

BUSINESS FORECAST

PRESENTED BY: CENTER FOR BUSINESS & ECONOMIC RESEARCH



UNIVERSITY OF
ARKANSAS
SAM M. WALTON
COLLEGE OF BUSINESS

The Center for Business and Economic Research in the Sam M. Walton College of Business invites you to partner with us in sponsoring the Seventeenth Annual Business Forecast Luncheon. Each year, this luncheon attracts approximately 1,000 area business leaders to hear economic forecasters discuss the international, national, and local economies. This year's luncheon will be held on Friday, February 4, 2011 at the John Q. Hammons Convention Center in the World Trade Center District in Rogers, Arkansas.

You have the opportunity to attend the 2011 economic forecast and show your support of the outreach activities at the Center for Business and Economic Research by choosing a sponsorship level:

- **Walton Academic Partner (\$5,000)** includes one table of ten with Level I priority seating, one adjacent table for Walton College students, and the chance to meet the speakers on the day of the event.
- **Walton Corporate Partner (\$3,000)** includes one table of ten with Level II priority seating.
- **Walton Business Partner (\$2,000)** includes one table of ten with Level III priority seating.

Our panelists for the Seventeenth Annual Business Forecast are outstanding:

- **Moderator** –Ed Drilling, President, AT&T Arkansas, Little Rock, Arkansas
- **International Forecast**—Maria Haley, Executive Director, Arkansas Economic Development Commission, Little Rock, Arkansas
- **National Forecast** – Kevin Stephenson, Managing Director, Cambridge Associates, Arlington, Virginia
- **State and Local Forecast** – Kathy Deck, Director of the Center for Business and Economic Research in the Sam M. Walton College of Business at the University of Arkansas, Fayetteville, Arkansas

This prestigious event will allow you and your guests to network with other Arkansas business leaders and will provide excellent visibility for your organization throughout the region and state. A summary of sponsorship benefits and a sponsorship form are enclosed for your convenience. If you have any questions, please contact Kathy Deck in the Center for Business and Economic Research at (479) 575-4927 or via e-mail at kdeck@walton.uark.edu. For the best seats at this great event, please fax your sponsorship in right away to (479) 575-7687!

Sincerely,



Dan L. Worrell
Dean

Enclosures

Business Forecast 2011

Benefits of Sponsorship

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:

- **Priority seating at the Business Forecast luncheon:** With over 1,200 attendees at the event, sponsorship ensures that you have a seat near the stage!
- **Table signage with your organization's logo:** Your company's support of the Walton College will be on prominent display.
- **Recognition in event materials:** The printed event program will have your company's logo included.
- **Recognition in the spring Business Perspectives magazine:** With a distribution of over 26,000, your support of the Walton College will be appreciated.
- **Company name on the event registration website and printed form:** More than 10,000 Arkansas business and community leaders receive our registration form.

Additionally, if you sponsor at the Walton Academic Partner level (or higher), you will receive

- **Exclusive meeting time with the speakers before the event at the John Q. Hammons Convention Center.**

If you have any questions, please contact Kathy Deck at the Center for Business and Economic Research by phone at 479-575-4927, by fax at 479-575-7687, or by email at kdeck@walton.uark.edu.

Sam M. Walton College of Business 2011 Business Forecast Luncheon Sponsorship Application Form

The annual Business Forecast Luncheon will be held Friday, February 4, 2011, at the John Q. Hammons Convention Center in the World Trade Center District in Rogers, Arkansas. Sponsorship opportunities are available and listed below. Please make your check payable to the University of Arkansas Foundation and mail it to the *Center for Business and Economic Research, Willard J. Walker Hall 538, University of Arkansas, Fayetteville, Arkansas, 72701-1201*. To ensure recognition of your sponsorship in program publications, payment should be received no later than **January 15, 2011**. You will receive a form in January, requesting the names of your table guests.

Walton Academic Partner **\$5,000**

- One table of 10 with Level I priority seating*
- One adjacent table for Walton College students
- Opportunity to interact with the speakers in our hospitality room before the event

Walton Corporate Partner **\$3,000**

- One table of ten with Level II priority seating*

Walton Business Partner **\$2,000**

- One table of ten with Level III priority seating*

**Priority seating is assigned by sponsorship level and the date your sponsorship is confirmed.*

Yes! We would like to be a _____ sponsor of the
2011 Business Forecast Luncheon.

Yes! We would like _____ non-sponsored table(s) for the price of \$600 each.

Company/Organization name (or name that should be recognized for sponsorships):

Contact name: _____

Address: _____

City: _____ *State:* _____ *Zip Code:* _____

Phone: _____ *Fax:* _____

E-mail address: _____

Please fax this form to 479-575-7687.