



Presented by the Center for Business and Economic Research

BUSINESS FORECAST

2021



UNIVERSITY OF
ARKANSAS

Sam M. Walton College of Business



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The Center for Business and Economic Research in the Sam M. Walton College of Business at the University of Arkansas invites you to partner with us as a sponsor of the twenty-seventh annual Business Forecast virtual event. Each year, this event attracts more than 1,000 area business leaders to hear economic experts discuss the international, national, and local economies. In 2021, we have chosen to host a virtual event in lieu of the in-person luncheon and you have the opportunity to virtually attend the 2021 Business Forecast event and demonstrate your support of the outreach activities at the Center for Business and Economic Research by choosing from the sponsor levels below.

- Walton Presenting Partner (\$10,000) includes a link for forty participants and supports the virtual participation of thirty Walton College students, and Level I sponsorship visibility in all materials.
- Walton Academic Partner (\$5,000) includes a link for thirty participants and supports the virtual participation of twenty Walton College students, and Level II sponsorship visibility in all materials.
- Walton Corporate Partner (\$3,000) includes a link for twenty participants and Level III sponsorship visibility in all materials..
- Walton Business Partner (\$2,000) includes a link for fifteen participants and Level IV sponsorship visibility in all materials.

The twenty-seventh annual virtual event will take place on Friday, January 29, 2021 at 11:30am CST. Our panelists for the twenty-seventh annual Business Forecast luncheon are:

- Global Forecaster: Catherine Mann, global chief economist, Citibank
- Domestic Forecaster: Mark Palim, vice president and deputy chief economist, Fannie Mae
- State and Regional Forecaster : Mervin Jebaraj, director , Center for Business and Economic Research, Sam M. Walton College of Business , University of Arkansas

This prestigious event provides excellent visibility for your organization throughout the region and state. A summary of sponsorship benefits and a sponsorship form are attached below for your convenience. If you have any questions, please contact Mervin Jebaraj in the Center for Business and Economic Research at (479) 575-4927 or via e-mail at mjebaraj@walton.uark.edu. Please fill out the form and submit by email soon!



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Your sponsorship of the Business Forecast luncheon program allows the Walton College to bring the highest quality economic speakers to Northwest Arkansas to share their expertise with business and community leaders from the state and region. Additionally, your sponsorship supports the outreach activities of the Center for Business and Economic Research throughout the year. Sponsorship also provides your organization with:

- Prominent visibility on all marketing materials associated with the event.
- Recognition on the Business Forecast website: Registrants will have the opportunity to see your organization highlighted as an event sponsor when they register, and throughout the year.
- Recognition in event materials: The event program will have your company's logo included.
- Recognition in the annual WALTON magazine: With a distribution of over 30,000, your support of the Walton College will be appreciated.
- Company logo on our registration email: More than 10,000 Arkansas business and community leaders receive our email with a link to the registration form.
- Priority seating at Quarterly Business Analysis events hosted by the center.

If you have any questions, please contact Mervin Jebaraj at the Center for Business and Economic Research by phone at 479-575-4927 or by email at mjebaraj@walton.uark.edu.



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Sponsorship Application Form
2021 Business Forecast Luncheon
Friday, January 29, 2021
11:30am CST
Email: mjebaraj@walton.uark.edu

Sponsorship opportunities are available and listed below. Please make your check payable to the University of Arkansas Foundation and mail to the Center for Business and Economic Research, Willard J. Walker Hall 538, University of Arkansas, Fayetteville, Arkansas, 72701. You will receive a form requesting the contact information to receive the virtual event's link.

Walton Presenting Partner \$10,000

Link for 40 participants
Supports the participation of 30 Walton College students
Level I marketing visibility

Walton Academic Partner \$5,000

Link for 30 participants
Supports the participation of 20 Walton College students
Level II marketing visibility

Walton Corporate Partner \$3,000

Link for 20 participants with Level III marketing visibility

Walton Business Partner \$2,000

Link for 15 participants with Level IV marketing visibility seating

We would like non-sponsored link for ten participants for the price of \$500.00.

Company/Organization: _____
(name which should be recognized for sponsorship)

Contact name: _____

Address: _____

City, State, Zip Code: _____

Phone: _____

E-mail address: _____