

SUPPORT WOMEN & GIRLS



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wfa WOMEN'S FOUNDATION
ARKANSAS

**2025 POWER OF THE PURSE
SPONSORSHIP OPPORTUNITIES**



OCT 1 STATEHOUSE CONVENTION CENTER 2025 LITTLE ROCK, AR

ABOUT POWER OF THE PURSE

2025 CO-CHAIRS



CORI KELLER
2023 Miss Arkansas



EBONY MITCHELL
2022 Miss Arkansas

The Women’s Foundation of Arkansas (WFA) was launched in 1998 when two of our founders, Pat Lile and Olivia Farrell, saw the need for funding dedicated to investing in projects that support women and girls in our community. These women were instrumental in seeking out prominent female leaders from “Top 100 Women in Arkansas,” where the idea for an organization for and by women was initiated. We strive to not only expand educational opportunities for women who do not have access to them, but also empower and equip women with necessary resources for emerging occupations, improve the economic status of Arkansas women, and promote mentorship for women and girls who need tangible and emotional support.

In 1999, the first Power of the Purse luncheon was held to announce the grants made possible to support these causes with donations from the original founders. WFA now holds this fundraising event each year to honor accomplished women, announce grants made that year and highlight other WFA programs. This year’s Power of the Purse Luncheon will be held **October 1, 2025 at the Statehouse Convention Center.**

JOIN US IN CELEBRATING OUR 2025 HONOREES:

Woman in Public Service

GAYATRI AGNEW

City Council Member Bentonville Ward 1
Sr. Director and Head of the Accessibility
Center of Excellence at Walmart

Woman in Philanthropy

SHERECE WEST-SCANTLEURY

Chief Executive Officer
Winthrop Rockefeller Foundation

Woman in Business

ELIZABETH ANDERSON

Executive Director
Farmers Bank Foundation

HOW YOU CAN HELP:

We envision a state of equal opportunity – where all women are empowered to achieve economic security. However, this dream is unachievable without the monetary support of generous sponsors. This year, we are inviting you to become a sponsor prior to media coverage for this event and before we send invitations, e-newsletters and run advertising so that your name or company may be recognized for your support of Arkansas women and girls.



WOMENSFOUNDATIONARKANSAS.ORG



POWER OF THE PURSE SPONSOR BENEFITS

POWER OF THE PURSE

| | \$25,000 PRESENTING | \$15,000 CHAMPION | \$10,000 PARTNER | \$5,000 WOMEN-EMPOWERED | \$2,750 PATRON | \$1500 TABLE |
|---|------------------------|----------------------|---------------------|----------------------------|-------------------|-----------------|
| Table of 10 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Table Signage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo included in select materials | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Preferred Seating | ✓ | ✓ | ✓ | ✓ | | |
| Half-page ad | | | | ✓ | ✓ | |
| Full Page ad | ✓ | ✓ | ✓ | | | |
| 2nd Table of 10 | ✓ | ✓ | | | | |
| Video opportunity during program | ✓ | ✓ | | | | |
| Representative may speak for 1 min during program | ✓ | ✓ | | | | |
| Marketing material distributed to all attendees | ✓ | | | | | |
| Press appearance with WFA team | ✓ | | | | | |

2025 POWER OF THE PURSE

PAYMENT OPTIONS

YES! I WANT TO SPONSOR POWER OF THE PURSE IN 2025!

PRESENTING: \$25,000

CHAMPION: \$15,000

PARTNER: \$10,000

WOMEN-EMPOWERED: \$5,000

PATRON: \$2,750

TABLE: \$1,500

PAYMENT METHOD:

Credit card payment preferred (Visa, MasterCard or American Express)

Card # _____ Expiration Date _____ Sec. Code _____

Check enclosed (make payable to Women's Foundation of Arkansas)

Please invoice for sponsorship.

I am unable to sponsor Power of the Purse this year. Please contact me again at another time.

CONTACT INFORMATION:

Company Name _____

Department _____

Mailing Address _____

City _____ State _____ ZIP _____

Primary Contact _____

Telephone _____

Email _____



For sponsorship inquiries or additional information please contact Sarah Riffle at sriffle@womensfoundationarkansas.org or (501)244-9740, EXT. 104