



CRITTENDEN COUNTY
Cares®

Empowering Communities

By making available
resources and opportunities
for a better way of life

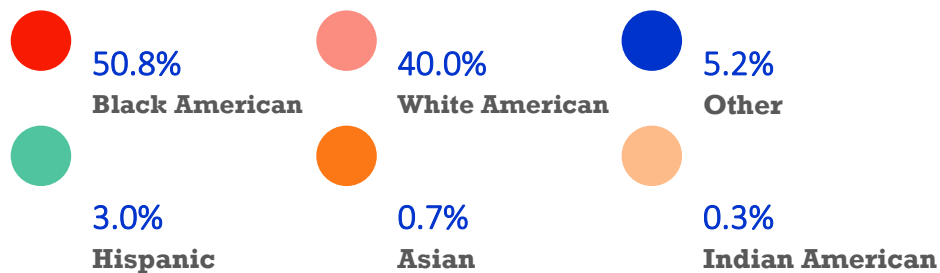
August
2024





County Characteristics

County characteristics as per the 2020 United States Census:



Additional Characteristics:

Total Population (2019)—48,163

Median HH Income (2019)—\$40,161

Per Cap Income (2015-2019)—\$23,172

Percent of Population Below Poverty Line (2019)—22.2%

Who we are and what we do.

Crittenden County Cares serves as a community initiative to promote, support, and deliver resources and opportunities in the interests of health, community, outreach, charitable services environmental sustainability, education, workforce, and small business in the county's range. Our goal is to empower individuals and families to lead healthy and fulfilling lives by making available necessary roadmaps to possibilities.



Service Communities: Anthonyville, Clarkdale, Crawfordsville, Earle, Edmonson, Gilmore, Horseshoe Lake, Jennette, Jericho, Marion, Sunset, Turrell, West Memphis-Arkansas

2024 Community Initiative

August 10, 2024 9am-1pm

Worthington Park: Boys & Girls Club of Crittenden County

990 North Missouri Street

West Memphis, AR 72301

Introduction

- CC Cares Initiative 2024 is designed to promote healthy lifestyle options; reinforce the importance of early learning; make available opportunities in workforce; and demonstrate best practices while leveraging resources for small businesses located in Crittenden County, Arkansas.
- This 1-day festival welcomes neighboring counties and states as well as investors, sponsors, and supporters of the coverage area.

Focus Pillars

▪ Health & Wellness

- Diabetes Screenings
- BMI Screenings
- Cholesterol/Blood Pressure Screenings
- Mammograms
- Fitness Sessions

▪ Early Education

- All Kids Read & Win
- School Supply Drive
- Healthy Snack Packs
- Bouncers & Bubbles Exercises

▪ Workforce & Opportunities

- Resume Building
- Recruiting Companies
- Career Explorations & Demonstrations
- On-Site Interviews

▪ Small Business

- Scaling Strategies
- SBA Opportunities
- Vendor Booths
- Success Tools & Testimonies

2024 Community Initiative Sponsorship Opportunities

Our vision at Crittenden County Cares is to create a world where everyone has access to the support services they need to thrive. We believe that everyone deserves to live a healthy and fulfilling life, and we are committed to working towards this goal every day. Your investment in this initiative helps provide hope and possibilities for families across 13 communities in Eastern Arkansas.

Presenting Sponsor \$20,000

- Naming rights as “Crittenden County Cares Community Initiative presented by (company name)”
- Premium space for employment displays and interviewing privacy or vending
- Opportunity from stage to welcome visitors to your area and summarize your company’s vision
- ELEVATED logo presence on volunteer/staff t-shirts
- 2 full pages in event magazine
- Logo presence on event signage
- Logo presence on event collateral/giveaways
- Logo presence and/or mentions on all promotional placements via social media
- Company highlight on social media promoting your presence at event
- Opportunity to provide giveaways on the hour via host mentions
- Logo presence and/or mentions on post-event promotions
- Opportunity for media interview during event

Supporting Sponsor \$15,000

- Premium space for employment displays and interviewing privacy or vending
- Opportunity from stage to welcome visitors to your area and summarize your company’s vision
- Logo presence on volunteer/staff t-shirts
- 1 full page in event magazine
- Logo presence on event signage
- Logo presence on event collateral/giveaways
- Logo presence and/or mentions on all promotional placements via social media
- Company highlight on social media promoting your presence at event
- Opportunity to provide giveaways on the hour via host mentions
- Logo presence and/or mentions on post-event promotions

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Engaging Sponsor \$5,000

- Standard display booth plus 2 chairs as space for employment displays and interviewing privacy or vending
- Logo presence on event signage
- 1/2 page in event magazine
- Logo presence on event collateral/giveaways
- Company highlight on social media promoting your presence at event
- Opportunity to provide giveaways on the hour via host mentions
- Logo presence and/or mentions on post-event promotions

Donating Sponsor \$2,500

- Standard display booth plus 2 chairs as space for employment displays and interviewing privacy or vending
- Logo presence on event signage
- Logo featured in event magazine
- Logo presence and/or mentions on post-event promotions

Customized Element Sponsor

- We are happy to customize a sponsorship with our in-house creative team.
- Tell us what your goals are and let's get to work building your presence this year!
- To learn more, reach us at admin@crittendencountycares.org or www.crittendencountycares.org



THANK YOU!

A horizontal bar with a gradient from red to purple to blue.

Drop us a line:

Crittenden County Cares

P.O. 282

Marion, AR 72364

Website:

www.crittendencountycares.org

Email:

admin@crittendencountycares.org

