

ARKANSAS
ALUMNI



78TH ALUMNI AWARDS CELEBRATION

October 20, 2023 • Fayetteville Town Center



**SPONSORSHIP AND
ADVERTISING OPPORTUNITIES**

The Arkansas Alumni Association will host the 78th Alumni Awards Celebration on **Friday, October 20, 2023**. Join the Alumni Association and University community at the Fayetteville Town Center as we recognize and honor the accomplishments of our alumni and faculty.

The audience for this event includes the University of Arkansas and the NWA community; honorees and their friends, families, and business associates; and event sponsors. Expected attendance is 300 to 400.

Target Audience:

Alumni: 170,000+

University of Arkansas Students (Fall 2022): 30,000

Faculty and Staff: 4,900+

Communication Channels:

Association Website: 400,000+ Pageviews per year.

Event Email Addresses: 100,000+

Email Open Rate (Fiscal Year 2023 To Date): 44%

Arkansas magazine: 10,000+ households per issue

Facebook Page Likes: 14,000+

Twitter Followers: 11,600+

Instagram Followers: 8,300+



2023 HONOREES

CITATION OF DISTINGUISHED ALUMNI: Recognizes exceptional professional and personal achievement and extraordinary distinction in a chosen field.

- **Neil Ingels Jr. B.S.E.E.'59**
College of Engineering, Chairman, Cardiovascular Physiology & Biophysics Department, Palo Alto Medical Foundation Research Institute, Retired, Fayetteville, Arkansas
- **Amy Tu J.D.'96, Life Member**
School of Law, President, International and Chief Administrative Officer, Tyson Foods Inc., Fayetteville, Arkansas
- **Brian Wolff B.A.'89, Life Member**
Fulbright College of Arts & Sciences, Chief Strategy Officer & Executive Vice President Edison Electric Institute, Washington, D.C.

ANDREW J. LUCAS ALUMNI SERVICE AWARD: Acknowledges significant contribution of time and energy on behalf of the University and the Alumni Association.

- **Kenneth Robert Allen B.A.'80, Life Member,**
Fulbright College of Arts & Sciences, Chief Financial Officer, Texas Industries Inc., Retired, Fayetteville, Arkansas
- **Elizabeth Bogy Allen B.A.'80, Life Member**
Fulbright College of Arts & Sciences, Paralegal, Retired, Fayetteville, Arkansas

COMMUNITY SERVICE AWARD: Recognizes unselfish and extensive service by alumni to their community and to humankind.

- **The Honorable Earnest E. Brown Jr. B.S.P.A.'91, J.D.'94, Life Member**
School of Law, State of Arkansas, Circuit Court Judge, Pine Bluff, Arkansas

YOUNG ALUMNI AWARD: Recognizes exceptional achievements in career, public service and/or volunteer activities that bring honor to the University of Arkansas.

- **Raya Clay, Former Student**
Fulbright College of Arts & Sciences, Digital Talent & Storytelling, Fox Sports, Los Angeles, California
- **Ricardo Ekmay M.S.'08, Ph.D.'11, Life Member**
Dale Bumpers College of Agricultural, Food and Life Sciences; Senior Vice President, Research and Development, Arbiom Inc., Cary, North Carolina

HONORARY ALUMNI AWARD: Honors non-alumni who have served, promoted, developed and loved the University of Arkansas in the tradition of an Arkansas graduate.

- **Dr. Jennie Popp**
Associate Dean, Honors College, University of Arkansas, Fayetteville, Arkansas

FACULTY DISTINGUISHED ACHIEVEMENT AWARDS: Recognizes, rewards, and encourages faculty members.

- **For Service | Carole Shook B.S.B.A.'89, M.B.A.'94, Ed.D.'19, Annual Member,** Assistant Professor, Department of Information Systems, Sam M. Walton College of Business
- **For Research | Dr. Varun Grover,** Distinguished Professor and George & Boyce Billingsley Endowed Chair, Department of Information Systems, Sam M. Walton College of Business
- **For Rising Teaching | G. Alexander Nunn B.S.B.A.'13,** Associate Professor of Law, University of Arkansas School of Law

CHARLES AND NADINE BAUM FACULTY TEACHING AWARD: In 1997, the Charles and Nadine Baum Foundation began supporting an award for the recognition of Outstanding Teaching. This award is designated for a faculty member whose status is Full, University or Distinguished Professor.

- **Dr. Marcia Imbeau,** Professor of Gifted Education & Program Coordinator of Childhood/Elementary Education, Department of Curriculum and Instruction, College of Education and Health Professions

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$7,500

- ➔ Exclusivity as Presenting Sponsor
- ➔ Presenting sponsorship status and referred to as such in all event materials and promotions
- ➔ Company name/logo attached to all media related to the event
- ➔ VIP seating for 20 guests
- ➔ Personal server and premium wine service for your VIP tables
- ➔ Opportunity to provide gift items with logo to all attendees
- ➔ Opportunity for guests to have VIP sneak preview of Homecoming Online Auction items
- ➔ Logo inclusion in press releases**
- ➔ Logo on printed event invitations (1,200)***
- ➔ Verbal acknowledgment during the event
- ➔ Presenting sponsor logo acknowledgment on printed awards program and on video screens during the event
- ➔ Prominent logo in sponsorship listing in awards program
- ➔ Prominent logo signage at event
- ➔ Email and social media announcements of sponsorship
- ➔ Prominent logo and link on Alumni Awards Celebration web page
- ➔ Name on designated table signage for your VIP tables
- ➔ Name acknowledgment in post-event awards communications

Gift receipt: Under IRS Guidelines, \$2,500 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

Gold Sponsor – \$5,000

- ➔ VIP seating for 16 guests
- ➔ Opportunity for guests to have VIP sneak preview of Homecoming Online Auction items
- ➔ Logo inclusion in press releases**
- ➔ Verbal acknowledgment at the event
- ➔ Tiered logo recognition in sponsorship listing in printed awards program and on video screens during the event
- ➔ Logo on select signage
- ➔ Social media blast announcement of sponsorship
- ➔ Tiered logo recognition and link on Alumni Awards Celebration web page
- ➔ Acknowledgment in electronic event communications and promotions
- ➔ Name on designated table signage for your VIP tables
- ➔ Name acknowledgment in post-event awards communications

Gift receipt: Under IRS Guidelines, \$2,000 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

Silver Sponsor – \$3,000

- ➔ Priority seating for 10 guests
- ➔ Logo inclusion in press releases**
- ➔ Verbal acknowledgment at the event
- ➔ Tiered logo recognition in sponsorship listing in printed awards program and on video screens during event
- ➔ Logo on select signage
- ➔ Social media blast announcement of sponsorship
- ➔ Tiered logo recognition and link on Alumni Awards Celebration web page
- ➔ Acknowledgment in electronic event communications and promotions
- ➔ Name on designated table signage for your VIP tables
- ➔ Name acknowledgment in post-event awards communications

Gift receipt: Under IRS Guidelines, \$1,250 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

Table or Legacy Sponsor – \$1,200

- ➔ Reserved seating for 8 guests (Table) or purchase for Young Alumni or Student Scholars (Legacy)
- ➔ Name on select signage
- ➔ Name on designated table signage
- ➔ Name on Alumni Awards Celebration web page

Gift receipt: Under IRS Guidelines, \$1,000 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

NOTE: Table and Legacy Sponsors must be confirmed and paid by October 6, 2023.

*** Available if sponsorship agreement and logo are received by June 30, 2023.

** Available if sponsorship agreement and logo are received by August 1, 2023.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Alumni Homecoming Scholarship Auction Sponsor | \$1,500

- Logo recognition on Alumni Awards Celebration web page
- Logo on Homecoming Online Auction Web page (available to all Alumni Association members)
- Social media recognition
- Two tickets to event
- Auction to be held October 13-27, 2023
- **Gift receipt:** Under IRS Guidelines, \$250 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by law. Consult your tax advisor for more information.

Decor Sponsor | \$2,500 or Gift-in-kind

Sponsor/Provide the florals, centerpieces and other decor items for 40-50 dinner tables, bistro tables, stage and reception area.

- Logo recognition on alumni awards web page
- Recognition in event program
- Name on Sponsor Signage
- Two tickets to the event
- **Gift receipt for cash donation:** Under IRS Guidelines, \$250 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

Gift Sponsor | \$1,500 or Gift-in-kind

Sponsor/Donate small thank you gift for event attendees.

- Logo recognition on Alumni Awards Celebration web page
- Recognition in event program
- Two tickets to the event
- Name/Logo on gift or package
- **Gift receipt for cash donations:** Under IRS Guidelines, \$250 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

Entertainment Sponsor | \$1,500 or Gift-in-kind

Sponsor/Donate entertainment for event attendees.

- Logo recognition on Alumni Awards Celebration web page
- Recognition in event program
- Two tickets to the event
- Name/Logo on gift or package
- **Gift receipt for cash donations:** Under IRS Guidelines, \$250 of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

Beverage/Bar Sponsors | \$3,000 or Gift-in-kind (beer, wine and spirits)

Sponsor/Provides all or one segment (breakdown below) of beverages for the cocktail reception and/or the awards dinner.

- Sponsor signage at each bar station
- Recognition and link on Alumni Awards Celebration web page
- Recognition in printed program
- Tickets to event (number based on value of donation)
- **Gift receipt for cash donation:** Under IRS Guidelines, a portion of the price will be in exchange for benefits received. The balance of your payment may be a tax-deductible contribution to the extent allowed by the law. Consult your tax advisor for more information.

Wine Sponsor \$2,000 or Gift-in-kind: Sponsor/provides wine for cocktail reception and awards dinner - 300 to 400 attendees with 40-50 tables (bottle of red and white for each table).

Beer Sponsor \$1,000 or Gift-in-kind: Sponsor/provides beer for cocktail reception (10 cases)



Arkansas Alumni Association
 ATTN: Alumni Awards Sponsorships
 PO Box 1070, Fayetteville, AR 72702
 Phone 888-275-2586 • Fax 479-575-5177
www.arkansasalumni.org/sponsorships

AWARDS SPONSORSHIP AGREEMENT

PLEASE COMPLETE THE FORM AND RETURN TO THE ARKANSAS ALUMNI ASSOCIATION AT THE ADDRESS PROVIDED. FOR ANY QUESTIONS REGARDING THE ARKANSAS ALUMNI AWARDS CELEBRATION OR SPONSORING THIS EVENT, PLEASE CONTACT DEB EUCULANO AT ALUMNIAWARDS@ARKANSASALUMNI.ORG OR CALL 479-575-2292.

Organization	
Contact Person	
Mailing Address	
City State Zip	
Phone Number	
E-Mail Address	
Name of Sponsor as it should appear on the table tent and/or other acknowledgements.	

Sponsorship:

<input type="checkbox"/> Presenting Sponsor \$7,500	Overall Beverage/Bar Sponsor <input type="checkbox"/> \$3,000 or <input type="checkbox"/> Gift-in-kind
<input type="checkbox"/> Gold Sponsor \$5,000	Wine Sponsor <input type="checkbox"/> \$2,000 or <input type="checkbox"/> Gift-in-kind
<input type="checkbox"/> Silver Sponsor \$3,000	Beer Sponsor <input type="checkbox"/> \$1,000 or <input type="checkbox"/> Gift-in-kind
<input type="checkbox"/> Table Sponsor \$1,200	Decor Sponsor <input type="checkbox"/> \$2,500 or <input type="checkbox"/> Gift-in-kind
<input type="checkbox"/> Legacy Sponsor \$1,200	Gift Sponsor <input type="checkbox"/> \$1,500 or <input type="checkbox"/> Gift-in-kind
<input type="checkbox"/> Auction Sponsor \$1,500	Entertainment Sponsor <input type="checkbox"/> \$1,500 or <input type="checkbox"/> Gift-in-kind

Total Amount: \$ _____

I agree to the following terms.

- Submit completed form and pay to the full amount of agreement on or before **August 25, 2023** (unless otherwise specified).
- Provide appropriate company logos in appropriate electronic format, together with any style instructions necessary for appropriate display of said logos, to Arkansas Alumni Association within one week of agreement but no later than **July 1, 2023**.
- Upon request, provide logo use and style approval within two business days, for promotional materials produced by the Arkansas Alumni Association.
- Provide a complete list of all sponsor guests attending the Alumni Awards Celebration by **October 6, 2023**.

Signature: _____ Date: _____

THREE PAYMENT OPTIONS:

- I. CHECK:**
 - MAKE IT PAYABLE TO THE ARKANSAS ALUMNI ASSOCIATION.
 - MEMO FIELD: 2023 ARKANSAS ALUMNI AWARDS SPONSORSHIP
 - ENCLOSE CHECK WITH COMPLETED FORM AND MAIL TO **PO Box 1070, FAYETTEVILLE, AR 72702**
 - PLEASE KEEP A COPY OF THIS COMPLETED FORM FOR YOUR RECORDS. IT WILL SERVE AS YOUR INVOICE UNLESS REQUESTED OTHERWISE.
- II. ONLINE:** VISIT WWW.ARKANSASALUMNI.ORG/23AWARDSA AND CLICK THE **COMPLETE ONLINE FORM** BUTTON, COMPLETE FORM, AND PAY BY CREDIT CARD.
- III: REQUEST INVOICE (FOR CAMPUS ENTITIES):** COMPLETE FORM AND EMAIL TO SPONSORSHIPS@ARKANSASALUMNI.ORG WITH A REQUEST FOR AN INVOICE.



Arkansas Alumni Association
 ATTN: Alumni Awards Advertising
 PO Box 1070, Fayetteville, AR 72702
 Phone 888-275-2586 • Fax 479-575-5177
www.arkansasalumni.org

AWARDS ADVERTISING AGREEMENT

PLEASE COMPLETE THE FORM AND RETURN TO THE ARKANSAS ALUMNI ASSOCIATION AT THE ADDRESS PROVIDED. FOR ANY QUESTIONS REGARDING THE ARKANSAS ALUMNI AWARDS CELEBRATION, PLEASE CONTACT DEB EUCULANO AT ALUMNIAWARDS@ARKANSASALUMNI.ORG OR CALL 479-575-2292.

Organization	
Contact Person	
Mailing Address	
City State Zip	
Phone Number	
E-Mail Address	

BANQUET PROGRAM ADS PLACEMENT

<input type="checkbox"/>	INSIDE BACK COVER	5" x 8"	\$800
<input type="checkbox"/>	FULL PAGE	5" x 8 "	\$650
<input type="checkbox"/>	HALF PAGE	5" x 3.75" (horizontal) or 2.25" x 8" (vertical)	\$350
<input type="checkbox"/>	QUARTER PAGE	2.25" x3.75"	\$150

FILE RESOLUTION SPECIFICATIONS: 300 dpi/ppi @100% of print size or equivalent

PREFERRED PROGRAMS: Illustrator, InDesign, Photoshop

ACCEPTED FILE FORMATS: Preferred: PDF (with fonts and images embedded)

Other: EPS, JPEG, PSD, AI, Packaged InDesign Files

NOTE: IF SUBMITTING COPY IN ANY OF THESE FORMATS, THE CLIENT MUST INCLUDE FONTS AND LINKED IMAGES. OUTLINING THE FONTS IS RECOMMENDED.

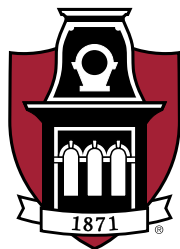
I agree to the following terms.

- Submit completed form and pay to the full amount of agreement on or before **September 2, 2023**.
- Provide completed artwork for any purchased ad placements to the Arkansas Alumni Association by **September 2, 2023**.
- Upon request, provide ad proof approval within two business days of receipt.

Signature: _____ Date: _____

THREE PAYMENT OPTIONS:

- I. CHECK:**
 - MAKE IT PAYABLE TO THE ARKANSAS ALUMNI ASSOCIATION.
 - MEMO FIELD: 2023 ARKANSAS ALUMNI AWARDS ADVERTISING
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