



ANNUAL DAY OF GIVING EVENT

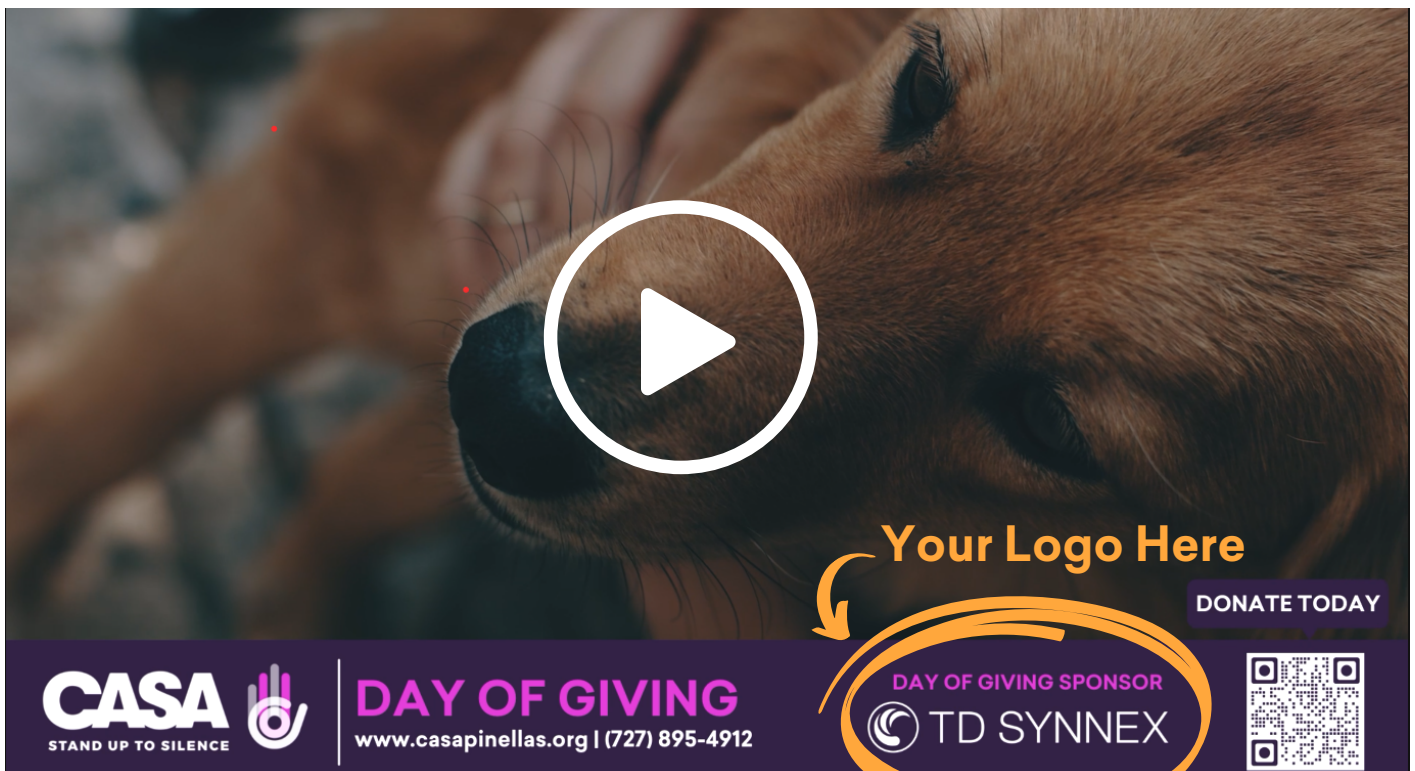
SPONSOR GUIDE

Public Engagement Raising
Awareness for CASA's
Domestic Violence Services



Overview

CASA's 2nd Annual Day of Giving is a public engagement event featured across Tampa Bay's media platforms. [This campaign is a critical fundraiser for CASA and a powerful brand-building opportunity for our partners.](#) The event will encourage community members to donate before August 18th, with a hard push to rally behind and support domestic violence survivors, their children, and pets on the Day of Giving in August 2022. This unique sponsorship is a co-branded marketing opportunity that will significantly reinforce your commitment to stand up to silence and end domestic violence in our community.



Your Logo Here

DONATE TODAY



DAY OF GIVING

www.casapinellas.org | (727) 895-4912



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

Social Media Example:



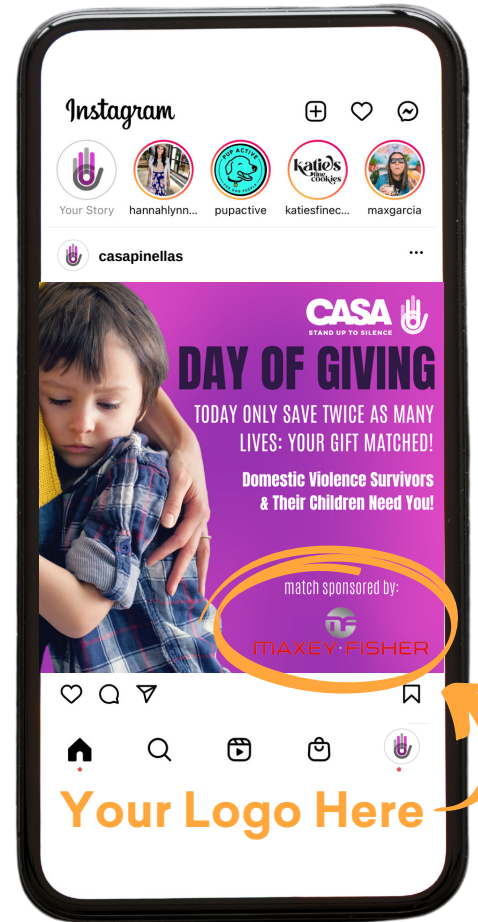
Commercial Example

Your Logo Here



Print Advertisement Example

Your Logo Here



Your Logo Here



Your Logo Here

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 during 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**

June

Print Ads
Direct Mail
E-Blast



Day of Giving

TV Ad Buys
Radio
Social Media
E-Blast

July

Direct mail
E-Newsletter



August

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 email communications (newsletters & e-blasts)
- Logo placement in production assets such as on-screen graphics and signage
- 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
- 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 email communications (newsletters & e-blasts)
- Logo placement in production assets such as on-screen graphics and signage
- 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
- 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 email communications (newsletters & e-blasts)
- Logo placement in production assets such as on-screen graphics and signage
- 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
- 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 email communications (newsletters & e-blasts)
- Logo placement in production assets such as on-screen graphics and signage
- 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 email communications (newsletters & e-blasts)
- 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 2020-21 Stats

501

Adults & Children Served through Emergency Shelter

5,242

Calls Answered through CASA's 24-hour Emergency Hotline

580

Clients served through CASA's Injunction for Protection Attorney Program

1,845

Adults Served through Non-Residential Support Services

2,280

Justice Advocacy Sessions Provided at Pinellas County Courthouses

Annual Day of Giving

Sponsorship Registration Form:



CASA's Annual Day of Giving Sponsor Listing

Sponsorship Listing *

How your company's name would be listed

Company Contact Name *

CLICK HERE

