



Dear Friends and Community Partners,

It's time to Light the Way for people experiencing homelessness this holiday season!

Holidays are particularly difficult for those who have no home to enjoy special times with family and friends, to say nothing of being able to take shelter from the cold winter temperatures.

Light the Way is a fundraising event supporting Micah 6:8 Initiative's largest program:

WayStation Essential Services + Productivity, Benton County's largest and most effective service specifically supporting persons experiencing homelessness in Northwest Arkansas. WayStation provides critical shelter from the winter elements and so much more—in fact, more than 30 services on site and through referrals. WayStation helps people become housed and self-sustaining, while addressing their critical needs for food, shelter, showers, laundry and more while they are on the journey to housing stability. This holiday season, Light the Way offers the opportunity for your organization to get its special holiday offer in the hands of hundreds of Benton County families at the start of the holiday shopping season, all while supporting a heart-warming cause.

On November 7, we anticipate as many as 1,000 members of the community will gather to Light the Way with a Christmas tree festival and silent auction. Sponsor-decorated Christmas trees, wreaths and garlands are on display all day for holiday festivities, free family photos with Santa and free hot chocolate. At the end of the day, these amazing trees, wreaths and garlands will belong to the highest online bidder.

We are excited to offer a wide range of sponsorship opportunities for community partners to help make this event special and successful. The top four tiers are exclusive to one sponsor each, and these will go fast, so reach out soon to claim one of these best values in sponsorship.



Just look at all of the exposure potential of a Light the Way sponsorship:



Google Ads, Facebook and Instagram advertising



Facebook event page with sponsor logos



SEO optimized web landing page with 2026 sponsor logos displayed until March 1, 2027 on Micah 6:8 Initiative at www.Micah68Initiative.org



4 Weekly e-blasts for opt-in, highly engaged mail list of 1,000 plus; Biweekly e-blasts the week of the event



Dedicated domain: Light-the-way.info



Mass media marketing via radio, podcast with top sponsor mentions



Featured in Micah 6:8 Initiative e-newsletter, NWA Today, ADG and other community calendars



Get your holiday message or offer directly to 500 households in the Swag Stockings

Would you please consider joining us, at any level of sponsorship, because no contribution or partnership is ever too small? We truly look forward to making many new friends of the WayStation while also helping your organization reach thousands of families this holiday season with your own special message.

Please help us Light the Way by connecting with Micah 6:8 Initiative or visiting www.Light-the-Way.info.

Donna Schillinger
Executive Director



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EVENT
DECORATING
DAY

November
6



OPEN TO THE
PUBLIC AND
SILENT AUCTION

November
7
11 AM to 8 PM



TREE PICK-UP,
SPONSOR
BREAKDOWN

November
8
12 PM to 6 PM

Light the Way Sponsorship Packages

CHRISTMAS STAR
SPONSOR

\$5,000



Sponsorship level includes...

- Belle of the ball 10 ft. pre-lit Flocked Christmas tree for decorating by sponsor
- Exclusive name/logo placement on online auction platform
- Two items of sponsor's choice in the swag stocking
- Top Sponsors e-blast
- Mass media advertising via radio, podcast with top sponsor mentions
- Dedicated post on social media channels
- Dedicated e-blast

Plus all the benefits of the lower sponsorship levels!

NORTH POLE
SPONSOR
\$3,000



Sponsorship level includes...

- 9 ft. pre-lit Christmas tree for decorating by sponsor
- Company name and logo in backdrop of Photos with Santa
- Two items of sponsor's choice in the swag stocking
- Top Sponsors e-blast
- Mass media advertising via radio, podcast with top sponsor mentions
- Dedicated post on social media channels
- Optional product use in photos with Santa

Plus all the benefits of the lower sponsorship levels!

SWAG STOCKING
SPONSOR
\$2,000



Sponsorship level includes...

- 9 ft. pre-lit Christmas tree for decorating by sponsor
- Company name and logo on Swag stocking
- Two items of sponsor's choice in the swag stocking
- Top Sponsors e-blast
- Mass media advertising via radio, podcast with top sponsor mentions
- Dedicated post on social media channels

Plus all the benefits of the lower sponsorship levels!

HOT CHOCOLATE
SPONSOR
\$1,000



Sponsorship level includes...

- 9 ft. pre-lit Christmas tree for decorating by sponsor
- Company name and logo on Hot Chocolate Station signage
- Item of sponsor's choice in the swag stocking
- Dedicated post on social media channels
- Top Sponsors e-blast
- Mass media advertising via radio, podcast with top sponsor mentions
- Option for your branded cups for serving the hot chocolate
- Option for sponsor to use their product in the hot chocolate bar

Plus all the benefits of the lower sponsorship levels!

LARGE TREE
SPONSOR

\$400



Sponsorship level includes...

- One prelight medium (7.5 ft) Christmas tree for decorating with sponsor's choice of ornaments, which may include branded product

Plus all the benefits of the lower sponsorship levels!

MEDIUM TREE
SPONSOR

\$250



Sponsorship level includes...

- One prelight small (6.5 ft) Christmas tree for decorating with sponsor's choice of ornaments, which may include branded product
- One promotional piece to include in the Swag Stockings (Qty. 500)
- Name and logo on all social media, website and e-mail marketing
- Name and logo on event posters

WREATH OR
GARLAND SPONSOR

\$100



Sponsorship level includes...

- Your choice of available wreath or garland to decorate
- One promotional piece to include in the Swag Stockings (Qty. 500)
- Name and logo on all social media and website marketing
- Name on event posters

EVENT LOCATION

**Pinnacle Hills
Promenade**



THE MICAH 6:8 INITIATIVE

Event by Micah 6:8 Initiative, benefitting persons experiencing homelessness in NWA this holiday season.

2026 Benton County's Largest and Most Effective Homeless Service Provider

Also serving Carroll and Madison Counties



THE MICAH 6:8 INITIATIVE

Micah 6:8 Initiative helps people to reach their full potential, which starts with a stable place to live and adequate food.

WayStation Past 12 months: 800 households served

More than 10,500 Daily Visits.

Emergency Night Shelter: 250+ families served

Hotels, Campgrounds and now our own guest suites.

Prevented Homelessness for 240+ families since 2021

Make The Difference, partial funding by ESG grant.

15 seniors (55+) and 1 teen family in transitional housing

Intensive case management to address specific barriers to housing stability.

Past 12 Months: 20 Households moved to Permanent Housing Stability

Despite a very challenging affordable housing landscape.

Make the Difference Fund

Begun as a last resort safety net for rental and utility assistance during the pandemic, Make The Difference has prevented homelessness for more than 240 households since 2021.

Way Station Day Shelter + Resources

An essential community service, WayStation is a point of entry for persons in NWA who are experiencing homelessness or at imminent risk.

1920 S. 8th St., Rogers



Suites at St. Mary's

A unique 2-year chance to address the issues contributing to their homelessness, 15 senior citizens redesign their lives and take solid steps to housing stability for good. **1229 W. Poplar St., Rogers**

