

**DRESS
FOR
SUCCESS®**

Northwest
Arkansas

2027

NORTHWEST ARKANSAS

501(c)3 charitable organization

ANNUAL PARTNERSHIP GUIDE

SPONSORSHIP OPPORTUNITIES

INVEST IN CONFIDENCE. ADVANCE ECONOMIC MOBILITY.



dfsnwa.org | 479.877.6910 | tony@dressforsuccessnwa.org

ANNUAL PARTNERSHIP GUIDE / 02

ANNUAL SPONSORSHIP

BENEFITS AT A GLANCE

ALL LEVELS INCLUDE RECOGNITION SURROUNDING ALL FIVE SIGNATURE EVENTS

SOCIAL MEDIA RECOGNITION

LEGACY	Monthly dedicated sponsor recognition, plus tagged recognition surrounding all five signature events
EMPOWERMENT	Quarterly dedicated sponsor recognition, plus tagged recognition surrounding all five signature events
STUDENT LEADERSHIP	Four dedicated posts highlighting the sponsor's support of the Student Leadership Program, plus tagged recognition surrounding all five signature events

INSPIRE	Three individual sponsor recognition posts, plus inclusion in shared recognition surrounding all five signature events
ADVOCATE	Two individual sponsor recognition posts, plus inclusion in shared recognition surrounding all five signature events
FRIEND	One individual sponsor recognition post, plus inclusion in shared recognition surrounding all five signature events

BENEFIT	LEGACY \$50,000	EMPOWERMENT \$25,000	STUDENT LEADERSHIP \$15,000	INSPIRE \$10,000	ADVOCATE \$5,000	FRIEND \$2,500
LOGO ON WEBSITE ALL YEAR	Largest	Large	Medium	Standard	Small	Name
FEATURED IN ANNUAL REPORT	Full page	Half page	Quarter page	Listing	Listing	Listing
EMAIL NEWSLETTER RECOGNITION	Every event	Every event	3x	2x	1x	-
CATEGORY EXCLUSIVITY	Included	Optional	-	-	-	-
SPEAKING OPPORTUNITY	Every event	One event	-	-	-	-
TEAM BUILDING / LEADERSHIP WORKSHOPS & TRAINING	Quarterly	Twice annually	-	-	-	-
ORGANIZATION TOUR / LUNCH WITH LEADERSHIP	Included	Included	Included	-	-	-
STUDENT LEADERSHIP PROGRAM	-	-	Supports 20 students	-	-	-
LOGO IN ALL EVENT PROGRAMS	Largest	Large	Medium	Medium	Small	Name
ANNUAL IMPACT REPORT	Personalized	Personalized	Standard	Standard	Digital	Digital
RECOGNITION VIDEO BEFORE EACH EVENT	Included	Included	Included	-	-	-

SIGNATURE EVENT TICKETS & REGISTRATIONS

BENEFIT	LEGACY \$50,000	EMPOWERMENT \$25,000	STUDENT LEADERSHIP \$15,000	INSPIRE \$10,000	ADVOCATE \$5,000	FRIEND \$2,500
SUCCESS STORIES BRUNCH	3 tables 24 seats	2.5 tables 20 seats	2 tables 16 seats	1.5 tables 12 seats	1 table 8 seats	2 seats
EMPOWHER:CON	20 registrations	16 registrations	12 registrations	8 registrations	4 registrations	2 registrations
TOUR DE NWA	25 riders	20 riders	16 riders	12 riders	8 riders	4 riders
LITTLE BLACK DRESS	2 tables 20 seats	1.5 tables 15 seats	1 table 10 seats	5 seats	2 seats	1 seat
DRIVE FOR SUCCESS	5 teams	4 teams	3 teams	2 teams	1 team	1 team

ANNUAL PARTNERSHIP GUIDE / 03

WHY YOUR PARTNERSHIP MATTERS

In 2025, community investment expanded access, strengthened career pathways, and helped people across Northwest Arkansas move toward economic independence.

6,978INDIVIDUALS
SERVED**3,159**PROFESSIONAL
SUITINGS**2,855**REACHED THROUGH MOBILE
OUTREACH
5X GROWTH

LEADERSHIP • CONNECTION • GROWTH

**CLIENT VOICE****“I finally felt seen.”**

Support creates confidence, dignity, and momentum—outcomes that reach far beyond a single appointment.

\$113–151MIN ANNUAL WAGES
GENERATED FOR OUR
COMMUNITY



Northwest
Arkansas

2026 Sponsorship Acceptance

ANNUAL PARTNERSHIP OPPORTUNITIES

Please accept our annual commitment to sponsor Dress for Success Northwest Arkansas, a 501c3 charitable organization, in the following way(s):

☐

\$50,000 - Legacy Sponsor

☐

\$25,000 - Empowerment Sponsor

☐

\$15,000 - Student Leadership Sponsor

☐

\$10,000 - Inspire Sponsor

☐

\$5,000 - Advocate Sponsor

☐

\$2,500 - Friend Sponsor

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

**Please return completed forms by mail to
Dress for Success NWA or email to Tony@dressforsuccessnwa.org**



2027
SPONSORSHIP
PROPOSAL



March 4, 2027

About the Event

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 individuals in Northwest Arkansas.

Partnership Opportunities

Lily Sponsorship | \$10,000

- Presenting level recognition
- 20 tickets with premier seating
- VIP logo placement on all event materials
- Opportunity to give brief remarks at event
- Dedicated social media sponsor feature

Tulip Sponsorship | \$5,000

- 12 tickets with premier seating
- Prominent logo on event materials
- Special thanks notation in program and podium recognition
- Opportunity to serve on planning committee
- Individual sponsor thank you post

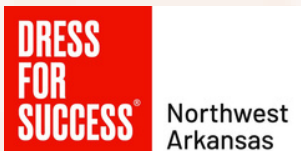
Daffodil Sponsorship | \$2,500

- 8 tickets with reserved seating
- Standard logo on event materials
- Shared sponsor thank you post

Gardenia Sponsorship | \$1,000

- 2 tickets
- Logo on all event materials
- Sponsor listing on DFS NWA website

*Premier, preferred, and reserved seating are assigned in that order after sponsor commitments are confirmed. *Logo placement is subject to sponsorship commitment and artwork deadlines.



479.231.4763

Tony@dressforsuccessnwa.org



2027 SPONSOR COMMITMENT FORM

SPONSOR CONTACT INFORMATION

Primary Name: _____ Commitment Date: _____

Company Name: _____ Industry: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Office Phone: _____ Cell: _____

Email: _____

COMMITMENT LEVEL

Event Sponsorship

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

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: _____

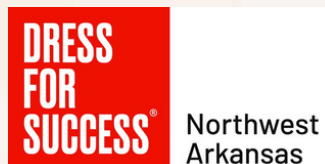
Contact us at 479.231.4763 or Tony@dressforsuccessnwa.org.



EmpowHER:con

WOMEN'S CONFERENCE & EXPO

2027
SPONSORSHIP
PROPOSAL





EmpowHER:con

WOMEN'S CONFERENCE & EXPO



April 2027 - TBA

About the Event

This high-energy business conference and expo is designed to inspire and empower individuals in their professional journeys. The day will feature engaging breakout sessions, hands-on trainings, and powerful networking opportunities with industry leaders and peers.

Partnership Opportunities

Empow(HER) Sponsorship | \$10,000

- 25 tickets with premier seating
- VIP logo placement and presenting level podium recognition
- Opportunity to give brief remarks at event
- Premium exhibitor booth & swag bag merch
- Dedicated social media sponsor feature

Catalyst Sponsorship | \$5,000

- 15 tickets with preferred seating
- Prominent logo placement in event materials
- Recognition from podium
- Opportunity to serve on planning committee
- Individual social media sponsor feature
- Swag bag merch

Networking Sponsorship | \$2,500

- 10 tickets with reserved seating
- Standard logo on event materials
- Standard exhibitor booth
- Option to add swag bag merch
- Shared social media sponsor feature

Uplifter Sponsorship | \$1,000

- 2 tickets
- Logo on all event materials and website
- Basic exhibitor booth

EXPO Booth Options \$250-\$500

*Exhibitor booth only; sponsorship recognition and event tickets are not included *Final rate is based on exhibitor category, booth size, and/or placement

**DRESS
FOR
SUCCESS®**

Northwest
Arkansas

479.231.4763

Tony@dressforsuccessnwa.org

2027 SPONSOR COMMITMENT FORM

SPONSOR CONTACT INFORMATION

Primary Name:_____ Commitment Date:_____

Company Name:_____ Industry:_____

Street Address:_____

City:_____ State:_____ Zip Code:_____

Office Phone:_____ Cell:_____

Email:_____

COMMITMENT LEVEL

Event Sponsorship

- ☐ \$10,000 - Empow(HER) Sponsor
- ☐ \$5,000 - Catalyst Sponsor
- ☐ \$2,500 - Networking Sponsor
- ☐ \$1,000 - Uplifter Sponsor

Donations

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

PAYMENT PROCESSING INFORMATION

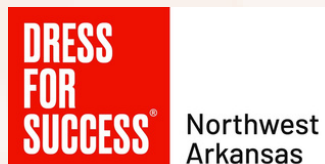
Invoice Number:_____ Date of Submission:_____ Net Term: 60 Days

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

Do you process payment by ACH Transactions?_____ Other Requirements:_____



2027
SPONSORSHIP
PROPOSAL





June 2027 - TBA

About the Event

A one-of-a-kind cycling event that combines the best of fitness, food, and philanthropy! This exciting ride blends the popular Tour de Tacos and Tour de BBQ into one epic journey across Northwest Arkansas.

Partnership Opportunities

Grand Champion Sponsorship | \$10,000

- Exclusive naming rights: "[Year] Tour de NWA presented by [Company]"
- Exclusive sponsor logo placement on participant bibs
- 30 complimentary rider registrations for the route(s) of the sponsor's choice
- Premier logo placement across all event print materials, digital promotions, and the Tour de NWA website
- Start and finish line banner wrap with a three-year commitment
- Company banner displayed in a premier position at the start/finish venue
- Largest logo placement on participant and volunteer shirts
- Sponsor recognition across Dress for Success NWA press releases, event advertising, social media (including a dedicated pre-event feature), and live verbal announcements during the event
- Opportunity for a company representative to give brief opening remarks
- First option to select a mutually agreed premium event activation



Pedal Power Sponsorship | \$5,000

- 20 rider registrations (sponsor choice routes)
- Prominent logo placement on event shirts and event materials
- Company banner displayed at start/finish venue
- Individual social media sponsor feature with verbal recognition at event
- Opportunity for one mutually agreed event activation

Spokes & Sparks Sponsorship | \$2,500

- 10 rider registrations (sponsor choice route)
- Standard logo on event materials and shirts
- Company banner at sponsor anchor station
- Opt. company rep at sponsor anchor station with option to share pre-approved company information or product
- Company banner included in shared sponsor display at start/finish venue
- Verbal recognition and shared sponsor feature

Partnership Opportunities

Chainbreaker Sponsorship | \$1,000

- 5 rider registrations (sponsor choice route)
- Standard logo on participant shirts, ride posters, and select event materials
- Verbal recognition and shared sponsor feature
- Company provided banner included in shared sponsor display at start/finish venue



Sweep/ Booth Sponsorship | \$1,000

- 2 rider registrations
- Small logo on shirts and ride posters
- Shared social media sponsor feature
- Choice of standard booth or logo on sweep/support vehicle



*All promotional recognition refers to materials produced and controlled by Tour de NWA or DFS NWA. *Logo prominence, size, placement, and order are based on sponsorship level and the dimensions of each production format. *Benefits requiring sponsor logos, banners, guest registrations, products, booth materials, or activation plans are subject to published submission deadlines. *Sponsor activations, product distribution, signage, and speaking roles require advance approval and must comply with venue, route, safety, and event requirements. *Complimentary registrations do not include merchandise, upgrades, or add-ons unless specifically stated by event staff.



**DRESS
FOR
SUCCESS®**

Northwest
Arkansas

479.231.4763
Tony@dressforsuccessnwa.org



2027 SPONSOR COMMITMENT FORM

SPONSOR CONTACT INFORMATION

Primary Name:_____ Commitment Date:_____

Company Name:_____ Industry:_____

Street Address:_____

City:_____ State:_____ Zip Code:_____

Office Phone:_____ Cell:_____

Email:_____

COMMITMENT LEVEL

Event Sponsorship

- ☐ \$10,000 - Grand Champion Sponsor
- ☐ \$5,000 - Pedal Power Sponsor
- ☐ \$2,500 - Spokes & Sparks Sponsor
- ☐ \$1,000 - Chainbreaker Sponsor
- ☐ \$500 - Sweep/ Booth Sponsor

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:_____

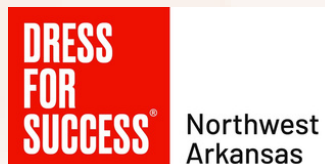
Contact us at 479.231.4763 or Tony@dressforsuccessnwa.org.



DRIVE FOR SUCCESS

GOLF TOURNAMENT

2027
SPONSORSHIP
PROPOSAL





August 2027 - TBA

About the Event

This premier event brings together community leaders and golf enthusiasts for a day of competition and connection—all while raising funds to empower individuals across Northwest Arkansas through professional attire, career services, and workforce development.

Partnership Opportunities

Presenting Sponsorship | \$10,000

- Exclusive Naming Rights: “Drive for Success Golf Tournament presented by [Your Company]”
- 6 Teams (24 players) included
- Premier logo placement on all event materials, signage, and website
- Opportunity to welcome players at opening ceremony & awards luncheon
- Full-page feature in program & digital spotlight on DFS NWA channels
- Exclusive on-course activation option (e.g., branded hospitality tent or challenge hole)
- Recognition in all press releases and media coverage



Champion Sponsorship | \$5,000

- 4 Teams (16 players) included
- Prominent logo placement on signage, program, and DFS NWA website
- Recognition during awards ceremony
- Half-page feature in program + social media highlight
- On-course signage at 2 holes

Eagle Sponsorship | \$2,500

- 2 Teams (8 players) included
- Logo on signage, program, and website
- Recognition from podium during tournament
- Quarter-page feature in program + group social media spotlight
- On-course signage at 1 hole

Partnership Opportunities

Birdie Sponsorship | \$1,000

- 1 Team (4 people) included
- Logo included in program + DFS NWA website
- Recognition on social media thank-you post
- On-course signage at 1 hole

Hole Sponsorship | \$500

- Logo/signage at designated hole
- Recognition in program + website

*Presenting sponsor activation will be coordinated so it does not conflict with separately sold specialty or contest sponsorships. *Program features may be submitted as sponsor-provided advertisements or developed as sponsor profiles, subject to production deadlines.

SPECIALITY SPONSORSHIPS

Beverage Cart Sponsor – \$1,500

- Exclusive branding on beverage carts + shoutout in program/social. Alcohol in-kind

Breakfast or Lunch Sponsor – \$2,500 (in-kind or cash)

- Signage at meal stations + podium recognition.

Golf Cart Sponsor – \$250/cart

- Logo sign on each cart + swag insert option.

Contest Sponsor – \$750

- Branded “Longest Drive” or “Closest to the Pin” hole + on-course signage.





2027 SPONSOR COMMITMENT FORM

SPONSOR CONTACT INFORMATION

Primary Name:_____ Commitment Date:_____

Company Name:_____ Industry:_____

Street Address:_____

City:_____ State:_____ Zip Code:_____

Office Phone:_____ Cell:_____

Email:_____

COMMITMENT LEVEL

Event Sponsorship

- ☐ \$10,000 - Presenting Sponsor
- ☐ \$5,000 - Champion Sponsor
- ☐ \$2,500 - Eagle Sponsor
- ☐ \$1,000 - Birdie Sponsor
- ☐ \$500 - Hole Sponsor

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 479.231.4763 or Tony@dressforsuccessnwa.org.



LITTLE BLACK DRESS GALA

2027
SPONSORSHIP
PROPOSAL



November 6, 2027



About the Event

This isn't just a gala—it's our premier annual fundraiser and a celebration of confidence, opportunity, and economic independence. Guests will enjoy a curated dinner, signature cocktails, immersive décor, an exciting live and silent auction, and powerful stories that showcase the life-changing work of Dress for Success Northwest Arkansas.

Partnership Opportunities

Diamond Sponsorship | \$25,000

- 30 tickets (3 premier tables)
- Exclusive presenting-level recognition, with industry exclusivity when mutually agreed
- Logo on table and VIP placement
- Recognition from the podium
- Logo on event collateral
- Option to provide a silent auction item
- Logo with premier link placement on all event materials
- Pre-event social media sponsor feature
- On-stage opportunity to present an award
- Table sponsor for DFSNWA Success Ambassador
- Red Carpet photo op with 2026 Success Ambassador

Emerald Sponsorship | \$15,000

- 25 tickets (premier seating)
- Logo on table and VIP placement
- Special thanks notation with logo on event monitor
- Recognition from the podium
- Logo on event collateral
- Option to provide a silent auction item
- Logo with link placement on DFSNWA website
- Logo on outgoing event email and social media
- Pre-event social media Sponsor Feature
- On-stage opportunity to present an award
- Red Carpet photo op with 2026 Success Ambassador

Ruby Sponsorship | \$10,000

- 20 tickets (2 tables)
- Logo on table and VIP placement
- Special thanks notation with logo on event monitor
- Recognition from the podium
- Logo on event collateral
- Option to provide a silent auction item
- Logo with link placement on DFSNWA website
- Pre-event social media Sponsor Feature
- Logo on outgoing event email and social media
- Red Carpet photo op with 2026 Success Ambassador



Pearl Sponsorship | \$5,000

- 10 tickets (1 table)
- Logo on table and VIP placement
- Special thanks notation with logo on event monitor
- Recognition from the podium
- Logo on event collateral
- Option to provide a silent auction item
- Logo with link placement on DFSNWA website
- Red Carpet photo op with 2026 Success Ambassador



Quartz Sponsorship | \$3,000

- 5 tickets
- Logo on table and VIP placement
- Special thanks notation with logo on event monitor
- Logo on event collateral
- Option to provide a silent auction item
- Logo with link placement on DFSNWA website
- Red Carpet photo op with 2026 Success Ambassador



Crystal Sponsorship | \$1,000

- 2 tickets
- Special thanks notation with logo on event monitor
- Option to provide a silent auction item
- Logo with link placement on DFSNWA website



*All sponsors may provide an optional silent auction item, subject to auction guidelines; this is an engagement opportunity rather than a sponsorship benefit. *Premier, preferred, and reserved seating are assigned in that order after sponsor commitments are confirmed. *Invitation and event email recognition is subject to sponsorship commitment and artwork deadlines.



2027 SPONSOR COMMITMENT FORM

SPONSOR CONTACT INFORMATION

Primary Name:_____ Commitment Date:_____

Company Name:_____ Industry:_____

Street Address:_____

City:_____ State:_____ Zip Code:_____

Office Phone:_____ Cell:_____

Email:_____

COMMITMENT LEVEL

Event Sponsorship

- ☐ \$25,000 - Diamond Sponsor
- ☐ \$15,000 - Emerald Sponsor
- ☐ \$10,000 - Ruby Sponsor
- ☐ \$5,000 - Pearl Sponsor
- ☐ \$3,000 - Quartz Sponsor
- ☐ \$1,000 - Crystal Sponsor

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 479.231.4763 or Tony@dressforsuccessnwa.org.