

ARKANSAS

BUSINESS FORECAST

JAN 30, 2026

PRESENTED BY

THE CENTER FOR BUSINESS AND ECONOMIC RESEARCH



UNIVERSITY OF
ARKANSAS

Sam M. Walton College of Business

ARKANSAS

BUSINESS FORECAST



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 thirty-second annual Business Forecast luncheon. Each year, this event attracts more than 1,000 area business leaders to hear economic experts discuss the international, national, and local economies. You have the opportunity to attend the 2026 Business Forecast luncheon 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 two tables of ten with Level I priority seating, two adjacent tables for Walton College students, and the chance to meet the speakers on the day of the event.
- **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.

The thirty-second annual event will take place on **Friday, January 30, 2026** at the Rogers Convention Center in the World Trade Center District in Rogers, Arkansas. Our panelists for the thirty-second annual Business Forecast luncheon are:

- **Keynote Forecast:** Alberto Musalem, President, Federal Reserve Bank of St. Louis
- **State and Regional Forecast:** Mervin Jebaraj, Director, Center for Business and Economic Research, Sam M. Walton College of Business at the University of Arkansas
- **Moderator:** Matuschka Lindo Briggs, SVP and regional executive, Little Rock Branch of the Federal Reserve Bank of St. Louis

This prestigious event allows you and your guests to network with other Arkansas business leaders providing 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. For the best seats at this great event, please fill out the form and submit by email soon!

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Your sponsorship of the Business Forecast luncheon program allows 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 more than 1,000 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 Walton College will be on prominent display.
- 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: Printed event program will have your company's logo included.
- 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.
- Sponsors at the Walton Academic Partner level (or higher), will receive exclusive meeting time with the speakers at the event at the Rogers Convention Center.

For 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 2026
Business Forecast Luncheon
Friday, January 30, 2026
Rogers Convention Center, Rogers, Arkansas
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, 1 University of Arkansas, Fayetteville, Arkansas, 72701.

You will receive a form requesting the names of your table guests.

☐ **Walton Presenting Partner \$10,000**

Two tables of 10 with Level I priority seating

Two adjacent tables for Walton College students

Opportunity to interact with the speakers in our hospitality room

☐ **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

☐ **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

☐ We would like ____ non-sponsored table(s) for the price of \$950 each.

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

Contact name: _____

Address: _____

City, State, Zip Code: _____

Phone: _____

E-mail address: _____



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FOR MORE INFORMATION
PLEASE VISIT **CBER.UARK.EDU**



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