



BECOME A
SPONSOR!

Join forces with runners, walkers, and area businesses to help children who have experienced abuse or neglect to heal and thrive in a forever home.



EVERY CHILD IN FOSTER CARE NEEDS A **SUPERHERO**



Court Appointed Special Advocates of the Eastern Panhandle (CASA-EP) is pleased to announce its run/walk challenge to be held in October 2020 across the Eastern Panhandle!

This monthlong event will raise funds to support CASA-EP's efforts to recruit, train, and retain community volunteers to speak up for the best interests of the most vulnerable youth in our community.

When a superhero CASA-EP volunteer is assigned a case, a child's prospects for a better future increase dramatically.

HOW THE RUN/WALK CHALLENGE WORKS:

- Individuals, families, and teams will sign up to run/walk for CASA-EP on their own time, at their favorite location, and dressed as their favorite superhero!
- Social media check-ins, competitions, and challenge-your-friend promotions will keep this interactive run/walk top-of-mind and visible to thousands of residents across the Eastern Panhandle and beyond.
- Participants will register and commit to a 5K, 10K, half-marathon, or full marathon and track their time on the atlasGO app. Learn more at www.mycasaep.org
- Each registration level and fee correspond to a raffle prize category. These giveaways provide added incentives for individual participation, and more ways to promote and engage local businesses.

BECOME A 2020 CASA-EP SUPERHERO

We invite you to sponsor this event and enjoy excellent marketing exposure for your brand, deeper engagement from your employees, and recognition among CASA-EP's community of donors. We look forward to working with you to create a benefits package that matches your company's values and fulfills your company's community outreach goals.

The generosity of business and community leaders like you helps us move closer to our vision of serving 100% of children in the child welfare system in the Eastern Panhandle. With your help, we can meet our vision of a trained **SUPERHERO** volunteer advocate, a safe home, and a promising future for every child in need in our community.

Fast Track Sponsorships

Mentor (\$500) - 4 race entries, name on T-shirt and CASA-EP website, recognition on social media, item in swag bag

Pace Setter (\$250) - 2 race entries, name on T-shirt and CASA-EP website, item in swag bag

Prize Sponsors

We will be offering prize drawings for runners/walkers at marathon, half-marathon, 10K, and 5K levels through the atlasGO platform. We will reward people at the top of the leaderboard and create incentives for people to challenge their friends and family to run/walk for CASA-EP.

SPONSORSHIP OPPORTUNITIES	SUPERHERO Presenting Sponsor	CHAMPION Gold Medal	GUARDIAN Silver Medal	DEFENDER Bronze Medal	ADVOCATE
	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000
Presenting sponsor identification on all marketing and communication materials	•				
Public address at kickoff event	•				
Header logo on atlasGO registration page	•				
SUPERHERO costume contest sponsor	1st place	2nd place			
Highlighted in unique social media video reaching thousands	•	•			
Profile with logo on atlasGO application	•	•	•		
Logo placement on social media frames for "sweaty selfies"	4 weeks	3 weeks	2 weeks	1 week	
Logos on thank-you emails	•	•	•	•	•
Annual sponsorship recognition/link on CASA-EP website	•	•	•	•	•
Sponsor gamification challenges – get folks going that extra mile!	•	•	•	•	•
Virtual swag bag distribution (coupons, pro tips, recipes, etc.)	•	•	•	•	•
Logo on T-shirt	sleeve	large	large	medium	medium
Logo/recognition in multiple e-Blasts reaching thousands	5 dedicated	4 dedicated	3 dedicated	2 dedicated	1 dedicated
Logo/recognition in multiple CASA-EP social media posts	•	•	•	•	•
Race entries for employees, friends, teams	25	16	12	8	4
Children's lives made better	15	8	4	3	2

ABOUT CASA-EP

CASA-EP provides a powerful voice and a meaningful connection for children who have experienced abuse or neglect and are now part of an overburdened child welfare system. Highly trained, court-appointed volunteers are there for the child for as long as it takes to secure a loving home and future where they can heal, thrive, and be safe.

CASA-EP empowers volunteers to directly influence life-changing decisions affecting children in foster care. Trained and supervised by CASA-EP's staff of professionals, volunteer advocates become sworn officers of the court before being carefully matched with a child to:

- Be a trusted support for a child or youth. The CASA-EP volunteer is often a key person who can be counted on in a sea of ever-changing faces.
- Advocate for the child's or youth's social, emotional, educational, and permanency needs and ensure that they are met (promptly and fully) through appropriate social services, educational support, and access to other community resources.
- Monitor the progress of CASA-EP children and youth, building a close connection through frequent visits and consistent, caring support for the duration of their time in the system. In many cases, volunteers become lifelong friends and mentors.

WHO WE SERVE

There are over 500 children in the Eastern Panhandle who have experienced abuse or neglect, and most are living in foster care. Currently, CASA-EP has the capacity to serve 32% of children who need an advocate. The numbers of children in care are growing every day as a result of the COVID-19 epidemic.

IMPACT

Not only does the work of our programs change the trajectory of a child's life (an immeasurable impact), but it also conserves or saves public resources. In 2019, CASA-EP served over 200 children before the courts. Research has shown that children with a CASA volunteer spend less time in out-of-home or foster care (5 months less), are less likely to reenter the foster care system, and do better in school. Considering foster care savings alone of \$11,000 per child (5 months less time in care x \$2,200 est. state monthly cost), CASA-EP saved the state of West Virginia over \$2 million dollars.