



2024-2025

# SPONSORSHIP PACKAGE



We are excited to invite you to be part of our upcoming sponsorship opportunities. Your support can make a big difference, and we appreciate your consideration.

## About Us

Our Little Rock is a nonprofit on a mission to empower residents to participate in shaping the routes and destinations of our city. We do this through advocacy, education, and collaborations.

## Overview

Our Little Rock is seeking sponsorship of the following initiatives to help fund our 2024/2025 efforts. These projects include:

- 2025 Our Little Rock Calendar
- 2024 Local-Motive Tour
- Holiday End of Year Fundraiser

## Our Little Rock's Audience

Our organization serves residents of all ages in the Little Rock metro area who take an active role in shaping Little Rock into a place we all are proud to call home. Our Little Rock's audience includes local leaders, influencers, and concerned citizens interested in building connections and contributing to meaningful placemaking projects.

We have a fast growing network of 265 mailing list subscribers and 1900 social media followers. We also have a presence at numerous pop-ups, community events, and local businesses.



## Ongoing Program Outcomes

- Expanding community exposure to people-oriented places
  - 1900 social media followers of **new urbanism ideas** and local opportunities
  - **3 urbanist books read and discussed** by local readers
- Empowering individuals to become Strong Towns advocates
  - 85 attendees of 2024's **action-oriented** Strong Towns Local-Motive Tour with support from **Ward Directors & neighborhood associations**
  - 6 “**Community Conversation**” meet-ups hosting 8-15 residents each meet-up.
  - 265 newsletter subscribers to **locally-focused urbanist news and calls to action**
- Enabling human habitat initiatives
  - 45 **public transit riders** testing public transit for the first time in a capital city via organized transit crawl
  - 1 **street calming demonstration** (with another in progress)
  - 3 **group neighborhood walk audits**

## Advocacy Through Partnership

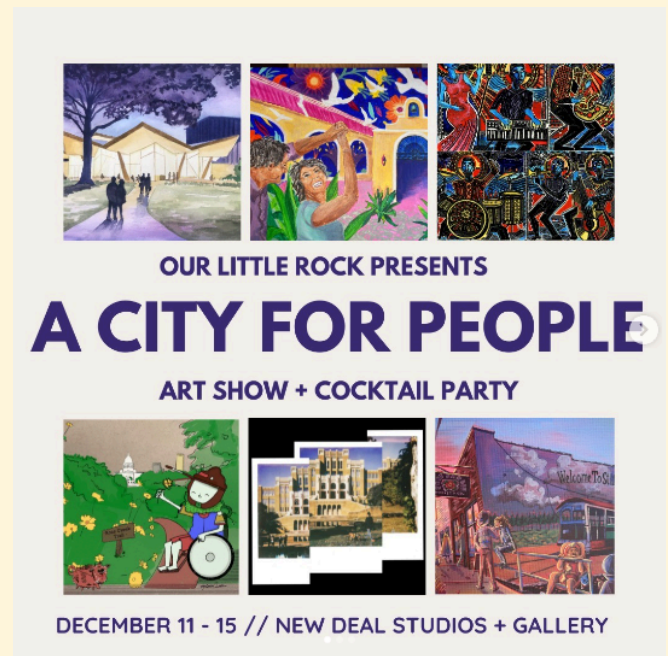
- **Strong Town’s National Gathering** - Little Rock’s Local Conversation Leader
- **Civic Arkansas Activator** - selected participant
- **LaneShift’s Active Transportation Academy** - selected participant
- **Central Arkansas Vulnerable Road User Summit** - Education & Equity Panelist/Speaker
- **Regular participant of:** Downtown Little Rock Partnership’s Public Spaces Committee, Little Rock’s Active Transportation Advisory Committee, Pedal Party Planning Team, and Member of studioMAIN
- **Partners with:** Coalition of Little Rock Neighborhoods, Stones Throw, Arkansas Community Organization, America Walks, AARP, Pettaway Neighborhood Association
- **Supporter of:** CALS Library Dee Brown Library, SoMA 501, SoMA BAM, Rose Creek Initiative, Bicycle Advocacy of Central Arkansas, Metroplan, Rock Region Metro, Quapaw Quarter Association, LR Historic District Commission, LR Arts Commission, LR Sustainability Commission, Age-Friendly LR Commission
- **Involvement with:** Downtown LR Master Plan, Central Arkansas Safety Action Plan, LR Sales Tax Proposal, and Little Rock’s Greenway Network Development Plan

## Upcoming Initiative Details

This is Our Little Rock's 2nd year delivering these fundraising initiatives. With your support, our efforts will be even more impactful in 2025!

## Our Little Rock Calendar 2025

Our Little Rock collaborates with local artists to reimagine unique scenes of our city teeming with life and joy. We plan to print a minimum of 100 copies to sell at pop-ups and in local shops and this helps fund and curb the costs of our ongoing efforts throughout the year.



*Last year's flyer and original artworks by local artists.*

## Strong Towns Local-Motive Tour

In partnership with Strong Towns, Our Little Rock will host eight focused sessions for city citizens. This year's topics include:

- Parking Revolutions
- Understanding City Budgets
- Inclusive Housing that Strengthen Neighborhoods
- Safety Behind School Commuting
- Creating Neighborhoods for People of All Ages
- How Faith Communities Can Use Their Space to Transform Neighborhoods
- The Car Crash Pandemic
- Ways to Build a 'Third Place' Through Tactical Urbanism

Last year's tour brought together 85 participants, inspired neighborhood walks, and a 45 person public bus pub crawl!

## End of Year Fundraiser

End of year celebration marking small wins and ramping up support for an even more impactful 2025.

Last year's event resulted in 65 attendees and included an art action, raffle, and local eats/drinks. This year, we have built a much longer runway to bring in even more partners and marketing for a bigger event!





# Why Sponsor Our Little Rock?

Our Little Rock exists to engage residents to participate in the multitude of efforts across the city that influence transportation, housing, street safety, land-use and city investment decisions, and more. Sponsoring Our Little Rock benefits not only these organizations, but also aides in building brand visibility - making you a known, community champion for a more people-oriented Little Rock.

## Benefits for Sponsors

- **Community impact:** Align your organization's values to advance local action for a city where all who live here can thrive.
- **Brand exposure:** Engage with community members who love Little Rock.
- **Networking Opportunities:** Connect with local influencers.
- **Enhanced Reputation:** Boost corporate social responsibility.

## Sponsorship Opportunities

Sponsorship packages are available and include the following in-kind promotions:

- **Platinum:** Logo on 2025 calendar, Local-Motive Tour, Fundraiser, Website, and Annual Report | \$2500 (2)
- **Gold:** Logo on Local-Motive Tour, Fundraiser, Website, and Annual Report | \$1000 (4)
- **Silver:** Logo on Fundraiser, Website, and Annual Report | \$500 (7)
- **Bronze:** Acknowledgement on Website and Annual Report | \$250 (10)

## Contact Information



[ourlittlerock.org](http://ourlittlerock.org)



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*We look forward to partnering with you to ensure the success of Our Little Rock's 2024 program & fundraising efforts.*

