



UARK CARDINAL NIGHTS

COMMUNITY SPONSOR PACKET

What is UARK Cardinal Nights?

UARK Cardinal Nights (uarkCN) is a student-led and funded late night programming board that focuses on developing high-quality programs that meet the needs and interests of University of Arkansas' students. Our events could not be a success without the help of our sponsors so we continuously aim to make connections with local businesses who are willing to work with us to meet the needs of the Razorback community.

Who attends?

Cardinal Nights is a program that opens our doors to the whole Razorback community but we largely aim to create a fun welcome and great campus experiences for first year students who are new to campus and the college experience.



Why join?

The UARK Cardinal Nights program is a great way for local businesses to promote their goods and services to students at the University of Arkansas. When working with our program, businesses are invited to promote their companies through various campus marketing materials such as event posters, emails, and social media posts. Additionally, sponsors are given the opportunity to make event appearances for direct communications with students on campus.



Becoming a Sponsor

Sponsorship sign-ups are done through our website by filling out the Cardinal Nights Sponsorship form. We offer a variety of Sponsorship plans that consist of tiered levels which range from single event sponsoring to full-year sponsorships.

Sponsorship Levels

Platinum: \$3,500

Gold: \$2,250

Silver: \$1,000

Bronze: \$500

Platinum Level – \$3,500

Sponsor Level Includes

- Five minutes of stage time at the chosen Cardinal Nights event
- Video appearance in an event promotion video
- Table at any Cardinal Nights Events
- Sponsorship highlighted across our social media platforms for all events
- Company logo on custom event giveaways and all event posters
- A link to your company's website featured on our Cardinal Nights website



Stage Time:

A representative for your company will be given five minutes on stage to speak and promote your company.

Video Appearance:

Mention of your company will appear on our cross promotional videos.





Gold Level – \$2,250

Sponsor Level Includes

- Your logo will appear on Cardinal Nights event giveaways
- Representatives from your company can table at two Cardinal Nights events
- Sponsorship highlighted across our social media platforms for two events
- Your logo will appear on two Cardinal Nights event posters
- A link to your website will be featured on our Cardinal Nights website

Giveaways:

For every event we provide free shirts and often include other free items such as cups, stickers, masks, etc.



Silver Level – \$1,000

Sponsor Level Includes

- Representatives from your company can table at one Cardinal Nights event
- Sponsorship highlighted across our social media platforms for one event
- Your logo will appear on one Cardinal Nights event posters
- A link to your website will be featured on our Cardinal Nights website

Event Tabling:

A table will be set up through the duration of the event, or as long as you choose, for student's to stop by and receive information about your promotion and ask questions.

Social Media:

Cardinal Nights has a variety of social media accounts including Instagram, Twitter, Facebook, etc. On these platforms we post information and reminders of upcoming events.





Bronze Level – \$500

Sponsor Level Includes

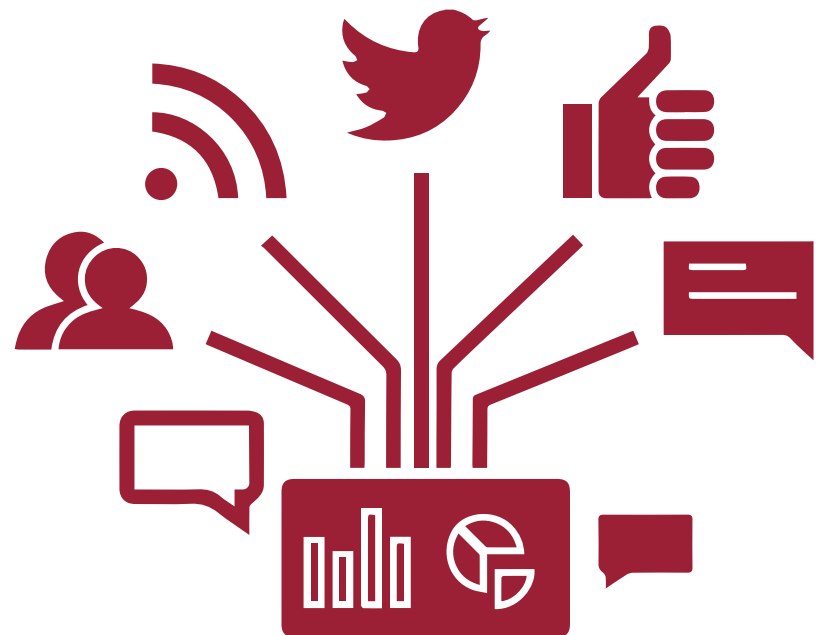
- Logo appearance on one Cardinal Nights event poster
- A link to your website will be featured on our Cardinal Nights website

Event Posters:

For each Cardinal Nights we create 11x17in. posters to promote the upcoming event and disburse them all around campus.


Website:

Our website is open to all students, staff, and faculty for event purposes such as RSVP, event details, and volunteering opportunities.





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