



POWER OF THE PURSE
WOMEN'S FOUNDATION
ARKANSAS

2026 POWER OF PURSE
SPONSORSHIP
OPPORTUNITIES



October 1, 2026

Little Rock, AR

POWER OF THE PURSE

ABOUT POWER OF THE PURSE

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 in early October.

HOW YOU CAN HELP

We envision a state of equal opportunity, where every woman has the resources and support to achieve economic security. Realizing that vision requires partnership. Power of the Purse is made possible through the generosity of sponsors who believe in investing in Arkansas women and girls. We invite you to join us as a sponsor and be recognized as a champion for economic mobility and opportunity across our state.



 **POWER OF THE PURSE**

**2026
Co-Chairs**



ELLON COCKRILL
**2018 WOMAN OF
THE YEAR IN
PHILANTHROPY**



ALISHA CURTIS
**2019 WOMAN OF
THE YEAR IN
PHILANTHROPY**

 **POWER OF THE PURSE**

**2026
Honorees**

Woman of the Year
in Public Service

Woman of the Year
in Business

Woman of the Year
in Philanthropy



**HONORABLE
LOTTIE
SHACKLEFORD**
**FIRST FEMALE
MAYOR OF LITTLE
ROCK
& WFA FOUNDER**

MARSHA MARTIN
**FOUNDER -
ONYX BRANDS
CEO - DREAM BIG
INVESTMENT, LLC**

MANDY MACKE
**EXECUTIVE
DIRECTOR AND
VICE CHAIRMAN-
WILLARD & PAT
WALKER
CHARITABLE
FOUNDATION**



SPONSOR BENEFITS

POWER OF THE PURSE

EXCLUSIVE Presenting Sponsor - \$25,000

The presenting sponsorship includes:

- Logo placement in select event materials
- A video feature during the program
- A press appearance alongside the WFA team
- Two tables of ten with preferred seating
- Branded table signage
- A full-page ad in the event program
- A representative from your organization may also offer a one-minute remark during the program
- Your marketing materials will be distributed to all attendees

EXCLUSIVE Networking Sponsor - \$15,000

The networking sponsorship includes:

- Exclusive opportunity to host the networking event ahead of the luncheon
- Your logo featured in select event materials, including networking event signage
- A video opportunity during the program
- Two tables of ten with preferred seating
- Branded table signage
- A full-page ad in the event program
- A representative from your organization may also offer one-minute remarks during the program.



SPONSOR BENEFITS

POWER OF THE PURSE

	EXCLUSIVE \$25,000 PRESENTING	EXCLUSIVE \$15,000 NETWORKING	\$10,000 PARTNER	\$5,000 WOMEN-EMPOWERED	\$3,500 PATRON	\$2,000 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	✓					

2026 SPONSORSHIP COMMITMENT FORM

YES! I WANT TO SPONSOR A PROGRAM INITIATIVE IN 2026!

PRESENTING OF GIRLS OF PROMISE®
\$75,000

PRESENTING OF WOMEN EMPOWERED
\$50,000

YES! I WANT TO SPONSOR THE TJUANA BYRD SUMMER INTERNSHIP IN 2026!

PRESENTING \$25,000 HOST \$10,000 GRADUATION \$7,500 NETWORKING HOST \$2,500

YES! I WANT TO SPONSOR GIRLS OF PROMISE CONFERENCE IN 2026!

PRESENTING \$25,000 LUNCHEON \$10,000 CHAMPION \$5,000 BREAKOUT \$2,500 CATALYST \$1,250

YES! I WANT TO SPONSOR WEM HUB IN 2026!

PRESENTING \$25,000 CHAMPION \$5,000 EDUCATION \$2,500

YES! I WANT TO SPONSOR WFA'S FINANCIAL EDUCATION PROGRAMMING!

\$10,000

YES! I WANT TO SPONSOR POWER OF THE PURSE IN 2026!

PRESENTING \$25,000 NETWORKING \$15,000 PARTNER \$10,000 WOMEN-EMPOWERED \$5,000 PATRON \$3,500 TABLE \$2,000

PAYMENT METHOD

Credit Card Payment **all credit cards will incur a 3% processing fee*

Name on card: _____

Card #: _____ Exp. Date: _____

Sec. Code: _____ Signature: _____

Check Enclosed

Please invoice me for sponsorship

I am unable to sponsor this year, but please contact me about future opportunities

CONTACT INFORMATION

Company Name: _____

Primary Contact: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____