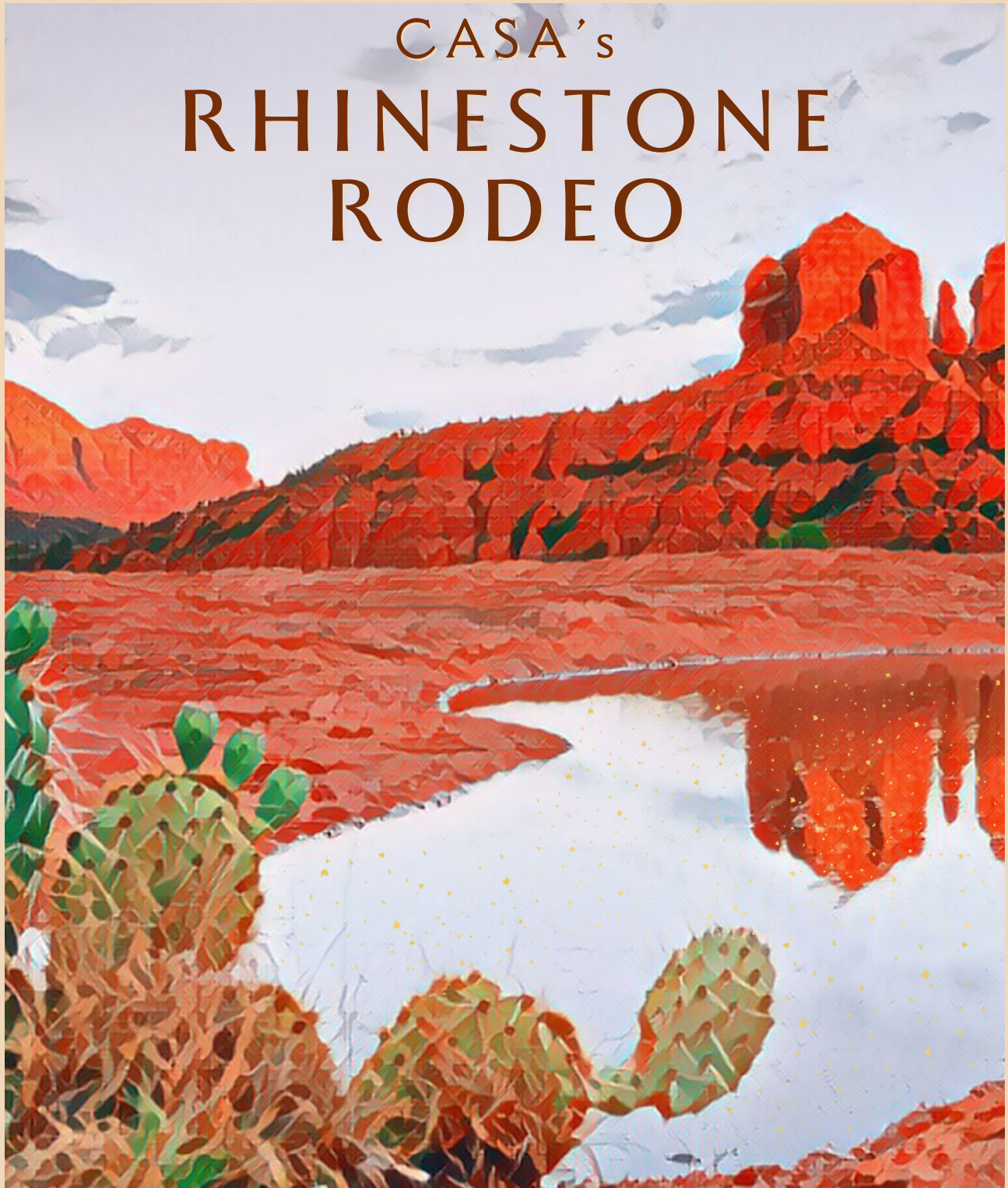


CASA's RHINESTONE RODEO



Sponsorship Opportunities

CASA's 2023 RHINESTONE RODEO

Saddle up with CASA to
a new frontier free from domestic violence

FRIDAY | APRIL 21ST | 5:30PM

THE JAMES MUSEUM

150 CENTRAL AVENUE, ST. PETE, FL 33701



Community Action Stops Abuse is taking you on an unforgettable journey to the American Southwest! Cities like Sedona, Santa Fe, Moab, and San Antonio come to life in an immersive experience like no other. Ride the mechanical bull, sip at the watering hole, and enjoy CASA's Rhinestone Rodeo!

MARKETING REACH

PRINTED

SAVE-THE-DATE & INVITATION

MAILED TO

4,000+

CASA SUPPORTERS

PROGRAM
DISTRIBUTED

350+

ATTENDEES

DIGITAL

Newsletters/
E-Promotions

Will be emailed to the entire network of CASA subscribers. Includes save the date, invitation, and various event details and entertainment promotions.

6,000+

SUBSCRIBERS

Webpage

The Rhinestone Rodeo website will be updated with event and sponsor information and include links to sponsor webpages.

14,000+

MONTHLY VISITORS

Social Media

CASA will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

10,500+

FOLLOWERS



CORPORATE SPONSORSHIP BENEFITS

EVENT MARKETING BENEFITS	20k Exclusive	10k 2 Available	7.5k 3 Available	2.5k Multiple
Pre-Event				
"Presenting Sponsor" in all advertising and promotional mentions	✓			
Media package across social media ads & radio promotional spots	✓			
Exclusive highlight & write-up in a CASA newsletter	✓	✓		
Exclusive posts on Instagram, Facebook, & LinkedIn	✓	✓	✓	
Post on Facebook (FB), Instagram, & LinkedIn	✓	✓	✓	✓
Logo on CASA's Event Page & featured in CASA newsletter	✓	✓	✓	✓
At Event				
On-stage welcome remarks from company representative	✓			
Front page welcome in program	✓			
Your company logo projected during cocktail hour	✓			
Premiere placements of corporate logo on all materials	✓			
Two Tables of 10 with premier placement	✓			
Event program ad (full page at 20k level, half page 10k)	✓	✓		
Review options for sponsor logo placement (pg. 4)	✓	✓	✓	
Logo on screen during seated dinner & in event program	✓	✓	✓	✓
Table of 10		✓	✓	
Table of 8				✓
Post Event				
Exclusive Feature CASA blog (shared on website, LinkedIn, FB, & IG)	✓			
Post-event e-blast sponsored by you & exclusive feature in a post-event newsletter	✓			
CASA IG + FB story takeover! Story turned into a reel & shared on CASA's social media	✓	✓		
Feature in post-event newsletter + CASA blog (shared on website & social media)	✓	✓	✓	
Tagged immediate post-gala related social media + Facebook album	✓	✓	✓	✓

CORPORATE SPONSORSHIP LEVELS

GRAND CANYON LEVEL \$20,000

Your name will light up the night sky as you are honored as one of the 7 wonders of the world. Your company will be top of mind all evening long as guests ogle at your company's name displayed prominently throughout the event!

Choose one of the prominent event logo placements below

Option 1

Secure by 4/08/23

Logo Projected on Waterfall

As soon as everyone enters the event the first thing their eyes will be drawn to is the beautiful full-wall waterfall with your logo projected brightly and prominently upon it!

Option 2

Secure by 3/21/23

Logo GOBO Projected on Ceiling

As soon as the guests enter the main event space, they will see your logo projected brightly above them. All night our guests will be reminded of your commitment to CASA!

YELLOWSTONE LEVEL \$10,000

Be the the most prominent ranchers at CASA's gala, your name will recognized as this iconic national park!

Choose one of the prominent event logo placements below*

Option 1*

Confirm by 3/21/23

Logo on All Event Photos

A banner will be at the bottom of all event photos with your logo. All technology will use facial recognition to text everyone the photos they are in. You will also be the sponsor of the cocktail hour western photo booth.

Option 2*

Confirm by 3/21/23

Logo on Valet & Event T-shirts

Your logo on a prominent sign at valet will welcome all guests. Additionally, your logo will be on the back of all gala staff t-shirts. & Your logo will send guests off on hang tags and waterbottles placed in all the guest's cars.

Option 3*

Confirm by 4/08/23

Logo as Sponsor of Silent Auction

You are the sponsor of the virtual silent auction! Your logo will appear on all silent auction promo materials including pre-event text messages, email blasts, and event signage. The silent auction is also open to the public!

RED ROCK LEVEL \$7,500

Choose one of the prominent event logo placements below*

Option 1*

Confirm by 4/08/23

Logo on Saloon Fundraiser

Your logo prominent as the sponsor of the top-shelf bottle toss and the sponsor of the watering hole saloon, where every guest will be getting their libations!

Option 2*

Confirm by 4/08/23

Logo on Rodeo Fundraiser

Hang on tight! Your logo prominent as the sponsor of the MECHANICAL BULL! Everyone will want to try their luck at your sponsored fundraiser!

Option 3*

Confirm by 3/21/23

Logo on Gold Rush Fundraiser

150 bags of minerals for sale but only one person will strike gold and win a trip of a lifetime! Your logo will be on every bag sold and part of the big reveal during the main event!

*Sponsorships & event logo representations are first come first serve and subject to payment & confirm date

VIP TABLE HOST OPPORTUNITIES

Treat your friends to a VIP experience of a lifetime all while Standing Up To Silence against domestic violence. This year's gala is going to be a rootin-tootin good time!

EVENT VIP BENEFITS	5k Multiple	2.5k Multiple	1k Multiple
VIP welcome + personal event host for you and your guests	✓		
Exclusive VIP section during cocktail hour with VIP bar	✓		
Personal cocktail runner for you and your guests during seated dinner	✓		
Exclusive premium wine at your table for you and your guests (4 bottles)	✓		
Table of 10 & table name recognition	✓		
Exclusive pre-event gallery access (4PM - 5:30PM)	✓	✓	
Name recognition in printed programs	✓	✓	✓
Tagged post-gala Facebook album	✓	✓	✓
Table of 8 & table name recognition		✓	
Two individual VIP tickets			✓

Add a VIP Package to Any Corporate Sponsorship for \$1,000!

VIP welcome + personal event host

Exclusive early gallery access from 4PM - 5:30PM

Exclusive VIP section during cocktail hour with VIP bar

Personal cocktail runner for you and your guests during seated dinner

CASA'S FY 2021-22 STATS

533

Adults & children
served through
Emergency Shelter

Survivors spent

23,990

Bed nights in the
CASA Shelter

71,970

Meals served to
participants at
CASA's shelter

5,860

Calls answered
through CASA's
24-hour
Emergency Hotline

5,610

Justice Advocacy
sessions provided at
Pinellas County
Courthouses

82%

Of CASA's services
are provided outside
of shelter



BECOME A SPONSOR

CONTACT ELLEN WILLIAMS,
DEVELOPMENT OFFICER

ewilliams@casapinellas.org
727-895-4912 x 107

CONTACT BERKLEY LA PORTE,
EVENTS & MARKETING MANAGER

blaporte@casapinellas.org
727-895-4912 x 105



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www.casapinellas.org