



UNIVERSITY OF
ARKANSAS
Sam M. Walton College of Business

Professional Sales Program

2026-2027 Partnership Opportunities

Platinum *Innovation Partner*

\$30,000

Purpose: Shape the Future of the Professional Sales Program

Program Leadership

- Two Sales Advisory Board seats
- Priority to deliver content developed with faculty for class presentations
- Case Sponsorship for Walton Sales Competition (one per year included)
- Opportunity to develop and host semester long case studies across classes
- Custom research project collaboration with faculty

Student Engagement

- Invitation as Sales Immersion Day panelist
- Priority participation in all student engagement events including ride alongs, mentoring, coffee chats and lunch and learns, and class visits

All Gold, Silver, and Bronze benefits

Gold *Teaching Partner*

\$20,000

Purpose: Influence the Development of Future Sales Leaders

Program Leadership

- One Sales Advisory Board seat
- Deliver content developed with faculty for class presentations
- Consultation with faculty on research projects

Student Engagement

- Opportunity to host lunch and learns
- Scheduled class visits for content sharing
- Sponsor Walton Sales Competition Case at 50% contribution

All Silver and Bronze benefits

Silver *Recruiting Partner*

\$10,000

Purpose: Brand Building and Focused Recruiting

Program Leadership

- One Sales Advisory Board seat

Student Engagement

- Opportunity to host coffee chats
- Sponsor Walton Sales Competition at 50% contribution
- Limited class visits, based on availability

All Bronze benefits

Bronze *Discovery Partner*

\$5,000

Purpose: Brand Visibility and Building Program Engagement

Student Engagement

- Walton Sales Immersion Day attendance and table at the table expo
- Unlimited judge slots at Walton Sales Competition

Brand and Recognition

- Invitation to all events and networking
- Visual name recognition at events, building electronic boards, and program webpage

Please note: Contributions will be reduced by the fair market value of the associated benefits under IRS regulations.