



# ANNUAL DAY OF GIVING EVENT

## SPONSOR GUIDE

Public Engagement  
Event Replacing CASA's  
2021 Spring Gala



# Overview

CASA's Inaugural Day of Giving is a public engagement event featured across Tampa Bay's media platforms. **This campaign is a critical fundraiser for CASA, replacing our signature spring event, and an excellent brand building opportunity for our partners.** The event will encourage community members to give before the day with a hard push to rally behind and support domestic violence survivors, their children, and pets on the Day of Giving in October 2021. This unique sponsorship opportunity will significantly reinforce your commitment to stand up to silence and end domestic violence in our community.





# Co-branded TV, Radio, Print & Digital Advertisements Featured Across Tampa Bay's Media Platforms



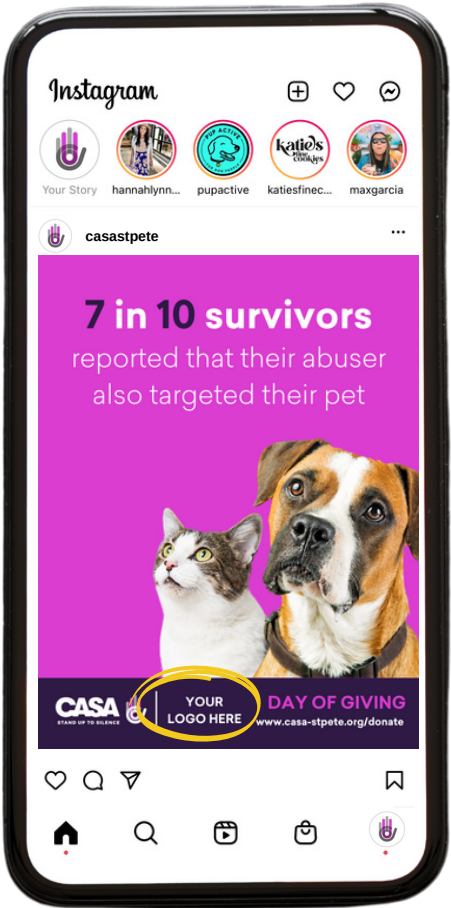
## Commercial Example



## Print Advertisement Example



## Social Media Example



# Event Details

- Promotional efforts strategically placed across multiple platforms throughout the day to ensure maximum reach
- More than 70 television segments airing on local Tampa Bay news stations focused in peak news hours
- Digital campaign featuring videos, social media promotion, social influencer engagement, and Google targeting
- Day of Giving mailing to current donors priming them to give prior to or on the event day



**TENTATIVE AD  
SCHEDULE**

## September

Print Ads  
Direct Mail  
E-Blast



## Day of Giving

TV Ad Buys  
Radio  
Social Media  
Influencers  
E-Blast

## August

Direct mail  
E-Newsletter



## October

Print Ads  
Social Media  
E-Blast



# Platinum Sponsor Opportunity

(Multiple Available)

## Recognition Assets:

- Over 1 million impressions through advertisements in Tampa Bay media outlets
- Showcased as a Platinum Sponsor in all key event communications inclusive of public relations, social media, and CASA emails
- Logo placement in production assets such as on-screen graphics and signage
- Logo placement in CASA Community Thrift Shop promotional graphics leading up to and on the day of the event
- Opportunity to have product placement or spokesperson in select TV segments
- Your donation will be highlighted as a matching gift on-air and online to engage donors prior to and throughout the event to maximize participation
- Two tables at CASA's Fall Peace Luncheon Event
- Opportunity to have a private domestic violence training for your company's HR and leadership team
- Opportunity for a team building volunteer day

Platinum Investment:  
\$25,000 annually

# Diamond Sponsor Opportunity

(Multiple Available)

## Recognition Assets:

- Over 750,000 impressions through advertisements in Tampa Bay media outlets
- Showcased as a Diamond Sponsor in all key event communications inclusive of public relations, social media, and CASA emails
- Logo placement in production assets such as on-screen graphics and signage
- Logo placement in CASA Community Thrift Shop promotional graphics leading up to and on the day of the event
- Opportunity to have product placement or spokesperson in select TV segments
- Your donation will be highlighted as a matching gift on-air and online to engage donors prior to and throughout the event to maximize participation
- One table at CASA's Fall Peace Luncheon Event
- Opportunity to have a private domestic violence training for your company's HR and leadership team
- Opportunity for a team building volunteer day

**Diamond Investment:  
\$15,000 annually**



# Gold Sponsor Opportunity

(Multiple Available)

## Recognition Assets:

- Over 500,000 impressions through advertisements in Tampa Bay media outlets
- Showcased as a gold sponsor in all key event communications inclusive of public relations, social media, and CASA emails
- Logo placement in production assets such as on-screen graphics and signage
- Logo placement in CASA Community Thrift Shop promotional graphics leading up to and on the day of the event
- Your donation will be highlighted as a matching gift on-air and online to engage donors prior to and throughout the event to maximize participation
- One table at CASA's Fall Peace Luncheon Event
- Opportunity to have a private domestic violence training for your company's HR and leadership team
- Opportunity for a team building volunteer day for your team

Gold Investment: \$10,000 annually

# Silver Sponsor Opportunity

(Multiple Available)

## Recognition Assets:

- Over 200,000 impressions through advertisements in Tampa Bay media outlets
- Showcased as a silver sponsor in all key event communications inclusive of public relations, social media, and CASA emails
- Logo placement in production assets such as on-screen graphics and signage
- Logo placement in CASA Community Thrift Shop promotional graphics leading up to and on the day of the event
- Opportunity to have a private domestic violence training for your company's HR & leadership team

Silver Investment: \$5,000 annually

# Bronze Sponsor Opportunity

(Multiple Available)

## Recognition Assets:

- Over 50,000 impressions through advertisements in Tampa Bay media outlets
- Showcased as a bronze sponsor in all key event communications inclusive of public relations, social media, and CASA emails
- Opportunity to have a private domestic violence training for your company's HR and leadership team

Bronze Investment: \$2,500 annually

# About CASA

## Our Mission:

Challenging the Societal Acceptance of all Forms of Domestic Violence, CASA Stands up to Silence through Advocacy, Prevention, Intervention, and Support Services.

## Our Vision:

A Society Free from Domestic Violence.

## Services:

CASA provides free & confidential services to adults, children, and pets affected by domestic violence.

- Emergency Shelter
- 24-hour Emergency Hotline
- One-on-one confidential support
- Crisis Counseling
- Safety Planning
- Lethality Assessment
- Support Groups
- Help Navigating the Criminal Justice System
- Teen Dating Violence Assistance (with parent or guardian consent)
- Access to Mental Health Resources for children & families who have been exposed to domestic violence
- Rapid Rehousing Program Referral
- Connection to Injunction for Protection Project Florida Bar Attorney
- Prevention Education for Adults & Children

# FY 2019-20 Stats

## 573

Adults & Children Served  
through Emergency  
Shelter

## 4,025

Calls Answered through  
CASA's 24-hour  
Emergency Hotline

## 493

Clients served through  
CASA's Injunction for  
Protection Attorney  
Program

## 1,182

Adults Served through  
Non-Residential Support  
Services

## 645

Justice Advocacy Sessions  
Provided at Pinellas  
County Courthouses



# CASA'S Day of Giving Sponsorship

## REGISTRATION FORM

☐ PREMIER (\$25,000)

☐ DIAMOND (\$15,000)

☐ GOLD (\$10,000)

☐ SILVER (\$5,000)

☐ BRONZE (\$2,500)

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

☐ Check enclosed for \$ \_\_\_\_\_

☐ Charge my Credit Card for \$ \_\_\_\_\_

Please Circle: Visa    MasterCard    Amex    Discover

CC#: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

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CASA Community Thrift Shop:  
1011 First Ave N, St. Petersburg (727) 828-1233