



2022-2023 SPONSOR GUIDE

Event Sponsorship
Opportunities
cvcasa.org



“ Nothing you
do for children
is ever wasted. ”

- Garrison Keillor

about CASA of Central VA

CASA of Central Virginia recruits, trains and supports volunteer advocates for abused and neglected children in the Juvenile and Domestic Relations Court system and educates the community about the needs of these children.

how your sponsorship supports CASA

recruit

At CASA, we recruit volunteers year-round through channels such as radio ads, billboards, and social media ads. Your sponsorship directly helps CASA recruit more volunteer advocates.

train

CASA offers three 9-week pre-service training classes each year and numerous in-service workshops throughout the year. Your sponsorship helps CASA cover the costs associated with each of these training classes so that our volunteers are fully equipped to effectively advocate for their assigned children.

support

Per federal and state guidelines, each volunteer must be supervised by CASA staff (an advocate manager). Each manager can support no more than 30 volunteers but the best practice around the state is between 20-25 volunteers. Your sponsorship ensures we have sufficient staff in place to support our volunteer advocates.

The nation's first CASA program was developed in Seattle, Washington in 1977 by Judge David Soukup. He realized that he needed help in determining what was in the best interest of the children whose cases he had before him in court. Since then over 950 CASA programs have been established throughout the nation. CASA of Central VA started in 1989 by Judge Dale Harris.

areas we serve

City of Lynchburg
Amherst County
Appomattox County
Bedford County
Campbell County
Nelson County

Fore the Kids Golf Tournament



Location

London Downs
Golf Course

Date

Wednesday,
September 21, 2022

Time

8:30 AM / 1:30 PM
Flights

The Fore the Kids Golf Tournament is our annual captain's choice golf tournament presented by CASA and Big Brothers Big Sisters of Central Virginia. In it's third year, this event is unique in supporting two local nonprofits in our community. Join our event and get exposure in front of thousands of people in Central VA.



in partnership with



support two nonprofits

Big Brothers Big Sisters and CASA of Central Virginia have partnered for three years. Support two Central Virginia nonprofits by sponsoring this event.

exposure to 200+ players

With over 50 teams registered, your organization's logo will be present at the golf course in front of 200+ players.

exclusive signage at tee box

Each sponsor will receive a hole sign exclusively with their logo. With only 3 total signs per tee box this gives maximum exposure for each sponsor.

cvcasa.org/golf



Golf Tournament Sponsorships

	presenting SOLD OUT	ace SOLD OUT
logo at tee box	2x signs	2x signs
logo on event website	●	●
logo on player goodie bag	●	●
entry for team(s) / 4 players per team	2 teams	2 teams
opportunity to include logo item in goody bag	●	●
social media recognition	●	●
award ceremony recognition	●	●
corporate banner at golf course	●	●
opportunity to speak at award ceremony	●	●
ability to have promotional tent at registration	●	●
logo displayed on refreshment cart(s)		
to be named presenting sponsor	●	
logo on golf cart	●	

other ways to sponsor?

prize donations: tournament and raffle winner prizes
including: promotional items, gift cards/certificates, golf polos, umbrellas, balls, entertainment packages, etc.

prize donors receive company name on event website

eagle
\$3,000

birdie
\$1,500

food
\$1,000

refreshment
\$500

hole
\$250

2x signs



name



2 teams

1 team

1 team



Superhero Run



Location

Percival's
Island Trail

Date

Saturday,
November 5, 2022

Time

Varying by event

The CASA Superhero Run is our annual 5k run, walk and kids run that takes place each November. In it's eighth year, the Superhero Run has become the 3rd largest race overall in Lynchburg and 2nd largest 5k in Lynchburg. Become a real life superhero by sponsoring this one-of-a-kind event and get exposure in front of thousands of people in Central VA.



opportunity to run or volunteer

As a sponsor, you may receive complimentary race entries for your employees or to give away through a social media contest. You may also find this race to be a great opportunity for your employees to volunteer.



exposure to 800+ participants

This race attracts on average 500 5k runners and walkers and 300 kids run participants (plus their family members!) so your company will get plenty of exposure through this event.

unique sponsor benefits

Each sponsor level has unique benefits for your company. Take a look at the levels and decide which one fits your brand and advertising needs the best.

cvcasa.org/casa-superhero-run



Superhero Run Sponsorships

**volunteer,
swag, or
festival**
\$5,000
1 of each
available

5k run/walk
\$10,000
1 available

1 mile kids run
\$7,500
1 available

	5k run/walk \$10,000 1 available	1 mile kids run \$7,500 1 available	volunteer, swag, or festival \$5,000 1 of each available
promo item in race bags	●	●	●
free race entries	20	15	10
social media stories	●	●	●
social media dedicate post	●	●	●
social media boosted post	●	●	●
logo on website	●	●	●
race guide ad	full pg.	full pg.	half pg.
race guide logo	●	●	●
logo on e-blast	●	●	●
logo on posters/postcard	●	●	●
logo on back of t-shirts	●	●	●
company banner at race	●	●	●
race day announcements	●	●	●
exhibit space at event	●	●	●
speaking opportunity at race	●	●	
logo on race bags	●	●	swag
logo on front of t-shirts	●		

**volunteer,
swag, or
festival
(cont'd)**

**5k run/walk
(cont'd)**

**1 mile kids run
(cont'd)**

logo on 5k finisher medals	●		
logo on 5k run age group awards	●		
logo on race bibs	●	●	
video spotlight or FB live interview	●	●	
radio/TV appearances	●	●	
logo on capes		●	
logo on kids run finisher medals		●	
logo on volunteer shirts			volunteer
logo on volunteer name badges			volunteer
logo on finisher gifts			swag
logo on pavement stickers			festival
logo on event day signage			festival

please note: benefits for the five sponsor levels seen above span this entire two page spread. additional sponsorship opportunities available on the next page.

Superhero Run continued

refreshment

\$3,500

1 available

costume contest

\$2,500

1 available

fundraising

\$2,500

1 available

promo item in race bags	●	●	●
free race entries	10	10	10
social media stories	●	●	●
social media dedicate post	●	●	●
social media boosted post	●	●	●
logo on website	●	●	●
race guide ad	half pg.	half pg.	half pg.
race guide logo	●	●	●
logo on e-blast	●	●	●
logo on posters/postcard	●	●	●
logo on back of t-shirts	●	●	●
company banner at race	●	●	●
race day announcements	●	●	●
exhibit space at event	●	●	●
speaking opportunity at race		●	●

additional benefits

logo on water
bottles

logo on food
bags

logo on costume
contest awards

logo on
fundraising prizes

logo on donor
thank you cards

extraordinary
\$1,500

incredible
\$1,000

power
\$500

super
\$250
12 available



6

4

2



name



name



other ways to sponsor?

prize donations: costume contest, fundraising, and door prizes
including: gift cards/certificates, superhero themed items, etc.

prize donors receive company name in event guide (print and digital)

CASA Blanca



Location

The Virginian
Hotel

Date

Saturday,
April 22, 2023

Time

6 PM

CASA Blanca is our annual philanthropic black tie gala. In it's third year, this event is designed to bring awareness to CASA's mission and educate in how we serve children of need within our community. Join our event to experience what CASA does and connect other individuals/sponsors in Central VA.



connect with sponsors

Sponsors will get to attend our VIP reception prior to the gala, allowing them to connect and network with other businesses and individuals in our community.

exposure to 200+ guests

With each sponsor level receiving tickets to the gala, your organization has an opportunity to personally connect with more than 200+ attendees.

logo in event program + website

Each sponsor will get their logo or company name on our website and in our program given to each attendee, giving exposure to the sponsor for more than six months.

[**cvcasa.org/casablanca**](http://cvcasa.org/casablanca)



CASA Blanca Sponsorships

	presenting \$15,000 <i>1 available</i>	platinum \$10,000 <i>1 available</i>
table seats (10 seats per table)	10 seats	10 seats
listing in program	●	●
logo on website	●	●
ad in program	full pg.	full pg.
signage on table	●	●
recognition from stage	●	●
priority seating	●	●
wine at table	●	●
complimentary drinks at VIP reception	●	●
prominent signage in gala room	●	●
logo on photobooth	●	●
logo on bar napkins	●	
speaking opportunity at event	●	
to be named presenting sponsor	●	

other ways to sponsor?

silent auction donations

including: jewelry, entertainment packages, furniture, art, food/drinks, etc.

silent auction donors receive donor/company name on online auction site

gold

\$7,500

1 available

silver

\$5,000

4 available

table

\$2,750

5 available

bronze

\$2,000

4 available

entertainment

\$1,000

4 available

10 seats

8 seats

10 seats

6 seats

2 seats



name

name


full pg.

half pg.

quarter pg.

quarter pg.





**We exist to
provide for every
child a voice; a
safe, permanent
and loving home;
and hope for a
brighter future.**

2020-21 CASA of Central Virginia stats



246
children
served



82
active
volunteers



49%
of children ages
5 and under



45,796
volunteer
miles driven



8,605
volunteer
case hours



90%
recommendation
acceptance
rate by judges

ready to sponsor?

email info@cvcasa.org for more information and to secure your spot.



CASA

Court Appointed Special Advocates
FOR CHILDREN

CENTRAL VIRGINIA

cvcasa.org/sponsorships