

HEARTLAND challenge

April 3-5, 2025



UNIVERSITY OF
ARKANSAS

Sam M. Walton College of Business

Ignite Vision. Empower Startups. Elevate Your Brand.

The Heartland Challenge Startup Competition is a prestigious event that simulates the venture capital fundraising process for high-growth ventures. Over three days, 12 elite graduate student teams compete for a prize pool of up to \$100,000, engaging with the vibrant entrepreneurial ecosystem in Northwest Arkansas. As a sponsor, you'll be instrumental in fostering innovation and connecting with the next generation of industry leaders.



What We Do

Assess & Identify Top Talent: Evaluate startup applications from university teams in preparation for a virtual first round, and a face-to-face semifinal and final round in Northwest Arkansas.

Facilitate Business Development: While in NWA, startup founders receive constructive feedback and mentorship to make local connections and improve their chances of startup success.

Foster Networking & Regional Connection: Facilitate deep connections within our regional ecosystem to encourage continued engagement post-competition.

Why Sponsor?



Targeted Exposure & Networking

Position your brand alongside and connect with leading startups, investors, and entrepreneurs.



Support Startups & Founders

62% of 60 teams remain active or have exited, reflecting our support for sustainable startups.



Community Impact

Support the growth of the entrepreneurial ecosystem, in Northwest Arkansas and the Heartland.



Brand Visibility

Increase brand recognition with logo placements, branded swag, and digital promotion.

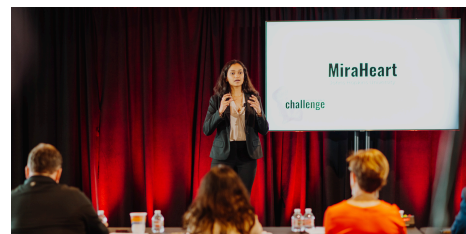
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Sponsorship Opportunities

The title sponsor for the Heartland Challenge is the Walton Family Charitable Support Foundation. Join us in matching their generosity! Contact Maddy Stricklen (mstricklen@walton.uark.edu).

Tier Details	Presenting \$25,000+	Premier \$10,000+	Event \$5,000+	Ecosystem Builder <\$5,000
Seats at Keynote Reception	Table (8)	4	2	1
Seats at Awards Ceremony	Table (8)	4	2	1
Logo featured on website and in printed program	✓	✓	✓	✓
Logo placement on sponsorship banner (tiered)	✓	✓	✓	✓
Newsletter, press release, & social media features	✓	✓		
Presence in swag bags	✓	✓		
Co-branded social media campaign	✓			
Participation as a panelist, moderator, or judge (if appropriate)	✓			
Main stage & livestream branding	✓			
Event-specific branding			✓	

* Sponsorship contributions will be reduced by the fair market value of the associated benefits per IRS regulations.