



# Sponsorship

Request for Proposal October 2025



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# Improving the quality of life in NWA using our unique strengths

## Creating Opportunity

- **Foster economic mobility in local workforce** through collaboration, training, skill development for the jobs of the future

## Advancing Sustainability

- **Improving the local recycling system** through regional coordination, consumer engagement and adequate infrastructure

## Strengthening Community

- **Strengthening food security** through the charitable food network, food recovery programs and nutrition benefits access
- **Supporting a caring and connected** NWA through engagement with volunteerism and designing access and connection into arts and recreation programs

### Associate Engagement

Helping our associates in Northwest Arkansas to connect and engage with regional non-profits through sponsored **events, volunteering and board service** and create social connections



## Our Goal:

We are seeking proposals for event sponsorships that are highly engaging for the community and our associates and provide support for vital resources in Northwest Arkansas (NWA). The proposals should be **relevant to Walmart's business, build trust within the** community, and **demonstrate effectiveness in addressing specific needs.**



# What we're looking for:

## Mission Aligned

The event addresses a specific need in the community and makes sense for Walmart to sponsor (for example Walmart is a large grocer, so we often fund hunger relief).

## Builds Trust

Organizations must comply with all applicable laws, regulations and best practices, adheres to the highest standards of ethical conduct, and seeks to bring people together .

## Effectiveness

It is clear what the organization and the event does, how funds will be used and the impact the work will have in the community.



# Fundraising Events

**Purpose of the request:** We are seeking proposals for event fundraising sponsorships that are highly engaging for the community and our associates and provide support for vital resources in NWA

**Things to know:**

- Fundraisers are events where tickets are required, and ticket prices are above \$25
- Funds raised should benefit programs and services operating in Washington and Benton County . This should be clearly outlined in the sponsorship proposal.

# Community Events

**Purpose of the request:** We are seeking proposals for community events that are highly engaging for the NWA region that celebrate and foster connections in our community.

**Things to know:**

- These events celebrate, raise awareness and engage the community, These should be large scale community events
- Community events should have low barrier access: Low –cost ticketing (\$25 or less) or free.

## Important details:

The total budget is \$400,000 for this round



## Sponsorship Considerations

- Proposals that highlight how Associates will be engaged as volunteers, guest speakers, and honorary chairs receive additional consideration.
- Proposals **MUST** include a Sponsorship packet with funding levels included to be considered .
- Funds must support Northwest Arkansas Washington and Benton County

Proposals **MUST** include

- The most current 990 tax documentation
- Nonprofit Determination Letter
- And if the organization is operating under a different name **Also known as/Doing Business As (DBA)** letter/name change must be included.

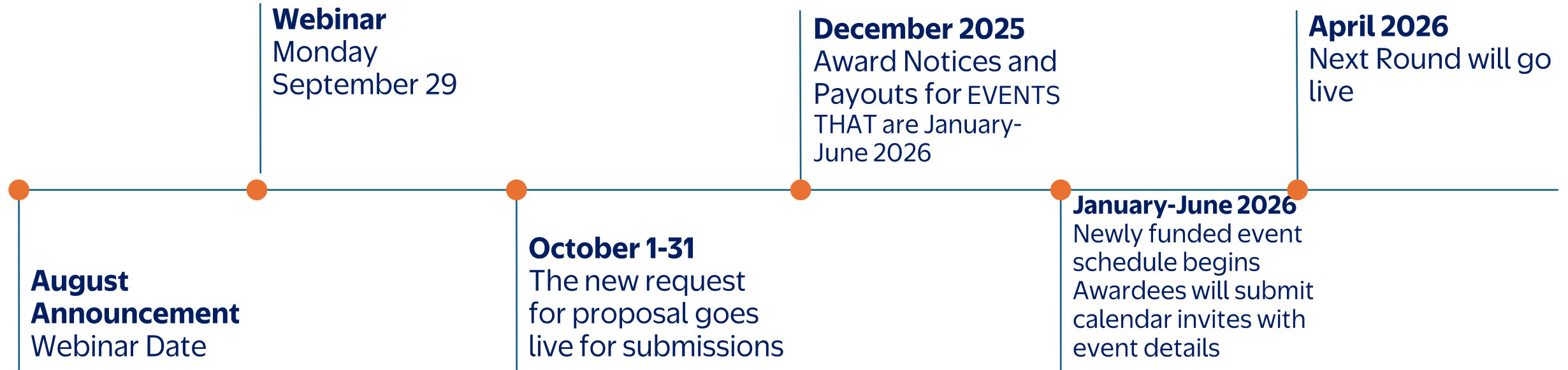
## Ineligible Funding Categories

- On-going programming sponsorship will not be considered
- Proposals in a sponsorship category an organization has already received funding for in the same fiscal year will not be considered
- The purchase of food for charitable distribution
- Association/chamber memberships
- Athletic sponsorships (teams, events)
- Faith-based organizations when the proposed grant serves private interests rather than conferring a benefit to the community in general
- Unrestricted funding
- Political causes, candidates, organizations, or campaigns
- Grants to individuals, including scholarships (tuition, room and board, or any other expense related to college, university, or vocational school attendance)

## Please take note:

- Request for sponsorships **will not be considered** outside of the bi-annual RFP process.
- **DECLINED** sponsorship requests should not be shared to other areas of the company or to individual officers for consideration for funding.
- **If sponsored event is canceled, organizations must return all sponsorship funds"**

# Dates We're Running Towards







## How to log into CYBERGRANTS

### **Step 1:**

Use the following link:

<http://www.cybergrants.com/walmart/sponsorship>

### **Step 2:**

On the log-in screen please use the *standard* log-in field and enter your email.

### **Step 3:**

Enter invitation code - **SPONWACOM**

- You will need to use this invitation code every time you log-in to the system. This will also ensure the application is directed to me for review. If you log in without the invitation code, you will not be able to start or edit a new proposal.

*If you need help with the CyberGrants, there is a “Need Support” button that you can click at the bottom of the website page. This will connect you with the CyberGrants help desk.*

Please Log In

Walmart org

**FrontDoor Login**  
Use your CyberGrants FrontDoor credentials to start

**Standard Login**  
Use the traditional Walmart.org portal to start

Angela.Oxford@walmart.com

Password

Show password

Invitation Code (optional) (?)

SPONWACOM

Forgot your password?

First time user? Create your account

Need Support? • Terms of Service • Privacy Policy

**\*\*\*If you are FRONT DOOR Verified log in there, if not use the standard log in**

**Reminder: The focus area in the Sponsorship portion is: Northwest Arkansas**