



# *Gala* of Hope

BENEFITING ARKANSAS CHILDREN'S NORTHWEST



**Adeline (age 8) and  
sister Charlotte (age 6)**  
Arkansas Children's patients

## 2026 SPONSORSHIP PACKET



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# Introducing the 2026 Event Chairs



## Gala of Hope

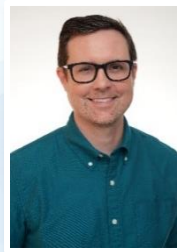
### Dalilah and Ben Blakeman

“Our region is incredibly fortunate to have a children’s hospital that delivers exceptional care close to home, and it’s powerful to see our community rally around that mission. We’re proud to be a part of Gala of Hope as it plays a vital role in supporting Arkansas Children’s Northwest and ensuring families can count on expert care when it matters most. As northwest Arkansas continues to grow, investing in the hospital’s future helps ensure ACNW can serve children and families for many years to come.”



“Will Golf 4 Kids brings together supporters who believe every child deserves the best possible care. Through this event, we are helping to advance the work of Arkansas Children’s Northwest as it continues to serve a growing region with expertise, compassion and a deep commitment to families.”

## WG4K HONORARY CHAIRS



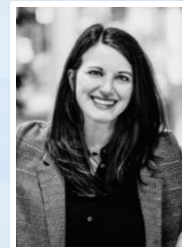
**Brad Bedwell**  
VP, Health Merchandising, Walmart



**Brian Salmon**  
VP/DMM, Beverages, Walmart



**Will McDonald**  
VP, Merchandising – Household Paper & Cleaning, Walmart



**Katie Smith**  
VP/DMM Adult Beverage, Walmart

## WG4K VOLUNTEER LEADS



**Tony Murphy**  
Acosta Sales & Marketing  
WG4K Volunteer Since 2008



**Mike Sewell**  
Market Performance Group  
WG4K Volunteer Since 1998

# Join Us — Champion Children Today!

Every year, the generous northwest Arkansas community comes together to raise money for Arkansas Children's Northwest (ACNW). 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 32<sup>nd</sup> annual golf tournament and the 18<sup>th</sup> annual gala. Together, these volunteer-led events have raised more than **\$26.4 million** for children.



**Levi, Age 4**  
Arkansas Children's patient



**Thursday & Friday, July 30-31**

**Dogwood and Kingswood Golf Courses**

Four-Person Scramble • Golf Genius Scoring  
Morning/Afternoon Shotgun Starts  
(on preferred day of play)

**WG4K VIP Reception**

**Details coming soon!**

Confirmed event sponsors are invited to attend this special event and meet the Honorary Chairs.

*Gala of Hope*

**Friday, July 31 | 5:30 p.m.**

**Fayetteville Public Library Event Center**

Guests experience a formal black-tie evening, featuring a gourmet dinner, luxury live and silent auction items and live entertainment from the Kansas City-based Lost Wax Band.



**ARKANSAS CHILDREN'S LEADERSHIP:  
Marcy Doderer, FACHE  
President and Chief Executive Officer**

“Every child deserves a healthier tomorrow, and that starts with access to exceptional care, close to home for children in this region. This expansion is about more than new buildings. It's about answering the call when a child needs surgery, chemotherapy, or a second chance at life. We are creating more capacity to care for this region's children.”

## Growing for Kids like Levi

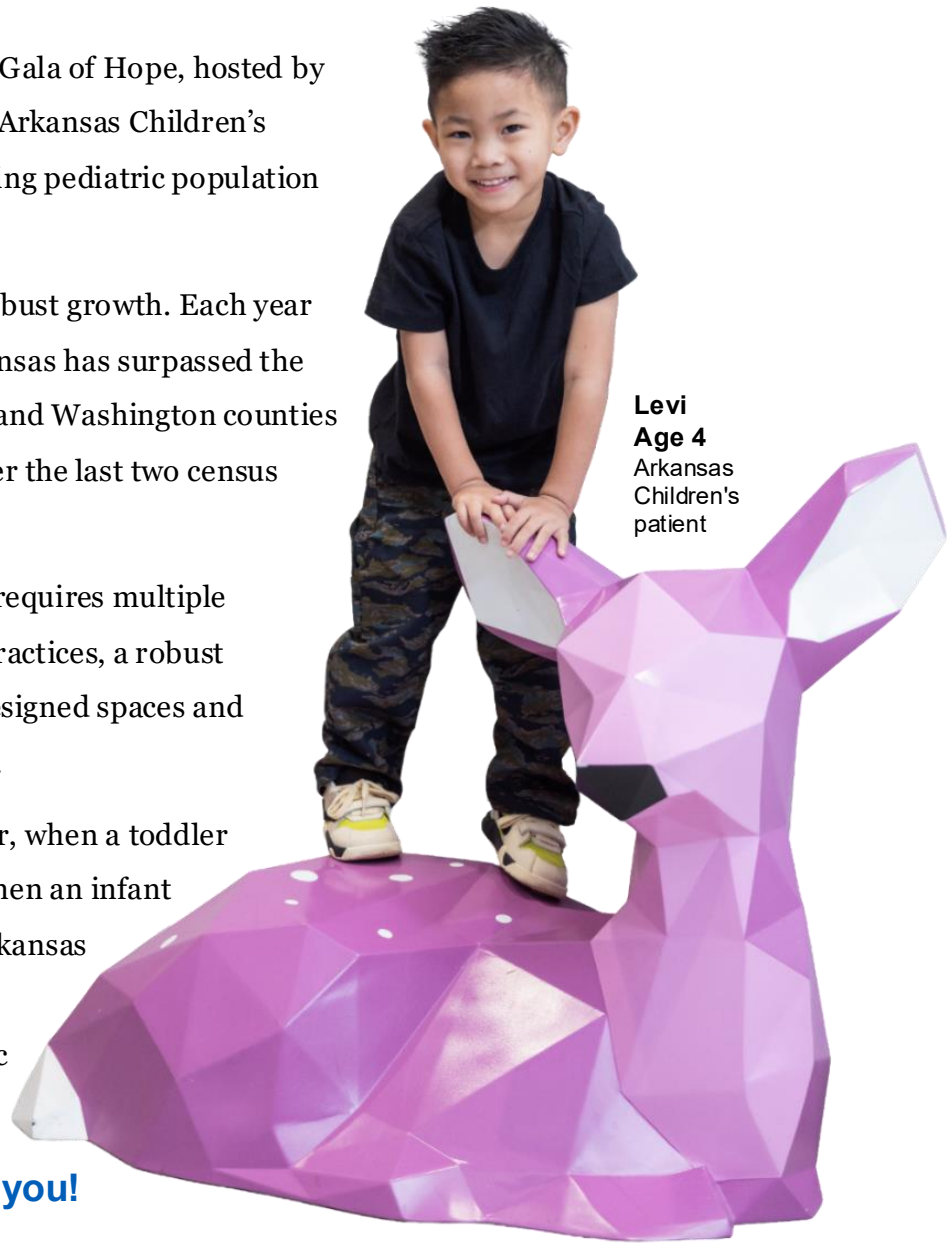
When you support Will Golf 4 Kids and Gala of Hope, hosted by Arkansas Children's Foundation, you help Arkansas Children's Northwest remain right-sized for the growing pediatric population of northwest Arkansas.

The region is a story of sustained and robust growth. Each year since 1971, every county in northwest Arkansas has surpassed the nation's average growth rate, with Benton and Washington counties experiencing an average growth of 32% over the last two census reports.

Increasing access to care close to home requires multiple strategies, including effective scheduling practices, a robust provider workforce, efficient use of well-designed spaces and finally, comprehensive building expansion.

When a child needs treatment for cancer, when a toddler must visit the emergency department or when an infant with a heart defect requires a specialist, Arkansas Children's is the only health system in the state providing expert, right-sized pediatric care for children.

**This is only possible because of you!**



**Levi**  
**Age 4**  
Arkansas  
Children's  
patient



### ACNW LEADERSHIP:

**Rustin Morse, M.D.**

**Senior Vice President/Chief Administrator**

"Northwest Arkansas is special, and Arkansas Children's Northwest would not exist without this amazing community. Together, we are continuing to elevate pediatric care, which ultimately helps make northwest Arkansas an even better place to raise a family or simply be a child. I'm confident your support is making a lasting impact on the region and transforming the lives of children and families who choose to call northwest Arkansas home!"



Arkansas Children's

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Preliminary artist rendering

Mackenzie  
Age 7  
Arkansas  
Children's  
patient

“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 northwest Arkansas and the surrounding states.”

*Marcy Doderer  
President & Chief Executive Officer  
Arkansas Children's*

## Arkansas Children's Northwest Expansion **GROWING FOR KIDS**

In 2018, Arkansas Children's Northwest (ACNW) opened its doors with the promise of delivering care close to home for the children of northwest Arkansas. Since then, the region's first and only children's hospital has provided care during more than 700,000 patient visits, saving countless trips to central Arkansas for many families.

To remain right-sized for the growing pediatric population, both physical expansion and physician recruitment are key. This expansion and renovation will take ACNW to the next level in patient experience, access and outcomes — and a healthier tomorrow for **kids** starts with **YOU**.

### **IMPROVED ACCESS TO OUTPATIENT SERVICES**

Relocating the lab draw area to the main entry for easier access and a better patient experience

### **EXPANDED INPATIENT CAPACITY**

Increasing from 25 to 40 inpatient beds to support growing demand in northwest Arkansas

### **SMARTER CLINICAL SPACES**

Redesigning and expanding lab, pharmacy, and sterile processing for better efficiency and future growth

### **EXPANDED AMBULATORY SURGERY**

Adding an endoscopy suite for GI services, growing infusion spaces and adding more operating rooms

### **HIGHER ACUITY, LOCAL CARE**

Building bigger spaces and growing programs to treat more complex conditions, reducing the need for transfers

## **BUILDING BETTER THAN EVER**

Patient Experiences,  
Access & Outcomes

# **\$371 MILLION+**

system-wide investment in construction\*

# **400+**

new team member roles, including nurses\*

# **150+**

new pediatric-trained doctors statewide\*

# **72,000+**

new square feet of facilities at ACNW

# **23,000**

renovated square feet of facilities at ACNW

*\*Inclusive of expansion projects at Arkansas Children's Pat Walker Campus in Springdale and Arkansas Children's Golisano Campus in Little Rock*

# Will Golf 4 Kids



Photo courtesy of 3W Magazine



## Event Details

### A look at your curated event experience

Honorary Chairs Brad Bedwell, Will McDonald, Brian Salmon and Katie Smith invite you to celebrate the 32<sup>nd</sup> Will Golf 4 Kids tournament. Founded in 1993 by Walmart, this four-person scramble offers golfers the choice of a morning or afternoon tee time on either day, legendary goody bags and opportunities to network with other champions for children. Prior to the tournament, event sponsors are invited to attend the VIP Reception in July (details coming soon) to meet the Honorary Chairs.



#### **Team Member Email: One Week Prior to Event**

Email with a Golf Genius link, a mobile site used for scoring, sent to all team members in advance of the tournament.



#### **Shotgun Start Time: One Week Prior to Event**

Email sent to teams with assigned day of play, shotgun start time and course.



#### **Check-In: Thursday, July 30 & Friday, July 31**

Check-in one hour prior to flight start time(s) in the assigned course parking lot.



#### **Goody Bags & Premium Gift**

All golfers receive an incredible goody bag and a premium gift.



#### **Tournament Format**

Teams play one day with flights beginning at 7:00 a.m. or 1:00 p.m.



#### **Food**

Lunch, snacks and drinks provided to all golfers.



#### **Scoring**

Golf Genius provides live scoring updates.



#### **VIP Reception**

WG4K sponsors and golfers enjoy an evening with Honorary Chairs Brad Bedwell, Will McDonald, Brian Salmon and Katie Smith prior to the tournament.

# Gala of Hope



Photo courtesy of 3W Magazine





Photo courtesy of 3W Magazine

## A Town & Country Evening

A celebration of style, friendship and purpose

This year's Gala of Hope theme captures the charm of a classic summer gathering where refinement meets camaraderie. Guests will enjoy an intimate gourmet dinner, live and silent auctions, and timeless Ivy League, equestrian and American motifs. The evening will be emceed by Arkansas Children's Foundation Board Members Mandy Macke and Jennifer Yurachek, who are thrilled to help host, alongside Event Chairs Dalilah and Ben Blakeman, a memorable and meaningful night supporting the mission of Arkansas Children's. Guests are invited to embrace the warmth, humor and connection that defines life's most enduring bonds.



**Gala of Hope Formal Invitations**  
Register online at [golfandgala.com](http://golfandgala.com) by June 1 to receive a mailed invitation.



**Live & Silent Auctions Open Wednesday, July 22**  
Sponsors and confirmed guests receive an email with the auction registration link when bidding opens.



**Gala of Hope: Friday, July 31**  
Gala of Hope begins at 5:30 p.m. with a cocktail reception. The evening features fine dining and impressive live and silent auction items from northwest Arkansas's finest establishments.



**Gala Attire**  
Dress to the nines for this formal black-tie event, including full length gowns and tuxedos.

**All funds raised support the Arkansas Children's Northwest expansion, providing even more children with the expert, pediatric care they need – and fast.**



# Gala of Hope

## Thank you, 2025 sponsors!

Every dollar you generously donated — an incredible \$1.87 million — stays local and supports children at Arkansas Children’s Northwest.

### Founding Champion Sponsor



Willard & Pat Walker  
Charitable Foundation, Inc.

### Champion Sponsor



HACHEM INVESTMENTS, INC.

### Presenting Sponsors



CASINO RECEPTION SPONSOR



### Premier Sponsors



### Founding Golf Sponsor



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## Dual Sponsorship Levels & Benefits | July 30 - July 31, 2026

	<b>Champion Sponsor</b> \$100,000	<b>Presenting Sponsor</b> \$50,000	<b>Premier Sponsor</b> \$30,000	<b>Diamond Sponsor</b> \$15,000	<b>Platinum Sponsor</b> \$10,000	<b>Gold Sponsor</b> \$7,500
<b>Will Golf 4 Kids Event Experience</b>						
4-person golf teams	6	5	4	3	2	1
Pre-event VIP Reception tickets (date TBD)	10	6	5	2	2	2
Premium item and goody bag	24	20	16	12	8	8
Verbal recognition before each flight	X	X	-	-	-	-
Tournament/VIP Reception signage*	Logo	Logo	Logo	Logo	Logo	Listing
<b>Gala of Hope Event Experience</b>						
Exclusive tickets	20	10	8	6	4	2
Printed invitation recognition*	Logo	Logo	Logo	Logo	-	-
Priority seating	X	X	X	-	-	-
Verbal recognition from the stage	X	X	X	-	-	-
Visual recognition from the 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	-	-
<b>Additional Recognition</b>						
Children's Circle of Care (CCC) one-year membership**	X	X	X	X	-	-
Pre-event digital communications*	Logo	Logo	Logo	-	-	-
Event/Auction website*	Logo	Logo	Logo	Logo	Listing	Listing

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

**To become a dual sponsor, visit [golfandgala.com](http://golfandgala.com)**



**July 30 - July 31, 2026 | Dogwood & Kingswood Golf Courses**

	<b>Presenting Sponsor</b> \$50,000	<b>Premier Sponsor</b> \$30,000	<b>Diamond Sponsor</b> \$15,000	<b>Platinum Sponsor</b> \$10,000	<b>Gold Sponsor</b> \$7,500	<b>Tee Box Sponsor</b> \$5,000	<b>Hole Sponsor</b> \$2,500
<b>Will Golf 4 Kids Event Experience</b>							
4-person golf teams	10	8	5	3	2	1	2 golfers
Pre-event VIP Reception tickets (date TBD)	12	10	6	6	4	4	2
Premium item and goody bag	40	24	20	12	8	4	2
<b>Exclusive Will Golf 4 Kids Recognition</b>							
Tournament signage*	Logo	Logo	Logo	Logo	Logo	Listing	Listing
VIP Reception signage*	Logo	Logo	Logo	Logo	Logo	Listing	Listing
Verbal recognition before each flight	X	-	-	-	-	-	-
Logo displayed on Golf Genius (live scoring app)	X	X	X	-	-	-	-
Prominent logo placement at tournament*	X	X	X	X	-	-	-
Custom tee box signage on select hole on both courses	-	-	-	-	-	Logo	-
Custom hole signage on designated course and opportunity to promote product at assigned, sponsored hole	-	-	-	-	-	-	Logo
<b>Additional Recognition</b>							
Children's Circle of Care (CCC) one-year membership**	X	X	X	-	-	-	-
Website*	Logo	Logo	Logo	Listing	Listing	Listing	Listing

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**Golf Team | \$3,000 | One 4-person golf team**

**Includes:** 2 VIP Reception tickets and 4 premium items/goody bags

**For more WG4K information, please contact Courtney Becton at 479-725-2962 or visit [golfandgala.com](http://golfandgala.com).**



**July 30 - July 31, 2026 | Dogwood & Kingswood Golf Courses**

	<b>VIP Sponsor</b> (only one available) \$30,000	<b>Goody Bag Sponsor</b> (only one available) \$15,000	<b>Cart Sponsor</b> (only one available) \$15,000	<b>Golf Ball Sponsor</b> (only one available) \$15,000	<b>Premium Gift Sponsor</b> (only one available) \$10,000	<b>T-Shirt Sponsor</b> (only one available) \$7,500	<b>Golf Tee Sponsor</b> (only one available) \$7,500
<b>Exclusive Will Golf 4 Kids Experience   Previous year sponsor receives first right of refusal</b>							
4-person team(s)	8	5	5	5	3	2	2
Pre-event VIP Reception tickets (date TBD)	16	6	6	6	6	4	4
Premium item and goody bag	24	20	20	20	12	8	8
<b>Exclusive Recognition</b>							
Verbal recognition from VIP Reception stage and opportunity for sponsor to introduce honorary co-chairs	X	-	-	-	-	-	-
Children's Circle of Care (CCC) one-year membership*	X	X	X	X	-	-	-
Goody bags for all golfers, sponsors and volunteers	-	Logo	-	-	-	-	-
Golf cart clings	-	-	Logo	-	-	-	-
Golf balls	-	-	-	Logo	-	-	-
Premium gift	-	-	-	-	Logo	-	-
Committee/volunteer t-shirts	-	-	-	-	-	Logo	-
Golf tees	-	-	-	-	-	-	Logo (size/design pending)
<b>Additional Recognition</b>							
Pre-event golf digital communications**	Logo	-	-	-	-	-	-
Tournament signage**	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Website**	Logo	Logo	Logo	Logo	Listing	Listing	Listing

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

# Gala of Hope

July 31, 2026 | Exclusive Black-Tie Gala

## Fayetteville Public Library

	Champion Sponsor \$100,000	Presenting Sponsor \$50,000	Premier Sponsor \$30,000
<b>Exclusive Gala of Hope Experience</b>			
Exclusive tickets	30	16	10
Tablesides bar cart with private bartending service	X	-	-
Complimentary high-end champagne for table	X	X	-
Car service for 10 to and from Fayetteville Public Library (one location)	X	-	-
Complimentary one-night lodging at The Moxy Fayetteville for up to 10 (double-occupancy)	X	-	-
Prominent logo placement at event*	X	-	-
Priority seating	X	X	X
Printed invitation recognition*	Logo	Logo	Logo
Verbal recognition from stage	X	X	X
Visual recognition from stage*	Logo	Logo	Logo
Website recognition*	Logo	Logo	Logo
Pre-event digital communications recognition*	Logo	Logo	Logo
Printed commemorative program*	Full-page ad & logo	Full-page ad & logo	Half-page ad & logo
<b>Additional Recognition</b>			
Children's Circle of Care (CCC) one-year membership**	X	X	X
Pre-event digital communications*	Logo	Logo	Logo
Event/Auction website*	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.

### Patron Table | \$15,000 | 10 Gala Tickets

Subject to availability **beginning Friday, May 1, 2026.**

**Listing recognition:** Printed program, event website, and visual recognition from event stage

**For more Gala of Hope information, please contact Teresa Hilliard at 479-725-2966 or visit [golfandgala.com](http://golfandgala.com).**

# Gala of Hope

July 31, 2026 | Exclusive Black-Tie Gala

## Fayetteville Public Library

	Reception Sponsor (only one available) \$50,000	Donation Drive Sponsor (only one available) \$30,000	Registration Sponsor (only one available) \$20,000	Signature Drink Room Sponsor (only one available) \$20,000	Auction Sponsor (only one available) \$20,000
<b>Exclusive Gala of Hope Experience   Previous year sponsor receives first right of refusal</b>					
Exclusive tickets	16	10	10	10	10
Priority seating	X	-	-	-	-
Verbal recognition from the stage	X	X	-	-	-
Printed invitation recognition*	Logo	Logo	Logo	Logo	Logo
Visual recognition from the stage*	Logo	Logo	Logo	Logo	Logo
Website recognition*	Logo	Logo	Logo	Logo	Logo
Pre-event digital communications recognition*	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
<b>Reception sponsor (only one available)</b>					
Reception sponsor (only one available)	X	-	-	-	-
<b>Donation Drive sponsor (only one available)</b>					
Donation Drive sponsor (only one available)	-	X	-	-	-
<b>Registration sponsor (only one available)</b>					
Registration sponsor (only one available)	-	-	X	-	-
<b>VIP Room sponsor (only one available)</b>					
VIP Room sponsor (only one available)	-	-	-	X	-
<b>Auction sponsor (only one available)</b>					
Auction sponsor (only one available)	-	-	-	-	X
<b>Children's Circle of Care (CCC) one-year membership**</b>					
Children's Circle of Care (CCC) one-year membership**	X	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.



# Gala of Hope

BENEFITING ARKANSAS CHILDREN'S NORTHWEST



Levi and  
dad, Steven



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## ARKANSAS CHILDREN'S FOUNDATION

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