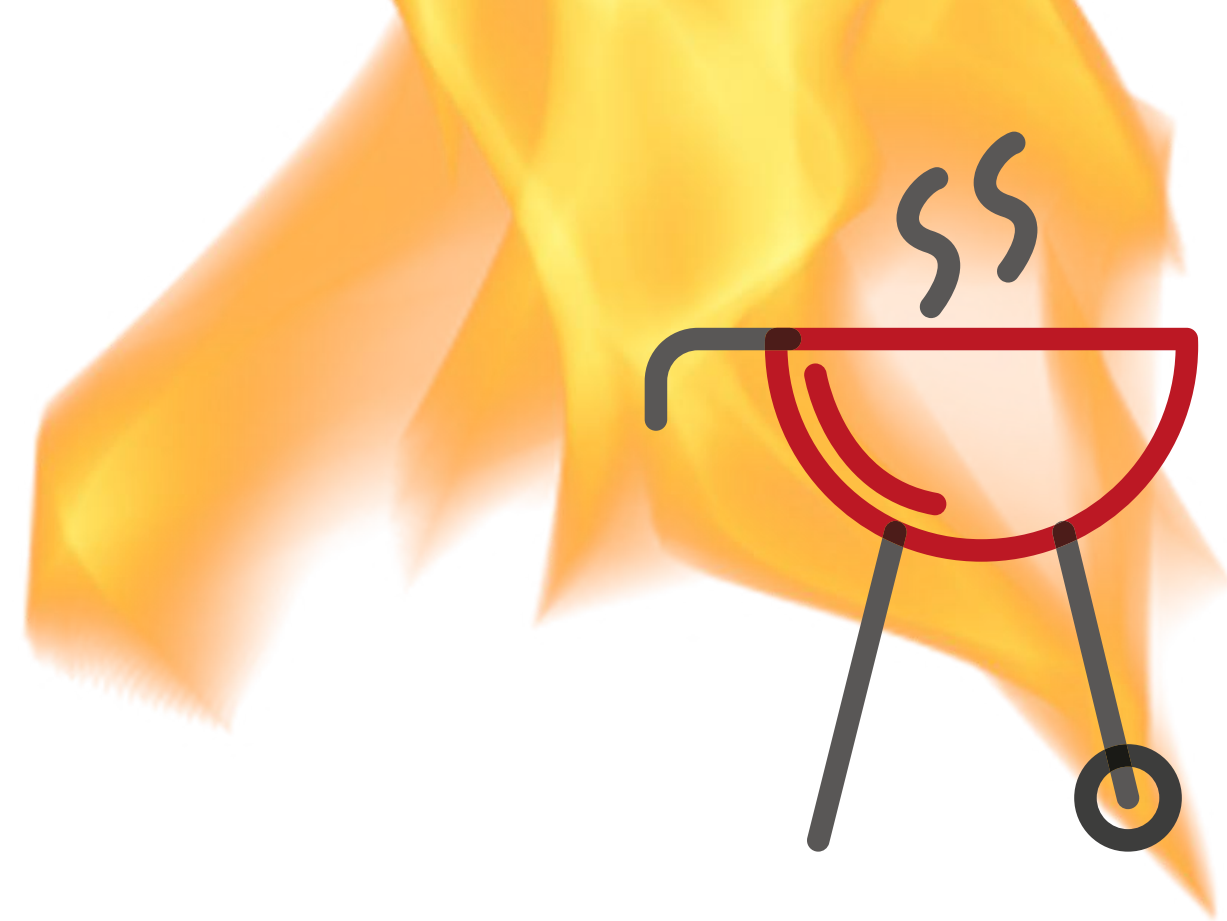
## **Tour de BBQ Cycling Event**

**Tour de BBQ combines cycling with BBQ stops located up and down the Greenway from Bentonville to Fayetteville. 100% of proceeds benefit Dress for Success NWA and its programs to help women who need a hand up here in our community.**

**The mission of Dress for Success NWA is to empower women toward economic independence by providing a network of support, professional attire, and programs that help them thrive in both work and in life.**

**This event features 62, 30, and 7 mile bike routes so there's a ride for all skill levels.**

**Last year over 600 cyclists and 8 BBQ stops made this the MUST-ATTEND cycling kickoff event of the season! You won't want to miss it!**



479.721.3598  
tourdenwa.com



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dfsnwa@dressforsuccessnwa.org



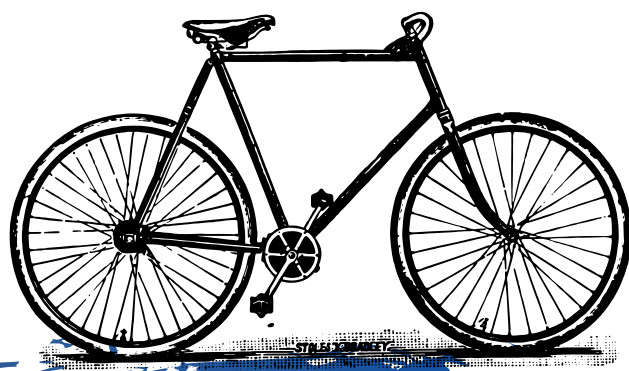


**GRAND CHAMPION SPONSOR**

- PRICE: \$10,000    Availability: One
- Name on the event – for example “Your company presents the 3rd Annual Tour de BBQ” or “3rd Annual Tour de BBQ presented by Your Company”
  - Banner Wrap on Start & Finish line – with a 3 year commitment at this level
  - Exclusive marketing opportunities
  - Exclusive logo on Tour de BBQ participant bibs
  - Premium placement of your logo on all printed swag items
  - Premium placement of your logo on all marketing materials including brochures, rack cards, ride
  - Company banner displayed at ride venue start/finish line
  - Logo featured on our website
  - Recognition in all press releases and advertising related to Tour de BBQ
  - Verbal recognition at event
  - Opportunity to speak at opening of event
  - 30 paid registration fees for ride of your choice

**HOLY SMOKES SPONSOR**

- PRICE: \$5,000    Availability: Five
- Company banner displayed at ride venue start/finish line
  - Logo on participant and volunteer shirt
  - Exclusive marketing opportunities
  - Premium placement of your logo at rest stops, cool down station and registration
  - Premium placement of your logo on all marketing materials including brochures, rack cards, ride posters
  - Logo featured on our website
  - Recognition in all press releases and advertising related to Tour de BBQ
  - Verbal recognition at event
  - 20 paid registration fees for ride of your choice



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 tourdenwa.com

dfsnwa@dressforsuccessnwa.org



PIT MASTER SPONSOR

PRICE: \$2,500

- Exclusive sponsor for one of our course rest stops, or designated "people moving areas/anchor station" (Finish Line, Starting Line, Raffle Area, Cool Down Station, Rest Stop etc).
- Company banner at anchor station
- Opportunity for company staff to man anchor station and interact with hundreds of riders
- Opportunity to distribute pre-approved company information and/or product
- Logo on exclusive participant and volunteer shirts
- Logo on all marketing materials including brochures, rack cards, ride posters
- Company banner displayed at ride venue start/finish line
- Logo featured on our website
- Verbal recognition at event
- 10 paid registration fees for ride of your choice

SAUCY SPONSOR

PRICE: \$1,000

- Logo on participant shirt
- Logo on all marketing materials including brochures, rack cards, ride posters
- Logo featured on our website
- Company banner displayed at ride venue start/finish line
- Verbal recognition at event
- 5 paid registration fees for ride of your choice

LITTLE PIGGY SPONSOR

PRICE: \$500

- Logo on participant shirt
- Logo on ride posters
- Logo featured on our website
- Verbal recognition at event
- 2 paid registration fees for ride of your choice





# SPONSORSHIP ACCEPTANCE FORM 2023



*Please accept our below committment to sponsor the 2023 Tour de BBQ:*

Grand Champion Sponsorship- \$10,000

Holy Smokes Sponsorship - \$5,000

Pit Master Sponsorship - \$2,500

Saucy Sponsorship - \$1,000

Little Piggy Sponsorship - \$500



Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return forms by mail or email to [Dfsnwa@Dressforsuccessnwa.org](mailto:Dfsnwa@Dressforsuccessnwa.org)

**Dress for Success NWA**  
100 N Dixieland Road  
Suite B8  
Rogers, Arkansas 72756



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NORTHWEST ARKANSAS



# SPONSORSHIP

Our 4th annual Tour de Tacos cycling event will be held on 9/9/2023.

Participants have the opportunity to ride and enjoy Taco Rest Stops along the way provided by local eateries. Three rides available based on distance and skill level.

This event has brought over 800 cyclists from 14 states and 3 countries and much fun to the area!

We cannot wait for this year's event!



**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS

**ALL PROCEEDS BENEFIT DRESS FOR SUCCESS**



# SEPTEMBER

# 9

# 2023



**62 MILES**  
**30 MILES, 7 MILES**

**SPONSORSHIP OPPORTUNITIES FROM  
\$500 & UP.**

**EMAIL**  
**[DFSNWA@DRESSFORSUCCESSNWA.ORG](mailto:DFSNWA@DRESSFORSUCCESSNWA.ORG)**  
**OR 479.721.3598**



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## Sponsor Opportunities

SEPTEMBER 9, 2023

### GRAND FIESTA SPONSOR

PRICE: \$10,000 Availability: One

- Name on the event – for example “Your company presents the 4th Annual Tour de Taco” or “4th Annual Tour de Taco presented by Your Company”
- Banner Wrap on Start & Finish line – with a 3 year commitment at this level
- Exclusive marketing opportunities
- Exclusive logo on Tour de Taco participant bibs
- Premium placement of your logo on all printed swag items
- Premium placement of your logo on all marketing materials including brochures, rack cards, ride
- Company banner displayed at ride venue start/finish line
- Logo featured on our website
- Recognition in all press releases and advertising related to Tour de Tacos
- Verbal recognition at event
- Opportunity to speak at opening of event
- 30 paid registration fees for ride of your choice



### GHOST PEPPER SPONSOR

PRICE: \$7,500 Availability: Five

- Company banner displayed at ride venue start/finish line
- Logo on participant and volunteer shirt
- Exclusive marketing opportunities
- Premium placement of your logo at rest stops, cool down station and registration
- Premium placement of your logo on all marketing materials including brochures, rack cards, ride posters
- Logo featured on our website
- Recognition in all press releases and advertising related to Tour de Tacos
- Verbal recognition at event
- 20 paid registration fees for ride of your choice



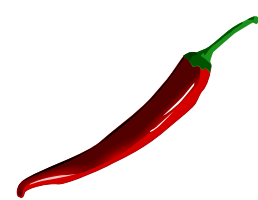




## HABANERO SPONSOR

PRICE: \$5,000

- Exclusive sponsor for one of our course rest stops, or designated "people moving areas/anchor station" (Finish Line, Starting Line, Raffle Area, Cool Down Station, Rest Stop etc).
- Company banner at anchor station
- Opportunity for company staff to man anchor station and interact with hundreds of riders
- Opportunity to distribute pre-approved company information and/or product
- Logo on exclusive participant and volunteer shirts
- Logo on all marketing materials including brochures, rack cards, ride posters
- Company banner displayed at ride venue start/finish line
- Logo featured on our website
- Verbal recognition at event
- 10 paid registration fees for ride of your choice



## CHILE PEPPER SPONSOR

PRICE: \$2,500

- Logo on participant shirt
- Logo on all marketing materials including brochures, rack cards, ride posters
- Logo featured on our website
- Company banner displayed at ride venue start/finish line
- Verbal recognition at event
- 5 paid registration fees for ride of your choice



## SERRANO PEPPER SPONSOR

PRICE: \$1,000

- Logo on participant shirt
- Logo on all marketing materials including brochures, rack cards, ride posters
- Logo featured on our website
- Company banner displayed at ride venue start/finish line
- Verbal recognition at event
- 5 paid registration fees for ride of your choice



## BELL PEPPER SPONSOR

PRICE: \$500

- Logo on participant shirt
- Logo on ride posters
- Logo featured on our website
- Verbal recognition at event
- 2 paid registration fees for ride of your choice





# SPONSORSHIP ACCEPTANCE TOUR DE TACOS 2023



*Please accept our below committment to sponsor the 2023 Tour de Tacos:*

Grand Fiesta Sponsorship- \$10,000

Ghost Pepper Sponsorship - \$7,500

Habanero Sponsorship - \$5000

Chile Pepper Sponsorship - \$2,500

Serrano Pepper Sponsorship - \$1,000

Bell Pepper Sponsorship - \$500



Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return forms by mail or email to [Dfsnwa@Dressforsuccessnwa.org](mailto:Dfsnwa@Dressforsuccessnwa.org)

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20  
23

# LITTLE BLACK DRESS

## Sponsorship Guide

**Our Purpose** is to offer long-lasting solutions that enable women to break the cycle of poverty. Our programs equip and empower women to secure employment, retain their jobs, grow their careers, provide for their families and improve their lives. In our NWA community, 48% of women as heads of households with children are living in poverty, and the majority of women we serve are single moms. Your support has a lasting impact to improve lives, break the cycle of poverty, and strengthen the economy in Northwest Arkansas.

Dress for Success NWA has been serving clients since 2013 in Rogers. In 2021 we opened a second location in Fayetteville with plans to double the number of clients served and expand the service types we offer.



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[dfsnwa@dressforsuccessnwa.org](mailto:dfsnwa@dressforsuccessnwa.org)  
[DSFNWA.org](http://DSFNWA.org)

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# Thank You

## 2022 PARTNERS



**KATHRYN MCLAY**  
CEO OF SAM'S CLUB  
2022 HONORARY CHAIR

## SPONSORS



Esther Silver  
Parker



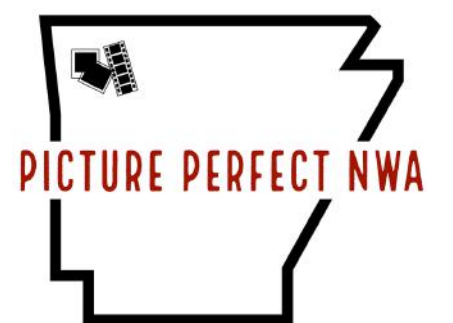
Mimi & Ross

Devol

Alice Walton



UNDERWOODS  
FINE JEWELERS



UNIVERSITY OF  
ARKANSAS

Sam M. Walton  
College of Business







# PARTNERSHIPS and benefits

20  
23

## DIAMOND \$25,000

- 30 tickets (3 tables premier seating)
- Logo on table and VIP placement
- Special thanks notation and logo recognition on event monitor
- Recognition from the podium
- Logo on event collateral
- Optionally provide item for silent auction

- Logo and premier link placement on DSFNWA website
- Logo on outgoing event email and social media
- Social media Sponsor Feature pre-event
- On stage opportunity to present award
- Logo on outgoing invitation
- Table sponsor for DSFNWA Success Ambassador
- Red Carpet photo op with 2022 Success Ambassador

## EMERALD \$15,000

- 25 tickets (premier seating)
- Logo on table and VIP placement
- Special thanks notation and logo recognition on event monitor
- Recognition from the podium
- Logo on event collateral

- Optionally provide item for silent auction
- Logo and link placement on DSFNWA website
- Logo on outgoing event email and social media
- Social media Sponsor Feature pre-event
- On stage opportunity to present award
- Red Carpet photo op with 2022 Success Ambassador

## RUBY \$10,000

- 20 tickets (2 tables)
- Logo on table and VIP placement
- Special thanks notation and logo recognition on event monitor
- Recognition from the podium
- Logo on event collateral

- Optionally provide item for silent auction
- Logo and link placement on DSFNWA website
- Social media Sponsor Feature pre-event
- Logo on outgoing event email and social media
- Red Carpet photo op with 2022 Success Ambassador

## PEARL \$5,000

- 15 tickets
- Logo on table and VIP placement
- Special thanks notation and logo recognition on event monitor
- Recognition from the podium

- Logo on event collateral
- Optionally provide item for silent auction
- Logo and link placement on DSFNWA website
- Red Carpet photo op with 2022 Success Ambassador

## QUARTZ \$3,000

- 10 tickets (1 table)
- Logo on table and VIP placement
- Special thanks notation and logo recognition on event monitor

- Logo on event collateral
- Optionally provide item for silent auction
- Logo and link placement on DSFNWA website
- Red Carpet photo op with 2022 Success Ambassador

## CRYSTAL \$1,000

- 2 tickets
- Special thanks notation and logo recognition on event monitor
- Optionally provide item for silent auction
- Logo and link placement on DSFNWA website





# COMMITMENT FORM

## 2023

### SPONSOR CONTACT INFORMATION

Primary Name: \_\_\_\_\_ Commitment Date: \_\_\_\_\_

Company Name: \_\_\_\_\_ Industry: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

### COMMITMENT LEVEL

#### SPONSORSHIP LEVELS

- |                          |         |          |
|--------------------------|---------|----------|
| <input type="checkbox"/> | Diamond | \$25,000 |
| <input type="checkbox"/> | Emerald | \$15,000 |
| <input type="checkbox"/> | Ruby    | \$10,000 |
| <input type="checkbox"/> | Pearl   | \$5,000  |
| <input type="checkbox"/> | Quartz  | \$3,000  |
| <input type="checkbox"/> | Crystal | \$1,000  |

#### DONATIONS

- |                          |                                  |
|--------------------------|----------------------------------|
| <input type="checkbox"/> | Silent Auction                   |
| <input type="checkbox"/> | Products                         |
| <input type="checkbox"/> | Services                         |
| <input type="checkbox"/> | Fundraising Event                |
| <input type="checkbox"/> | Funds/Executive Matching Program |

### PAYMENT PROCESSING INFORMATION

Invoice Number: \_\_\_\_\_ Date of Submission: \_\_\_\_\_ Net Term: 60 Days

Do you require a W-9? \_\_\_\_\_ Do you require our banking account information? \_\_\_\_\_

Do you process payment by ACH Transactions? \_\_\_\_\_ Other Requirements: \_\_\_\_\_