

# 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 at the University of Arkansas invites you to partner with us as a sponsor of the twenty-first annual Business Forecast luncheon. Each year, this event attracts approximately 1,000 area business leaders to hear economic forecasters discuss the international, national, and local economies.

You have the opportunity to attend the 2015 Business Forecast luncheon and demonstrate your support of the outreach activities at the Center for Business and Economic Research by choosing to be a:

- **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 seating.

Our panelists for the twenty-first annual Business Forecast luncheon are:

- **Moderator:** John James, Chief Executive Officer, Acumen Brands
- **Global Forecaster:** Carl Tannenbaum, Chief Economist, Northern Trust
- **Domestic Forecaster:** John Silvia, Managing Director and Chief Economist, Wells Fargo
- **State and Regional Forecaster :** Kathy Deck, Director, Center for Business and Economic Research in the Sam M. Walton College of Business at the University of 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 attached below 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](mailto:kdeck@walton.uark.edu). For the best seats at this great event, please fill out the form and submit by email soon!

# SPONSORSHIP BENEFITS

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 approximately 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 the 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.
- **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 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 479-575-4173, or by email at [kdeck@walton.uark.edu](mailto:kdeck@walton.uark.edu).

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## Sam M. Walton College of Business 2015 Business Forecast Luncheon Sponsorship Application Form

Email to [kdeck@walton.uark.edu](mailto:kdeck@walton.uark.edu) or fax to 479-575-4173

The twenty-first annual Business Forecast luncheon will be held on Friday, January 30, 2015. 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*. 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 before the event

### 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

- Yes!** We would like to be a \_\_\_\_\_ sponsor of the  
2015 Business Forecast Luncheon.
- Yes!** We would like \_\_\_\_\_ non-sponsored table(s) for the price of \$750 each.

\_\_\_\_\_  
*Company/Organization (or name that should be recognized for sponsorship)*

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_