



**CASA**

Court Appointed Special Advocates

**FOR CHILDREN**

**CENTRAL VIRGINIA**

A man in a brown button-down shirt and dark pants is walking a white dog on a leash. A young boy in a blue and white polo shirt with a yellow stripe and grey cargo pants is walking alongside him. They are on a paved sidewalk next to a house with green foliage in the background.

# CASA of Central Virginia 2025 Sponsor Guide





The Fore the Kids Golf Tournament is our annual captain's choice event, proudly hosted by CASA and Big Brothers Big Sisters of Central Virginia.

Now in its sixth year, this one-of-a-kind tournament brings community together to support not one, but two incredible local nonprofits. By joining as a sponsor, you'll not only make a difference in the lives of children in Central Virginia, but also gain valuable exposure to thousands across the region. Let's tee up for a day of fun, impact, and connection!

**Location: Ivy Hill Golf Club**

**Date: September 17, 2025**







in partnership with



## support two nonprofits

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

## exposure to 200+ players

With a sold-out tournament, your organization's logo will be present at the golf course in front of 200+ players and to the thousands of visitors to our website.

## exclusive signage at tee box

Most sponsors 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](http://cvcasa.org/golf)

# Golf Tournament Sponsorships

	presenting \$10,000 <i>(sold out)</i>	ace \$5,000 <i>(2 available)</i>
logo at tee box	2x signs	2x signs
logo on event website	●	●
social media recognition	●	●
entry for team(s)	2 teams	2 teams
opportunity to include logo item in goodie bag	●	●
logo on player goodie bag	●	●
award ceremony recognition	●	●
ability to have promotional tent at registration	●	●
corporate banner at golf course	●	●
opportunity to speak at award ceremony	●	
logo displayed on refreshment cart(s)	●	
to be named presenting sponsor	●	
logo on golf carts	●	
exposure on 2 billboards	●	
exclusive media interviews	●	
recognition at lunch service/at lunch station	●	



eagle \$3,000 (4 available)	birdie \$1,500 (4 available)	food \$1,000 (many available)	refreshment \$500 (many available)	hole \$250 (many available)
2x signs	●	●		●
●	●	●	●	name
●	●			
1 team	1 team			
●	●			
●				
●				
		●	●	
		●		

other ways  
to support?

prize donations: tournament & raffle winners  
including: promotional items, gift cards/certificates, golf polos, umbrellas, balls,  
entertainment packages, etc.  
prize donors receive name on website





The CASA Superhero Run is our annual 5K run, walk, and kid's run that takes place every first Saturday of November. In its 11th year, the Superhero Run has become the 3rd largest race in Lynchburg overall. This year, our theme is Star Wars! Become a real-life superhero by sponsoring this one-of-a-kind event and get exposure in front of thousands of people in Central Virginia.

**Location: Percival's Island Trail**

**Date: November 1, 2025**

**2025 Theme: Star Wars!**







## 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 600+ participants

This race attracts on average 450 5k runners and walkers and 200 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](http://cvcasa.org/casa-superhero-run)

# 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 \$2,500 <i>11 available</i>	incredible \$1,500 <i>9 available</i>	power \$1,000 <i>10 available</i>	super \$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  
 playhouse 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](mailto:allison@cvcasa.org) or visit our website

[cvcasa.org/casa-superhero-run](http://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
- host of or prominent signage at post-race reception
- exclusive logo on finish line fence wrap
- 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 costume contest 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 on event photos
- bib sponsor - logo on 5K and kids run bibs
- billboard sponsor - logo on billboard ads
- playhouse sponsor



## \$1,500 Incredible Sponsors

### Choose From

- first aid tent sponsor - signage at first aid tent
- bag drop sponsor - signage at bag check
- couch crusader sponsor - logo on couch crusader packaging
- water stop sponsor - signage at 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 signs
- shuttle stop sponsor - logo on shuttle buses



## Support our Playhouse Raffle

The CASA Superhero Run is leveling up with an exciting Star Wars-themed playhouse raffle! This one-of-a-kind playhouse will bring joy to a lucky winner while also raising crucial funds to support CASA's mission. But we need your help to bring this galactic vision to life! We're looking for builders to construct the playhouse and sponsors to showcase their brand inside and outside the display area. Join us in creating something truly special for a great cause!

## How You Can Help

Build the Playhouse (In-Kind Donation) – We need skilled builders to help design and construct this Star Wars-inspired masterpiece.

Sponsor the Playhouse (\$2,500) – Get your logo inside the playhouse and on prominent signage at the playhouse hosting sight!



\*photo for inspiration

[cvcasa.org/casa-superhero-run](http://cvcasa.org/casa-superhero-run)

# Summer Appreciation Event

Every summer, CASA of Central Virginia gathers to celebrate and honor our incredible volunteers who dedicate their time and hearts to advocating for children in need. This event is our way of showing gratitude, welcoming new volunteers, and strengthening our CASA community. It's also when we recognize outstanding volunteers and supporters with special awards!

## Sponsorship Benefits:

Your logo featured on:

- CASA's website
- Event signage
- Event invitations
- Newbie gift bags



Recognition & Visibility:

- Opportunity to speak at the event
- At least two social media posts highlighting your support
- Mention in our official press release
- Be part of celebrating outstanding CASA volunteers and supporters
- Your brand will be associated with recognizing those making a difference





# Winter Appreciation Event

As the year comes to a close, CASA of Central Virginia hosts a laid-back, come-and-go gathering to show our gratitude to the volunteers, donors, and sponsors who make our work possible. This intimate event is a chance to enjoy good company, reflect on the year's impact, and celebrate the generosity of our supporters in a relaxed and welcoming atmosphere.

## Sponsorship Benefits:

Your logo featured on:

- CASA's website
- Event signage
- Event invitations

Recognition & Visibility:

- Opportunity to speak at the event
- One social media post highlighting your support
- Be part of celebrating outstanding CASA volunteers and supporters
- Your brand will be associated with recognizing those making a difference



# OTHER SPONSOR OPPORTUNITIES

## April Awareness Auction



\$5,000

Each April, in recognition of Child Abuse Prevention Month, CASA of Central Virginia hosts a highly successful online silent auction to raise funds and awareness for children who have experienced abuse and neglect. As the sole sponsor, your business will receive exclusive recognition, with your logo featured on our website, auction platform, and a branded sticker on every pickup bag for auction winners. This is a unique opportunity to showcase your commitment to protecting children while gaining visibility among hundreds of engaged bidders and supporters.

## Offices/Training Room

Prices Vary

Support CASA of Central Virginia by sponsoring an office space or our training room, where critical work happens every day. Individual offices house our dedicated staff, who work tirelessly to support CASA volunteers and advocate for children. Our training room serves as a hub for volunteer information sessions, pre-service training, and ongoing educational events that equip advocates with the tools they need. As a sponsor, your generosity will be recognized with a plaque displayed in the sponsored space, honoring your commitment to changing children's lives.

## Pre-Service Trainings

Prices Vary

Support the heart of our mission by sponsoring CASA's Pre-Service Training—where we prepare dedicated volunteers to advocate for children in need. Held in our CASA training room, these comprehensive training sessions equip volunteers with the skills and knowledge to make a life-changing impact. Sponsors will receive prominent logo placement in the training room and on training materials. Opportunities are available to sponsor individual training sessions or provide year-round support, ensuring every volunteer is empowered to be a voice for a child.



# OUR IMPACT IN 2024



**77**

volunteer  
advocates



**21**

new volunteers  
trained



**183**

children  
served



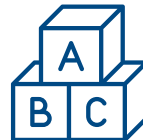
**82%**

of volunteer  
recommendations  
accepted



**55**

family  
groups



**38%**

of children were  
under age 6



Learn more about CASA





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