



CASA SUPERHERO RUN

2026 Sponsorship Guide



“With great power comes great responsibility.”

Saturday, November 7, 2026

Percival’s Island Trail

Downtown Lynchburg

The CASA Superhero Run: Spidey Edition will take place on Saturday, November 7 at Percival's Island Trail and brings together hundreds of runners, families, and community champions in support of CASA of Central Virginia.

This high energy community event celebrates the power of ordinary people doing extraordinary things for children in foster care. Inspired by the idea that great power brings great responsibility, the event highlights the role CASA volunteers play in standing up for children who need someone in their corner.

Your sponsorship helps CASA recruit, train, and support volunteer advocates who speak up for the best interests of children experiencing abuse and neglect.





Exposure to 700+ Participants

This race attracts on average 500 5k runners and walkers and 200 kids run participants (plus their family members!) so your company will get plenty of exposure through this event.

Opportunity to Race 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.

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.



CASA Superhero Run Sponsorships

	presenting \$15,000 <i>sold out</i>	champion \$5,000 <i>3 available</i>
race entries	25	15
logo on event website	stand-alone	stand-alone
social media posts & stories	multiple boosted	1 boosted
race guide listing	full page ad	half page ad
logo on eblasts	●	●
logo on posters/postcards	●	●
logo on back of tshirts	●	●
logo on sponsor banners	●	●
race day announcements	●	●
exhibit space at event	●	●

champion levels

shirt sponsor
volunteer sponsor
festival sponsor

Please note that the benefits for the sponsor levels listed above cover this entire two-page spread. See the following pages for additional benefits related to the top four sponsor levels.



extraordinary	incredible	power	super
\$2,500 <i>11 available</i>	\$1,500 <i>9 available</i>	\$1,000 <i>10 available</i>	\$500 <i>10 available</i>
8	6	4	2
gallery	gallery	gallery	gallery
1 dedicated	1 dedicated	story	story
qtr page ad	logo	logo	logo
●	●	●	
●	●	●	
●	●	●	
●	●		
●	●		
●			

extraordinary levels

- course sponsor
- costume contest sponsor
- towel sponsor
- cheer sponsor
- bag sponsor
- refreshment sponsor
- cape sponsor
- medal sponsor
- bib sponsor
- photo sponsor
- billboard sponsor

incredible levels

- first aid sponsor
- bag drop sponsor
- couch crusader sponsor
- water stop sponsor
- awards sponsor
- packet pickup sponsor
- food tent sponsor
- yard sign sponsor
- shuttle bus sponsor

To become a sponsor, please email allison@cvcasa.org or visit our website

cvcasa.org/casa-superhero-run



Additional Sponsorship Benefits

\$15,000 Presenting Sponsor

- all race swag and promotional materials will feature “powered by” and your logo
- exclusive logo on finish line fence wrap and stage banner
- invitation to all radio and tv interviews
- speaking opportunity at race

\$5,000 Champion Sponsors

Choose From

- shirt sponsor - logo on front of shirts
- volunteer sponsor - logo on volunteer shirts
- festival sponsor - logo on pavement stickers and event day signage

\$2,500 Extraordinary Sponsors

Choose From

- course sponsor - logo on pavement stickers and course signs
- costume contest sponsor - speaking opportunity and logo on awards
- towel sponsor - logo on finish line sweat towels
- cheer sponsor - logo on cheer items (examples - cowbells, clappers)
- bag sponsor - logo on race bags
- refreshment sponsor - logo on water bottles and snack bags
- cape sponsor - logo on capes
- medal sponsor - logo on 5K and kids run medals
- photo sponsor - logo watermark on event photos
- bib sponsor - logo on 5K and kids run bibs
- billboard sponsor - logo on billboard ads





\$1,500 Incredible Sponsors

Choose From

- first aid sponsor - signage at first aid tent
- bag drop sponsor - signage at bag check truck
- couch crusader sponsor - logo on couch crusader packaging
- water stop sponsor - signage at both water stops
- awards sponsor - logo on age group awards
- packet pickup sponsor - signage at packet pickup
- food tent sponsor - signage at food tent
- yard sign sponsor - logo on pre-race yard sign ads
- shuttle bus sponsor - logo on shuttle buses



Health & Wellness for Your Employees

Support the health and wellness of your team by sponsoring their race registrations. Reach out to us and we will set up a coupon code for your employees. Then we will invoice you after the race. Corporate teams get 25% off the regular registration cost. This is a great way to support CASA and the wellness of your employees. This option is open to all businesses (sponsors and non-sponsors).





CASA

Court Appointed Special Advocates
FOR CHILDREN

CENTRAL VIRGINIA

cvcasa.org/casa-superhero-run