



**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS

# Sponsorship Opportunities Guide 2024



**dfsnowa@dressforsuccessnwa.org**  
**479.250.3976 | dfsnowa.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*

# 2024 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
<b>Legacy Sponsorship</b>	<b>\$50,000</b>	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
<b>Empowerment Sponsorship</b>	<b>\$25,000</b>	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)
<b>Inspire Sponsorship</b>	<b>\$10,000</b>	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 1 table (10 tickets)
<b>Advocate Sponsorship</b>	<b>\$5,000</b>	Yes	Yes	Tshirt logo Banner logo 6 entries	5 tickets Logo on web	Tshirt logo Swag item 6 entries	All Media: Logo (4 tickets)



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# 2024 SPONSORSHIP ACCEPTANCE

## ANNUAL PARTNERSHIP OPPORTUNITIES



**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS

*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:** \_\_\_\_\_



**4/11/24**



**6/1/24**



**9/14/24**



**LITTLE BLACK DRESS**

**11/9/24**

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



2024  
SPONSORSHIP  
PROPOSAL



**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS

Brunch, Executive Women's Speaker Panel



April 11, 2024

### 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

## 2024

### 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"/> Lily     | \$10,000 |
| <input type="checkbox"/> Tulip    | \$5,000  |
| <input type="checkbox"/> Daffodil | \$2,500  |
| <input type="checkbox"/> 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: \_\_\_\_\_

Contact Us at 479.250.3976 or [dfswna@dressforsuccessnwa.org](mailto:dfswna@dressforsuccessnwa.org)  
DSFNWA.org

## TOUR DE BBQ CYCLING EVENT

# *Sponsor Opportunities* 2024

Join us for our fourth annual Tour de BBQ Cycling Event on June 1, 2024.



100% of proceeds benefit 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 through providing a network of support, professional attire and programs that help them thrive in both work and in life.

The Tour de BBQ combines cycling with BBQ stops. This event will take place in Bentonville, Arkansas.

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 over 8 BBQ stops made this the MUST-ATTEND cycling kickoff event of the season! You will not want to miss it!



**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS

479.231.4763  
tourdenwa.com

tony@dressforsuccessnwa.org





## Sponsor Opportunities

### GRAND CHAMPION SPONSOR

PRICE: \$10,000 Availability: One

- Name on the event – for example “Your company presents the 2nd Annual Tour de BBQ” or “2nd 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





## 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 2024



*Please accept our below commitment to sponsor the 2024 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**  
**Center for Nonprofits**  
**1200 W. Walnut St. Suite 1190**  
**Rogers, Arkansas 72756**



**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS



AGREEMENT - TOUR DE TACOS 2024

# SPONSORSHIP

SEPTEMBER

14  
2024

Our 5th annual Tour de Tacos cycling event will be held on 9/14/2024.

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**



**62 MILES  
30 MILES, 7 MILES**

SPONSORSHIP OPPORTUNITIES FROM  
\$1000-UP.

EMAIL  
[TONY@DRESSFORSUCCESSNWA.ORG](mailto:TONY@DRESSFORSUCCESSNWA.ORG)  
OR 479.231.4763



*Dress for Success NWA is a 501c3 charitable organization.*



## Sponsor Opportunities

SEPTEMBER 14, 2024

### GRAND FIESTA SPONSOR

PRICE: \$10,000    Availability: One

- Name on the event – for example “Your company presents the 3rd Annual Tour de Taco” or “3rd 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



## **BELL PEPPER SPONSOR**

PRICE: \$1,000

- 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 2024



*Please accept our below committment to sponsor the 2024 Tour de Tacos:*

- ☐ Title Sponsorship- \$10,000
- ☐ Ghost Pepper Sponsorship - \$7,500
- ☐ Habanero Sponsorship - \$5000
- ☐ Chile Pepper Sponsorship - \$2,500
- ☐ Bell Pepper Sponsorship - \$1,000



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

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

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

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

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

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

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

**Dress for Success NWA**  
**Center for Nonprofits**  
**1200 W. Walnut St. Suite 1190**  
**Rogers, Arkansas 72756**



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NORTHWEST ARKANSAS





**DRESS FOR SUCCESS®**  
NORTHWEST ARKANSAS

**11/9  
2024**



# 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.

Contact Us at 479.250.3976 or  
[dfsnwa@dressforsuccessnwa.org](mailto:dfsnwa@dressforsuccessnwa.org)  
[DSFNWA.org](http://DSFNWA.org)

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is a 501c3 charitable organization*



# PARTNERSHIPS

## and benefits

20  
24

### 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 DFSNWA 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 DFSNWA 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 DFSNWA 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 DFSNWA 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

- 10 tickets (1 table)
- 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 DFSNWA website
- Red Carpet photo op with 2022 Success Ambassador

### QUARTZ \$3,000

- 5 tickets
- 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 DFSNWA 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 DFSNWA website

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DSFNWA.org





# COMMITMENT FORM

## 2024

### 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: \_\_\_\_\_

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