



A voice of hope. A voice in court. A voice for permanency.

As a CASA Corporate Partner, your business can be part of the community solution to a community problem.

Every year, hundreds of children in our community enter into the foster care system and face a whirlwind of chaos and uncertainty. For over 29 years, CASA of the South Plains has inspired, educated, and empowered solution-minded community members who are committed to supporting the best interest of children in the foster care system.

- On average, it costs CASA \$1,500 to recruit and train each new CASA Volunteer. As a corporate partner, you can help make sure more children in foster care receive a CASA Volunteer who is a powerful voice in court, at school, and everywhere a reliable adult is needed.

How does CASA impact children in foster care in our community?

- A CASA Volunteer is appointed to one child or sibling group for the life of their case.
- 248 CASA Volunteers advocated for 500 children in local foster care in 2021.
- 194 youth in foster care found permanency with the help of their CASA Volunteer in 2021.

How can CASA help you expand your reach in our community?

CASA can aid in promoting your business to the community through numerous awareness and fundraising events throughout the year. This includes an extensive in-person, virtual, and online communication network:

- CASA email and direct mailing campaigns are sent to over 5,000 recipients regularly throughout the year.
- CASA social media marketing campaigns reach a range of 20,000 - 72,000 unique users each month (includes Facebook, Instagram, and Twitter).
- More than 14,000 unique users visit the CASA website annually.
- CASA person-to-person events provide a significant new audience to present your organization to on a regular basis.





CASA OF THE SOUTH PLAINS, INC.

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Value of Your Corporate Support

Benefits When applicable, adjustments will be made for any event transitioning from in-person to virtual.	Premier (\$5,000)	Advocate (\$2,500)	Supporter (\$1,000)	Friend (\$500)
Company logo with link on CASA website.	✓	✓	✓	✓
Company logo included in CASA Newsletters and Annual Report.	✓	✓	✓	✓
Inclusion in CASA event press releases and email blasts for CASA 101 Informational Sessions, Casas for CASA, and CASA IMPACT!	✓	✓	✓	✓
Sponsor appreciation signage at Casas for CASA playhouse raffle fundraiser and CASA IMPACT! event and auction.	✓	✓	✓	✓
"Day of Service" volunteer opportunities for your team at Casas for CASA and CASA IMPACT! (great team building activity supporting children in foster care in our community).	✓	✓	✓	✓
Complimentary raffle tickets for Casas for CASA playhouse fundraiser (great staff appreciation gift).	✓ (30 raffle tickets)	✓ (15 raffle tickets)	✓ (5 raffle tickets)	
Social media promotions on CASA Facebook, Twitter, and Instagram pages during pre-event and week-of event campaigns for key CASA fundraising events – including Casas for CASA and CASA IMPACT!	✓ (8 posts per event)	✓ (5 posts per event)	✓ (2 posts per event)	
Sponsor Spotlight in CASA Newsletter.	✓	✓		
Sponsor appreciation signage at each CASA 101 Informational Session.	✓	✓		
A speaking opportunity at a quarterly CASA Staff Meeting.	✓	✓		
A branded video that you provide to be run as a part of our digital presentation at each CASA 101 Informational Session.	✓			
A speaking opportunity at CASA Annual Board Meeting (great opportunity to network with key community members and decision makers).	✓			
An opportunity for an on-camera interview during the Casas for CASA playhouse raffle fundraiser.	✓			
Participation at Casas for CASA playhouse raffle fundraiser winners' drawing at end of event.	✓			
Table purchase discount of 50% (\$500 value for a table for 8) for CASA IMPACT! event (great opportunity to network with key community members and decision makers).	✓			



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2022 Corporate Partnership Registration Form

Contact Information:

Company Name: _____ Contact: _____ Title: _____
Address: _____ City: _____ State: _____ ZIP: _____
Phone: _____ Ext.: _____ Fax: _____ Email: _____

Sponsorship Level:

☐ **PREMIER** (\$5,000) ☐ **ADVOCATE** (\$2,500) ☐ **SUPPORTER** (\$1,000) ☐ **FRIEND** (\$500)

Method of Payment:

- ☐ Check (Please make checks payable to CASA of the South Plains, Inc.)
☐ Credit Card (Please visit bit.ly/CASA-CorporatePartner)

Recognition: (Please check all that apply.)

- ☐ This sponsorship may be publicly acknowledged to encourage the support of others.
☐ My name may appear in donor honor rolls as: _____
☐ Please omit my name from donor honor rolls.

Volunteer:

- ☐ Yes, I would like more information about becoming a CASA Volunteer.
☐ Yes, I would like more information about hosting a CASA 101 Informational Session.
Please contact me via: ☐ Phone ☐ E-mail

Please submit completed form to
Stacyk@casaofthesouthplains.org or fax to (806) 763-2273.





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2022 Sponsorship Opportunities

YOU can have a life-changing impact in the lives of children in need in YOUR community.

Corporate Partnerships

By partnering with CASA, you ensure more children in our community in need of an Advocate receive the life-changing support they so deserve. Let's take a look at your goals and **customize a partnership package** that fits the heart and culture of your organization.

Advocacy Appreciation & Support

CASA Volunteers are the heart of our mission. There are multiple opportunities for sponsorship throughout the year:

- Annual Advocate Appreciation Celebration held each spring
- Meals for CASA 101s and/or Training Sessions
- Meals for our Swearing-In Ceremonies following each Training Session

Casas for CASA Raffle

Summer Event -- Presented by United Supermarkets

Our annual Casas for CASA raffle is a community favorite and draws families from all over the South Plains. Help make 2022 our most successful year yet by sponsoring a MasterCard gift card or donating a custom built playhouse, doghouse, or storage building. What a fun way to serve the children in our community!

CASA Blanca Gala & Online Auction

Fall Event -- Multiple sponsorship opportunities available

Be a part of history! 2021 may have been the inaugural year of our Gala, but we have big plans for this signature event. By sponsoring the Gala or purchasing a table YOU will enable us to expand our capacity to serve even more children in need.

Please contact Stacy Kelley, Director of Marketing & Development, for more information on Sponsorship Opportunities: Stacyk@casaofthesouthplains.org or (806) 763-2272.

