



JOIN US IN BUILDING

EXPERIENCES

Does your company have a grant program or a budget in marketing, community relations, government affairs or a political action committee? If so, we hope to partner.



LET'S TALK.

CONTACT US TO PARTNER:
PARTNERSHIPS@TEXASCASA.ORG

GIVE

Invest in our services for CASA statewide and advocacy for children.

- ❖ Sponsorships
- ❖ Matching Donations
- ❖ CaringCent
- ❖ Profit Shares
- ❖ Corporate Gifts
- ❖ Gifts in Kind

ENGAGE

Inspire your employees and clients and spread the word about CASA.

- ❖ CASA Volunteerism
- ❖ Workplace Giving
- ❖ Office Fundraisers
- ❖ Client Fundraisers

SHARE

Amplify the CASA difference.

- ❖ Social Media
- ❖ Newsletter/Blog
- ❖ Host a Lunch & Learn

AN INVESTMENT IN THE FUTURE OF TEXAS

COLLABORATIVE MARKETING + SPONSORSHIPS

Texas CASA offers you and your brand the opportunity to collaborate with us through custom sponsorships. All event sponsors are partners in the event experience and will work closely with Texas CASA staff to maximize company efforts.

Your company has the opportunity to leverage this collaboration through CASA promotions, advertising campaigns, and other marketing communications - bolstering your brand image.

Benefits include but are not limited to the following. Precise recognition and exposure will vary in alignment with sponsorship level.

Please email aescalante@texascasa.org or call 512-610-6106 for details.

- *Partnership Digital Media Package: exposure analytics, templates for promotional posts and curated photos for company use*
- *Recognition on: event collateral (print & online), Texas CASA website, Texas CASA Annual Impact Report (print & online) and social media*
- *Creative onsite logo placement for maximum publicity*
- *Promotional booth space during event*
- *Acknowledgement on stage during event*
- *Complimentary event seating*

Texas CASA (Court Appointed Special Advocates)

Envisioning a safe and positive future for all Texas children and families.

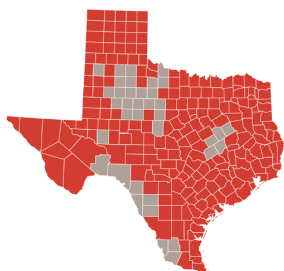
The mission of Texas CASA is to support local CASA volunteer advocacy programs and to advocate for effective public policy for children and families in the child protection system.



IMPACT + REACH

Your partnership with Texas CASA will empower CASA volunteers across the state to better serve Texas' most vulnerable youth. Build your brand awareness by joining the CASA movement and helping us provide a safe and positive future for all Texas children and families.

With 72 local CASA programs, more than 10,000 CASA volunteers and 219 of the 254 counties represented across the state, your company has the opportunity to reach millions of future clients, customers and patrons.



AUDIENCE

Female (**89%**) Male (**10%**)
Age: 25-34 (**19%**) 35-44 (**31%**) 45-54 (**25%**)
55+ (**22%**)

Top cities represented in followers:

- San Antonio
- Austin
- Houston
- Dallas

VISIBILITY

- Year-round logo placement on Texas CASA website (est. 90,000 - 110,000 quarterly visits)
- Listing and article in CASA Voice blog (est. 11,000 subscribers)
- Annual Impact Report listing (est. 1,000 print distribution; also distributed digitally and available on www.TexasCASA.org)
- Social media recognition (Facebook: 13,600+, Twitter: 2,500+, Instagram 1,800+)

YEAR-ROUND SPONSOR

Year-round sponsorships offer companies a range of investment levels to provide sustained strategic engagements with Texas CASA and the CASA network.

Depending on the level, the opportunity may include sponsorship of our signature Texas CASA Conference, annual events, trainings and a robust package of other benefits.

**Custom sponsorships range from
\$75,000 to \$1,000.**

*Exclusive Title sponsorships are limited
and start at \$25,000.*

BIG VOICES FOR LITTLE TEXANS® AWARDS *TBD*

After every legislative session, Texas CASA looks at which legislators have played the most significant role in advancing the interests of children and families involved in the foster care system. We have a special award for these legislators, our Big Voices for Little Texans® award. This year, in collaboration with our local CASA program partners we will present these awards and honor 12 deserving legislators from the 87th Texas Legislative Session.

Audience: CASA volunteers, CASA program staff, CASA board members, legislators, and child welfare stakeholders

ADDITIONAL TEXAS CASA EVENTS

Local Leadership Trainings - 2021

Policy Advocacy Events- 2021

TEXAS CASA MOBILE APP

Development 2021-2022

In partnership with Visage Collaborative, we are developing Texas CASA's first mobile app and dashboard. This app will include tools CASA volunteers use with children that will open the pathway for dialogue and self-expression in a fun and engaging way. These tools are critical for our Collaborative Family Engagement Initiative and will support CASA volunteers in building a network of support for the children they serve.

Audience: CASA network

2022 BIENNIAL CASA CONFERENCE

July 21-22, 2022 - Denton, TX

This dynamic, two-day event is a celebration and continued education opportunity for hundreds of our dedicated CASA volunteers who change the lives of our most vulnerable children. The conference is our largest signature event that brings the CASA community from all across Texas together to network, stay informed on key policy issues in child welfare and learn about best practices in advocacy.

Audience: CASA volunteers, CASA program staff, CASA board members, judges, attorneys, CPS caseworkers and other key stakeholders

Texas CASA has a variety of opportunities to help your company reach its social responsibility goals, all while making a difference in the lives of children and families in the foster care system. For more information on workplace giving programs, company volunteering, or grants & awards, please visit: [TexasCASA.org/how-to-help/corporate-partners/](https://www.TexasCASA.org/how-to-help/corporate-partners/)

YEAR-ROUND MEDIA OPPORTUNITIES

Leverage Texas CASA's statewide reach to tap into emerging markets all while helping bring more CASA volunteers to children and families who need them. Get the most value for your investment by helping us understand your target market demographics. Texas CASA will curate a custom sponsorship package to meet the needs of your brand and our mission.

TEXAS CASA PODCAST: *CASA on the Go*

Texas CASA has developed CASA on the Go, a podcast for CASA volunteers, staff and those interested in becoming a CASA. This continuing education podcast connects CASA volunteers with engaging and relevant training designed to help strengthen advocacy for children and families. Each short, dynamic episode features informative discussions with subject matter experts exploring topics connected to child welfare and practical tips for informed CASA advocacy.

TEXAS CASA STATEWIDE MEDIA CAMPAIGN

The Texas CASA statewide media campaign continues to raise awareness of CASA and recruit volunteers to advocate for children and families in the foster care system. Utilizing an integrated mix of traditional media, a robust digital approach and social media tactics, this campaign is an ongoing driver of new volunteer inquiries and brand awareness.

Combining the mixed media approach to recruit new volunteers and our recruitment team's individualized and comprehensive recruitment plan for local CASA programs, our goal of recruiting *and* retaining quality CASA volunteers remains a priority.

Current Texas CASA Media Markets

Abilene, Amarillo, Austin, Beaumont, Bryan/College Station, Corpus Christi, Dallas/Ft. Worth, El Paso, Harlingen, Houston, Laredo, Lubbock, Odessa/Midland, San Angelo, San Antonio, Tyler/Longview, Victoria, Waco/Temple, & Wichita Falls

Strategic media placements through: behavioral targeting, contextual targeting, video, Facebook, streaming audio or premium streaming TV.

QUESTIONS? PLEASE CONTACT:

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