



CASA
SUPERHERO RUN

CASA Superhero Run

2025 Sponsor Guide



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

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 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
- 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

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CASA

Court Appointed Special Advocates
FOR CHILDREN

CENTRAL VIRGINIA

cvcasa.org/sponsorships