



Gala of Hope

BENEFITING ARKANSAS CHILDREN'S NORTHWEST



2024 SPONSORSHIP PACKET





Join Us — Champion Children Today!

Your sponsorship helps expand care close to home at Arkansas Children’s Northwest.

Every year, the generous Northwest Arkansas community comes together to raise money for Arkansas Children’s Northwest. Champions for children gather for the two-day Will Golf 4 Kids (WG4K) tournament, followed by Gala of Hope. This year’s event marks the 30th annual golf tournament and the 16th annual gala. Together, these volunteer-led events have raised more than **\$22.7 million** for children.



Thursday & Friday, August 1–2

Dogwood Golf Course & Kingswood Golf Course
Four-person Scramble • Morning/Afternoon Shotgun Starts
Golf Genius Scoring

Gala of Hope

Friday, August 2 at 5:30 p.m.

Fayetteville Public Library Event Center
Gala of Hope guests will experience a black-tie evening, featuring fine dining, impressive live and silent auctions and games of chance.

2024 EVENT CHAIRS

Gala of Hope



Tareneh and Lance Manning

Will Golf 4 Kids



Silvia Azrai Kawas
EVP/Consumables, Walmart
Honorary Co-Chair



Will McDonald
VP/Divisional Merchandise Manager, Beverages, Walmart
Honorary Co-Chair



Tony Murphy
Acosta Sales & Marketing
WG4K Volunteer Since 2008



Mike Sewell
Market Performance Group
WG4K Volunteer Since 1998

Your Impact

Every dollar stays local in support of the Arkansas Children's Northwest expansion.

In 2018, Arkansas Children's Northwest (ACNW) opened its doors with the promise of delivering care close to home for the children in northwest Arkansas. Since then, the region's first and only children's hospital has provided care during more than 300,000 patient visits, saving countless trips to central Arkansas for many families.

Northwest Arkansas is a story of sustained and robust population growth — Benton and Washington counties experienced an average population growth of 32% over the last two census reports. To remain right-sized for the growing pediatric population of northwest Arkansas, both physical expansion and physician recruitment are key. Increasing care close to home for families will require multiple strategies, including: effective scheduling practices, a robust provider workforce, efficient use of well-designed spaces and finally, extensive building expansion.



Because of YOU, children in Northwest Arkansas receive life-saving care close to home at Arkansas Children's Northwest, the region's first and only pediatric hospital.



Event Details

A look at your curated two-day event experience



Photo courtesy: 3W Magazine

Honorary Co-Chairs Silvia Kawas and Will McDonald invite you to celebrate the 30th Will Golf 4 Kids tournament. Founded in 1993 by Walmart, this four-person scramble offers golfers morning and afternoon tee times, legendary goody bags and opportunities to network with other champions for children. Prior to the tournament, event sponsors also have the opportunity to attend the VIP Happy Hour and meet Silvia and Will.

PlayYellow







a program of
Children's Miracle Network Hospitals

WG4K is a Play Yellow Tournament

Play Yellow launched in 2019 and is led by Children's Miracle Network Hospitals and Jack and Barbara Nicklaus.



Event Details

-  **Team Member Email: One Week Prior to Event**
A link to Golf Genius, a mobile site used for scoring, will be emailed so all team members can be added in advance of the tournament.
-  **Tournament Format**
Flights will begin at 7:00 a.m. and 1:00 p.m. Share photos on social media channels using #WillGolf4Kids and #ChampionsForChildren.
-  **Shotgun Start Time: One Week Prior to Event**
Teams will receive an email with their assigned shotgun start time and course.
-  **Food**
Lunch, snacks and drinks will be provided to all golfers.
-  **Check-In: Thursday, August 1 & Friday, August 2**
Check-in will take place one hour prior to flight start times in the assigned course parking lot.
-  **Scoring**
Golf Genius will be used for scoring to give all golfers the benefit of live scoring updates.
-  **Goody Bags & Premium Gift**
All golfers will receive an incredible goody bag and a premium gift.
-  **VIP Happy Hour**
WG4K sponsors and golfers will enjoy an evening with Honorary Co-Chairs Silvia Kawas and Will McDonald prior to the tournament.



Gala of Hope

Join us for a high-stakes evening!

This black-tie gala, hosted by chairs Tareneh and Lance Manning, features a lavish reception complete with hors d'oeuvres and a signature drink. Try your luck at the blackjack, craps and roulette tables while experiencing a game of chance as you bid on luxury items in the silent and live auctions. For dinner, you and your guests will enjoy an intimate, gourmet meal.

**All funds raised make sure
Arkansas Children's Northwest remains
right-sized for the community's needs.**

"We are building the future together in this next chapter in our story. The result will define excellence and deliver a healthier tomorrow for the children of Arkansas and the region.."

- Marcy Doderer
President and Chief Executive Officer, Arkansas Children's



Event Details



Invitation: Monday, July 8

Invitations will be mailed to sponsors and confirmed guests.



Live & Silent Auctions: Wednesday, July 24

The online live and silent auctions will open for pre-bidding. A link will be emailed for auction registration.



Gala of Hope: Friday, August 2

Gala of Hope will feature fine dining, impressive live and silent auctions and games of chance.



Gala Attire

You and your guests will want to come dressed to the nines to this black-tie event.

Will Golf 4 Kids & Gala of Hope

Sponsorship Levels & Benefits

	Champion Sponsor \$100,000	Presenting Sponsor \$50,000	Premier Sponsor \$30,000	Diamond Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$7,500
Will Golf 4 Kids Event Experience						
Tickets to the pre-event VIP Happy Hour with the honorary co-chairs (date TBD)	6	4	4	2	2	2
Recognition prior to each tee time	X	X	-	-	-	-
Tournament signage	Logo	Logo	Logo	Logo	Logo	Logo
Branded premium item and goody bag	24	20	16	12	8	8
4-person golf teams	6	5	4	3	2	2
Gala of Hope Event Experience						
Exclusive tickets to Gala of Hope	30	20	10	6	4	2
Printed invitation recognition	Logo*	Logo*	Logo*	Logo*	-	-
Priority seating	X	X	X	-	-	-
Verbal recognition from the event stage	X	X	X	-	-	-
Visual recognition from the event stage	Logo	Logo	Logo	Logo	Listing	Listing
Printed commemorative program	Full-page ad & logo	Full-page ad & logo	Half-page ad & logo	Quarter-page ad & logo	-	-
Additional Recognition						
Post-event media release listing	X	X	X	-	-	-
Children's Circle of Care (CCC) one-year membership**	X	X	X	X	-	-
Pre-event recognition on event website	Logo	Logo	Logo	Logo	Listing	Listing
Pre-event recognition on digital communications	Logo	Logo	Logo	-	-	-

* Placement and sizing of logo is determined by sponsorship level. ** Some restrictions apply. **Tax-deductible portion of gift credited towards CCC membership.**

Will Golf 4 Kids

August 1-2, 2024 | Dogwood & Kingswood Golf Courses

To become a sponsor, visit golfandgala.com

	VIP Sponsor (only one available) \$30,000	Goody Bag Sponsor (only one available) \$15,000	Premium Gift Sponsor (only one available) \$10,000	Cart Sponsor (only one available) \$10,000	Golf Ball Sponsor (only one available) \$10,000	T-Shirt Sponsor (only one available) \$7,500	Tee Box Sponsor \$3,500	Golf Team \$3,000	Hole Sponsor \$2,500
Exclusive Will Golf 4 Kids Experience									
4-person team(s)	8	5	4	4	4	2	1	1	2 golfers
Branded premium item and goody bag	24	20	16	16	16	8	4	4	2
Guests at VIP Happy Hour	10	6	4	4	4	2	2	2	2
Exclusive Recognition									
Verbal recognition from stage at VIP Happy Hour and opportunity for sponsor to introduce honorary co-chairs	X	-	-	-	-	-	-	-	-
Children's Circle of Care (CCC) one-year membership*	X	X	-	-	-	-	-	-	-
Goody bags given to all golfers, sponsors and volunteers	-	Logo	-	-	-	-	-	-	-
Premium gifts	-	-	Logo	-	-	-	-	-	-
Golf cart clings	-	-	-	Logo	-	-	-	-	-
Golf balls	-	-	-	-	Logo	-	-	-	-
Committee/volunteer t-shirts	-	-	-	-	-	Logo	-	-	-
Custom Tee Box Display	-	-	-	-	-	-	Logo	-	-
Custom pin flag, hole signage and opportunity to include promotional product at assigned, sponsored hole(s)	-	-	-	-	-	-	-	-	Logo
Additional Recognition									
Tournament signage	Logo	Logo	Logo	Logo	Logo	Listing	Listing	-	-
Pre-event recognition on event website	Logo	Logo	Listing	Listing	Listing	Listing	Listing	-	Listing
Pre-event recognition on golf digital communications	Logo	-	-	-	-	-	-	-	-

*Some restrictions apply. Tax-deductible portion of gift credited towards CCC membership.

Gala of Hope

August 2, 2024 | Exclusive Black-Tie Gala

	Champion Sponsor \$100,000	Presenting Sponsor \$50,000	Premier Sponsor \$30,000	Diamond Sponsor \$15,000
Exclusive Gala of Hope Experience				
Exclusive tickets to Gala of Hope	40	20	10	10
Choice of high-end beverage tableside service	X	-	-	-
Car service for 10 to and from Fayetteville Public Library (one location)	X	-	-	-
Complimentary one-night lodging at The Graduate for up to 10 (double-occupancy)	X	-	-	-
Prominent logo placement at event	X	-	-	-
Priority seating	X	X	X	-
Printed invitation recognition	Logo*	Logo*	Logo*	Logo*
Verbal recognition from event stage	X	X	X	-
Visual recognition from event stage	Logo	Logo	Logo	Logo
Pre-event recognition on event website	Logo	Logo	Logo	Logo
Pre-event recognition on digital communications	Logo	Logo	Logo	-
Printed commemorative program	Full-page ad & logo	Full-page ad & logo	Half-page ad & logo	Quarter-page ad & logo
Additional Recognition				
Post-event media release listing	X	X	X	-
Children's Circle of Care (CCC) one-year membership*	X	X	X	X

* Placement and sizing of logo is determined by sponsorship level. ** Some restrictions apply. **Tax-deductible portion of gift credited towards CCC membership.**

Patron Table | \$10,000 | 10 Tickets

Subject to availability beginning Monday, May 13.

Recognition: event website listing and visual recognition from event stage listing.

For more information, please contact Vanessa Delgadillo at 501-364-5307.

Gala of Hope

August 2, 2024 | Exclusive Black-Tie Gala

To become a sponsor, visit golfandgala.com

	Reception Sponsor (only one available) \$50,000	Donation Drive Sponsor (only one available) \$30,000	Registration Sponsor (only one available) \$15,000	VIP Room Sponsor (only one available) \$15,000	Auction Sponsor (only one available) \$15,000
Exclusive Gala of Hope Experience					
Exclusive tickets to Gala of Hope	20	10	10	10	10
Priority seating	X	-	-	-	-
Verbal recognition from the event stage	X	X	-	-	-
Printed invitation recognition	Logo*	Logo*	Logo*	Logo*	Logo*
Visual recognition from the event stage	Logo	Logo	Logo	Logo	Logo
Pre-event recognition on event website	Logo	Logo	Logo	Logo	Logo
Pre-event recognition on digital communications	Logo	Logo	-	-	-
Printed commemorative program	Full-page ad & logo	Half-page ad & logo	Quarter-page ad & logo	Quarter-page ad & logo	Quarter-page ad & logo
Exclusive Recognition					
Reception sponsor (only one available)	X	-	-	-	-
Donation Drive sponsor (only one available)	-	X	-	-	-
Registration sponsor (only one available)	-	-	X	-	-
Martini bar sponsor (only one available)	-	-	-	X	-
Auction sponsor (only one available)	-	-	-	-	X
Additional Recognition					
Post-event media release listing	X	X	-	-	-
Children’s Circle of Care (CCC) one-year membership**	X	X	X	X	X

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Will Golf 4 Kids



Gala of Hope



Thank You 2023 Sponsors

Every dollar you generously donated — an incredible \$1.54 million — stays local and supports children at Arkansas Children's Northwest.

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Gala of Hope

BENEFITING ARKANSAS CHILDREN'S NORTHWEST



ARKANSAS CHILDREN'S FOUNDATION

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