



2023-2024 SPONSOR GUIDE

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

Superhero Run



Location

Percival's
Island Trail

Date

Saturday,
November 4, 2023

The CASA Superhero Run is our annual 5k run, walk, and kids run that takes place each November. In it's ninth 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

	Presenting \$15,000 <i>1 available</i>	volunteer, shirt, or festival \$5,000 <i>1 of each available</i>	refreshment \$2,500 <i>1 available</i>
promo item in race bags	●	●	●
free race entries	20	15	10
social media stories	●	●	●
social media dedicated post	●	●	●
social media boosted post	●	●	●
logo on website	●	●	●
race guide ad	full pg.	half pg.	quarter pg.
race guide logo	●	●	●
logo on e-blast	●	●	●
logo on posters/postcards	●	●	●
company banner at race	●	●	●
race day announcements	●	●	●
exhibit space at event	●	●	●
speaking opportunity at race	●		

	Presenting (cont'd)	volunteer, shirt, or festival (cont'd)	refreshment (cont'd)
logo on 5k finisher medals	●		
logo on 5k run age group awards	●		
logo on race bibs	●		
radio/TV appearances	●		
logo on back of t-shirts	●	●	●
logo on front of t-shirts	●	shirt	
logo on volunteer shirts	●	volunteer	
logo on volunteer name badges		volunteer	
logo on pavement stickers		festival	
logo on festival area signs		festival	
additional benefits	exclusive logo on finish line fence wrap		logo on water bottles logo on food bags

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

	billboard \$2,500 <i>1 available</i>	towel \$2,500 <i>1 available</i>	bag \$2,500 <i>1 available</i>	awards \$2,500 <i>1 available</i>
promo item in race bags	●	●	●	●
free race entries	10	10	10	10
social media stories	●	●	●	●
social media dedicated post	●	●	●	●
social media boosted post	●	●	●	●
logo on website	●	●	●	●
race guide ad	quarter pg.	quarter pg.	quarter pg.	quarter pg.
race guide logo	●	●	●	●
logo on e-blast	●	●	●	●
logo on posters/postcards	●	●	●	●
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 billboards	logo on towels	logo on bags	logo on age group awards

course

\$2,500

1 available

cape

\$2,500

1 available

medal

\$2,500

1 available

bib

\$2,500

1 available



10



quarter pg.



10



quarter pg.



10



quarter pg.



10



quarter pg.



logo throughout course

logo on capes

logo on medals

logo on race bibs

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)

Superhero Run continued

costume contest
\$2,500
1 available

fundraising
\$2,500
1 available

bag drop
\$1,500
1 available

promo item in race bags	●	●	●
free race entries	10	10	6
social media stories	●	●	●
social media dedicated post	●	●	●
social media boosted post	●	●	●
logo on website	●	●	●
race guide ad	quarter pg.	quarter pg.	
race guide logo	●	●	●
logo on e-blast	●	●	●
logo on posters/postcards	●	●	●
logo on back of t-shirts	●	●	●
logo on sponsor banner at race	●	●	●
race day announcements	●	●	●
exhibit space at event	●	●	
speaking opportunity at race	●	●	

additional benefits

logo on costume contest awards

logo on fundraising prizes

logo on bag drop area signage

logo on donor thank you cards

**couch
crusader**
\$1,500
1 available

extraordinary
\$1,500

incredible
\$1,000

power
\$500

super
\$250

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

2022-23 CASA of Central Virginia stats



217
children
served



73
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