

Sponsorship Request for Proposals:

For Events Occurring: January 2025 through June 2025

Walmart.org, Northwest Arkansas Giving



Agenda Items

1. Overview of Walmart.org & Northwest Arkansas
2. Sponsorship Categories
3. Review the Request for Proposals Timeline
4. Check Lists: please review
5. How to Apply – Cybergrants **Proposal Link and Invitation Code**
6. Questions? Webinar registration links

Overview of Walmart.org & Northwest Arkansas Strategies

Our philanthropic focus areas extend the impact of Walmart's business strengths on key issues that improve the quality of life in the region

Our Focus: To strengthen long-term capacity & capabilities that improve the **quality of life in Northwest Arkansas**, focusing on low-income and underserved communities in the region.



Economic Opportunity

- Foster local workforce growth through collaboration, training, and skill development for future job opportunities
- Strengthen the regional recycling system



Healthier Food Access

- Improve access and availability of healthier food
- Build nutrition literacy and skills

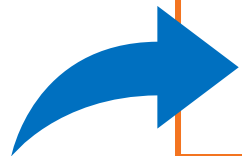


Caring and Connected NWA

- Foster greater community connectivity through inclusive programs and experiences in community spaces
- Improve community access to arts and recreation amenities

Associate Engagement

- Make it easier for associates in Northwest Arkansas to connect and engage with regional non-profits through **sponsored** events, volunteering and board service



Sponsored Events: There are some updates here

Two categories: Which should you choose?

- **Category 1:** Fundraising: Primary goal of the event is fundraising for the nonprofit, with paid tickets above \$25.
- **Category 2:** Community Events: Primary goal of the event is to celebrate, raise awareness and engage. This is a large-scale community event that is free or tickets that are \$25 or less.

Things to know:

- Nonprofit sponsorships can be funded **once in each category per year**.
- The budget per RFP round is \$400,000

Category 1: Fundraising Sponsorships

Purpose of 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 where tickets are required, and ticket prices are above \$25.
- Nonprofits should engage with [Spark Good Tools](#).
- Sponsorship packets **are required** to determine level of sponsorship.
- Request for sponsorships will not be considered outside of the RFP process. **Sponsorship requests should not be made to other areas of the company or to individual executives.**

Category 2: Community Events Sponsorships

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

Things to know:

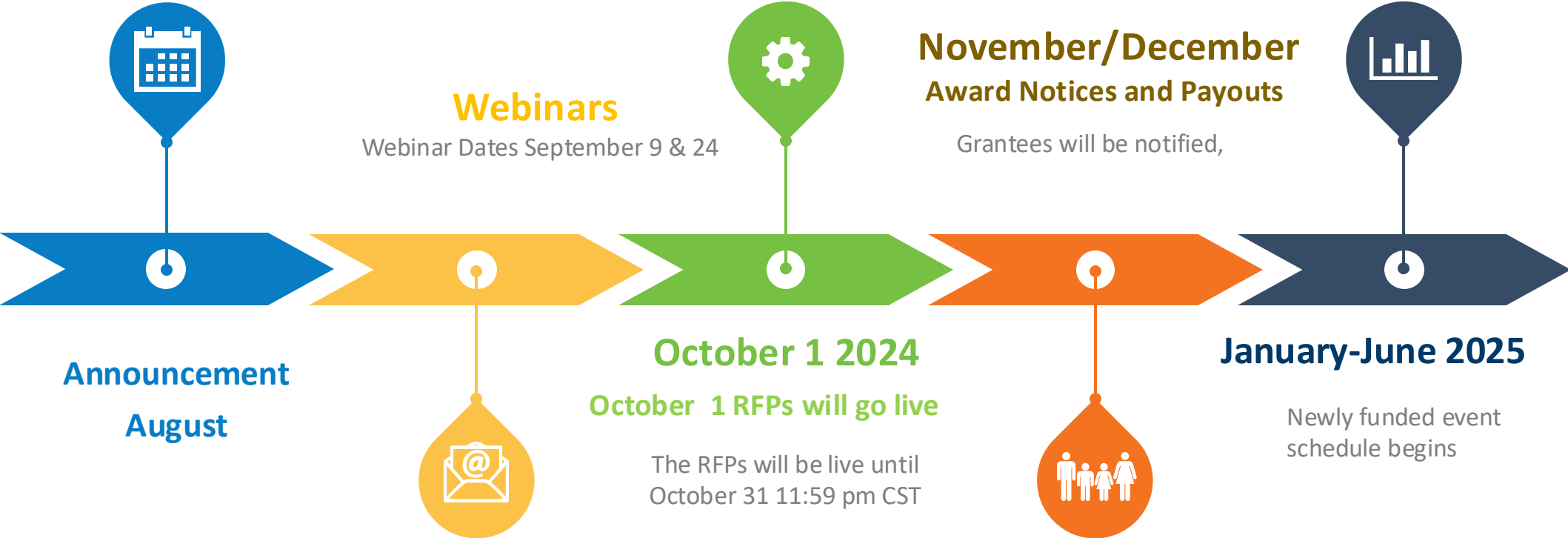
- These events celebrate, raise awareness and engage the community. This is a large-scale community event.
- Community events should have low barrier access: low-cost ticketing (\$25 or less) or free.
- Nonprofits engage with [Spark Good Tools](#).
- Sponsorship packets **are required** to determine level of sponsorship.
- Request for sponsorships will not be considered outside of the RFP process. **Sponsorship requests should not be made to other areas of the company or executives.**

What we hope for:

- Highlight the important work being done by NWA Community agencies
- Accessible events will celebrate and foster community connections
- Create a pathway for new events and create a transparent and equitable application process for events
- Encourage customer and associates' engagement through nonprofits leveraging [Spark Good](#) year-round

Request for Proposals Timeline

Timeline: October Round



Next RFP opens April 1-30, 2025
for events July-December 2025



Final Check Lists

A resource for making sure you have everything in order

Checklists

Eligibility Checklist

Organizations applying must meet one of following criteria:

- An organization holding a current tax-exempt status under Section 501(c)(3) of the Internal Revenue Code, listed on the IRS Master File and conducting activities within Northwest Arkansas. 501(c)(3) organizations must be recognized as public charities other than Type III supporting organizations.
- A recognized government entity: state, county or city agency, including law enforcement or fire departments, that are requesting funds exclusively for public purposes.
- A K-12 public or nonprofit private school, charter school, community/junior college, state/private college or university.
- A church or other faith-based organization with a proposed project that benefits the community at large, such as food pantries, soup kitchens and clothing closets.

Funding Exclusions – We do not provide grant funding for:

- 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, to include scholarships (tuition, room and board or any other expense related to college, university, or vocational school attendance)



Checklist continued

Award Conditions

- Organizations that have already received a Northwest Arkansas grant but have not completed an **impact report** may not be eligible to apply or receive a new grant.
- Organizations that submit a sponsorship proposal in a category they have already received funding for in the previous round will not be considered.
- A Sponsorship packet must be uploaded to the application: proposals missing a current sponsorship packet will not be considered.**
- A 990 and Nonprofit Determination Letter **must be uploaded** (and an AKA letter/name change if names do not match on documents) **Proposals missing these documents will not be considered**
- Associate involvement in the organization is a consideration for sponsorship
- Spark Good use is a consideration for sponsorship
- Funding provided by the Walmart Foundation cannot be used to provide services, compensation, or preferential treatment to Walmart stores or Walmart affiliated businesses. **This funding cannot be used to purchase food for charitable distribution.**
- This is a funding is for a one-time event, on-going programming will not be considered.**

Good Luck and thank you for applying!



How to Access the Application:

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.

The screenshot shows the Walmart.org login page. At the top, it says "Please Log In" and "Walmart.org". There are two login options: "FrontDoor Login" (Use your CyberGrants FrontDoor credentials to start) and "Standard Login" (Use the traditional Walmart.org portal to start). The "Standard Login" option is selected with a blue checkmark. Below the "Standard Login" section, there is a "Standard Login" form with a text input field containing "Angela.Oxford@walmart.com", a "Password" input field, and a "Show password" link. Below the password field, there is an "Invitation Code (optional)" field containing "SPONWACOM". There is a blue "Log In" button and a "Forgot your password?" link. At the bottom, there is a "First time user? Create your account" link. At the very bottom of the page, there are links for "Need Support?", "Terms of Service", and "Privacy Policy".

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

Welcome,

The organization you are currently associated with is FrontDoor Test Organization.

If you work with multiple organizations, [click here to add a new organization to your account](#).

Our philanthropic approach is rooted in our company's mission to create opportunity, so people can live better. Through the philanthropic investments of [Walmart.org](#), we strive to systematically address some of the biggest economic, environmental, and social challenges faced in the world today. But we cannot do it alone. We work closely with our grantees to address large scale environmental and social challenges in three priority areas:

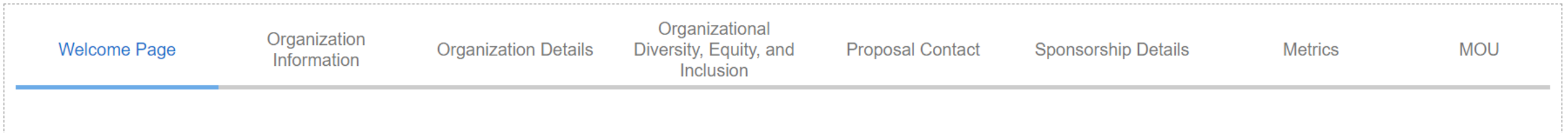
- [Creating opportunity](#)
- [Advancing sustainability](#)
- [Strengthening community](#)

Walmart.org supports work directly related to our philanthropic strategies and geographic focus. For some programs, we invite proposals by directly contacting organizations for other programs we publish requests for proposals (RFPs), accept concept notes, or have an open application process.

Requirements vary, so it's important to review a [href="http://walmart.org/how-we-give/grant-eligibility" target="_blank">eligibility requirements](http://walmart.org/how-we-give/grant-eligibility) before starting your application. We recognize that many of our applicants may be unfamiliar with our various giving programs, therefore, we have compiled a list of resources to assist grant seekers looking to apply for a grant. These documents include frequently asked questions regarding eligibility and the application process as well as other online resources that might be useful. **Please visit [Grantseeker Resources](#) on Walmart.org for helpful tips to consider before applying for a grant.**

We recommend that you [familiarize yourself with the online application](#) before you begin. To create a new application, click the "Start a New Application" link at the bottom of this page. You may also save your applications now and return to work on them later. To continue work on an unsubmitted application, click the "Continue" link next to the application's Project Title. To view an application previously submitted to Walmart.org, click the "View" link next to the appropriate Project Title.

Each page will have a timeline like the one below to help you monitor your progress. The line and text will indicate your current position within the application process. If you have technical questions regarding this application, use the link located at the bottom of every page to contact our support team.



» START A NEW APPLICATION «

Apply for Grants

LOGOUT

- Welcome Page
- Organization Information
- Organization Details
- Organizational Diversity, Equity, and Inclusion
- Proposal Contact
- Sponsorship Details**
- Metrics
- MOU

Sponsorship Details

* indicates required field

* Requested Cash Amount Enter the dollar amount the organization is requesting for the proposed program.

* Project Title Enter a title for the proposed sponsorship (will be used as a public description of the sponsorship if funded).

* Focus Area Please choose the Walmart.org program area to which this proposal applies. Learn more about Walmart.org priorities here (<https://walmart.org/what-we-do>).

* Category Please choose the general giving category that best aligns with this specific proposal.

* Event Type

* Start Date MM/DD/YYYY

* End Date Enter the end date of the project / program / event / membership for which funds are being requested. MM/DD/YYYY

* Event Location

* Event Overview and Purpose (4000 character maximum)

* Primary Audience (4000 character maximum)

* Attendance Enter in the amount of people expected to attend the event

Notable Speakers

Focus Area should be Northwest Arkansas

Please be sure to put the event dates in your proposal

Event Tab: Select your category type

For the Fundraising Category
select
“Benefit/Fundraiser” for your
Sponsorship type



Category
Please choose the general giving category that best aligns with this specific proposal.

Health & Wellness ▼

Event Type

Benefit/Fundraiser ▼

For the Community Engagement
Category select
“Conference/Seminar” for your
Sponsorship type



Category
Please choose the general giving category that best aligns with this specific proposal.

Health & Wellness ▼

Event Type

Conference/Seminar ▼

Associate Engagement and Event Agenda

Walmart Executive engagement?



Notable Speakers
(3932 character(s) remaining)

Walmart Board members, volunteers



Walmart Associate Involvement in Event
(3381 character(s) remaining)

Please describe if and how Walmart Associates are engaged with your event (e.g. speakers, volunteers). If unknown or not applicable, write N/A.

A current sponsorship packet must be uploaded here.



*** Sponsor Recognition**

(4000 character maximum)
Please describe how the sponsor of this event will be recognized and/or upload a sponsorship packet that describes sponsor benefits in the field below.

(4000 character maximum)

[UPLOAD FILE](#)

Sponsorship Packet upload option

*** Demographics**

Does this grant request specifically focus on engaging or reaching any of the following communities? If your request is not specifically designed to focus on a particular demographic group(s) and is designed for broad reach, please choose "General Population".

- General Population
- Asian American / Native Hawaiian / Pacific Islander
- Black/African American
- Hispanic/Latino/Latina/Latinx
- Native American / Alaskan Native
- Multi-Racial/Multi-Ethnic
- LGBTQIA+
- People with Disabilities
- Veterans & Military Families
- Women
- Other

Supporting Documentation

Please upload any additional information that helps us to better understand the initiative or program in which you are seeking grant funds for with this request (e.g. pictures, videos, presentations, documents).

[UPLOAD FILE](#)

*** Non-U.S. Based Events**

Is the event outside the United States or for a benefit of a community outside the United States?

*** Non-U.S. Officials or University Personnel**

Do event funds pay for flights/accommodations for government officials or personnel from universities outside of the United States?

[SAVE AND PROCEED](#)

[Need Support?](#)

[Terms of Service](#) [Privacy Policy](#)

Support Contacts & Best Practices

Organization Support:

- ❑ [“Needs Support” link](#)
- ❑ wmsupport@cybergrants.com for general CyberGrants needs, technical issues, issues within the application.
- ❑ frontdoor@cybergrants.com for assistance with FrontDoor registration, update organization profile or add a person to the record

Best Practices:

- ❑ Log in early to ensure you can access your account and the correct application type.
- ❑ With your proposal, be sure to upload the correct documents:
 - IRS Determination Letter
 - 990 or 990 EZ
- ❑ If you refer to us as a funder at any point in your proposal, refer to us as “Walmart.” not the “Walmart Foundation”
- ❑ If your organization was funded previously, please ensure your report from past funding is complete in the system.

Questions?

Email: Angela.Oxford@Walmart.com

This slide presentation will be emailed to you.

Requests for Proposals will go live: October 1-31

Notifications of sponsorship funding November-December

****Please do not submit proposals prior to October 1**