



**STRONG
FAMILIES**



**STRONG
FUTURES**

2023 National CASA/GAL Association for Children Conference

JUNE 10-13 2023 | ST. LOUIS, MO

The National Court Appointed Special Advocate Association (CASA)/Guardian ad Litem (GAL) Association for Children hosts one of the largest gatherings of child advocates in the country. This national conference brings together a vast audience representing the organization's nationwide network of 939 state organizations and local member programs, including program staff, volunteers and leadership. The conference is also attended by social workers, judges, attorneys, corporate leaders, researchers, funders and other professionals who are committed to helping our nation's most vulnerable children.

Walk Run Thrive

In 2023, National CASA/GAL invites individuals across the country to participate in **Walk Run Thrive** by walking or running in their communities nationwide—anywhere and everywhere. On June 12, hundreds of CASA/GAL network members, gathered in St. Louis, MO for our annual conference, will also join members of the local community to walk together from the St. Louis Arch to Busch Stadium, in advance of the evening St. Louis Cardinals versus San Francisco Giants baseball game.

For more information, please see the **Walk Run Thrive** event packet.

In 2023, the conference will be held **June 10-13** at the Hyatt Regency at the Arch **St. Louis**. The conference will also offer opportunities for our vibrant network to come together in person for in-depth learning, connection and collaboration. A Virtual Learning Experience will also be made available to a wider audience during the conference, with sponsors recognized across both events.

Attendees will learn about best practices, innovations and trends in child welfare from expert speakers and leaders in the field. National CASA/GAL will also share its new strategic plan during the conference, providing a forum for a national discussion of the critical issues that impact our work and the ways that we will support children, youth and families.

Sponsors of the conference are investors in our mission to ensure that every child who has experienced abuse or neglect has the opportunity to thrive in a safe and loving home. Through your sponsorship, you support the advancement of our critical work across the country, which is nurtured and invigorated at this conference.



NATIONAL CASA/GAL ASSOCIATION

As a Sponsor, Your Organization Benefits From:



PROMOTION NATIONWIDE

As a sponsor, your support will be highlighted through our promotion of the event to National CASA/GAL's network of 939 member programs and more than 97,000 volunteers in 49 states and the District of Columbia.



VISIBILITY WITH INDUSTRY LEADERS

The National CASA/GAL Conference is the leading forum of best-interest child advocates in the country. As a sponsor, you will have the opportunity to highlight your company's values and commitment to supporting children, youth and families.



SUPPORTING A MISSION THAT CHANGES LIVES

Together with our network, National CASA/GAL serves more children and youth in foster care than any other national organization. By supporting our mission, your organization is aligning itself with a strong national brand known for its life-changing work on behalf of children, families and communities all across the country.

Companies and organizations interested in sponsoring the 2023 national conference may choose to sponsor the overall conference or to sponsor a specific signature event. Sponsorship levels and corresponding benefits vary depending on the type of sponsorship.



All Supporting, Contributing, Lead and Presenting Sponsors will receive the following benefits:

- Recognition as an organization that is a committed advocate for children, youth and families
- Logo recognition on the conference website
- Recognition in the conference mobile app
- Social media promotion before, during and after the conference
- Recognition on conference signage and banners
- Opportunity to share a promotional item or leaflet with conference attendees
- Verbal recognition from the podium during a general session
- Recognition in the Virtual Learning Experience held concurrent with the annual conference

Conference Sponsorship Opportunities

\$5,000 SUPPORTING SPONSOR	\$10,000 CONTRIBUTING SPONSOR	\$15,000 LEAD SPONSOR	\$25,000 PRESENTING SPONSOR	\$2,000 CONFERENCE SPONSOR (WALK RUN THRIVE ADD-ON)*
Full color, quarter-page ad in digital conference program	Full color, quarter-page ad in digital conference program	Full color, half-page ad in digital conference program	Full color, full-page ad in digital conference program	Sponsor logo recognition on signature event t-shirt*
Full color, quarter-page ad in printed Awards of Excellence program	Full color, half-page ad in printed Awards of Excellence program	Full color, full-page ad in printed Awards of Excellence program	Full color, two-page spread in printed Awards of Excellence program	Sponsor logo and acknowledgment in the CASA Matters e-newsletter, pre-or post-event
Premium seating for two (2) at the Awards of Excellence event	Premium seating for four (4) at the Awards of Excellence event	Premium seating for six (6) at the Awards of Excellence event	Premium seating for eight (8) at the Awards of Excellence event	Sponsor logo on event website and registration page
Recognition at the Virtual Learning Experience	Recognition at the Virtual Learning Experience	Recognition at the Virtual Learning Experience	Recognition at the Virtual Learning Experience	Mentions in National CASA/GAL social media content during the event weekend
	Invitation for one (1) to attend the Board of Trustees Reception	Invitation for two (2) to attend the Board of Trustees Reception	Invitation for four (4) to attend the Board of Trustees Reception	Complimentary registrations for team members attending the conference
	Complimentary exhibitor booth	Complimentary exhibitor booth	Complimentary exhibitor booth	
	Recognition in a conference e-blast to prospective and registered attendees	Recognition in a conference e-blast to prospective and registered attendees	Recognition in a conference e-blast to prospective and registered attendees	
	One (1) push notice promotion in conference mobile event app	Two (2) push notice promotions in conference mobile event app	Three (3) push notice promotions in conference mobile event app	
		Two (2) complimentary conference registrations (includes the Virtual Learning Experience)	Four (4) complimentary conference registrations (includes the Virtual Learning Experience)	
			Primary conference app branding opportunity	

In addition to the listed opportunities, we are happy to work with you to customize a sponsorship that is tailored to your needs and interests. Please contact us to at conference@nationalcasagal.org to explore the possibilities.

*For more information about the **Walk Run Thrive** event, please see the separate sponsorship packet.

Signature Event Sponsorship Opportunities

AWARDS OF EXCELLENCE

AOE Presenting Sponsor: \$5,000

Event Date: Monday, June 12, 2023

Expected Attendance: 900

Every year, National CASA/GAL celebrates and honors outstanding individuals and programs for their leadership, service and commitment to providing the best possible advocacy for children and youth who have experienced abuse or neglect. The Awards of Excellence is a celebration of the life-changing impact of the CASA/GAL network and movement. This luncheon event includes an awards ceremony to honor dedicated advocates, judges, board members, programs and leadership from across the country. The Awards of Excellence is a highlight of the annual conference and, because tickets are included as part of registration, the vast majority of conference participants will be in attendance in addition to special guests.



Awards of Excellence Presenting Sponsor Benefits:

- Logo recognition on conference website
- Logo recognition in conference mobile event app
- Special recognition in all conference e-blasts to conference registrants and social media posts related to the Awards of Excellence
- Opportunity to share a promotional item or leaflet with conference attendees
- One-time inclusion of promotional message in conference e-blast by National CASA/GAL
- Verbal recognition from the podium during event
- Logo recognition on screen during event
- Special recognition in Awards of Excellence print program through a two-page ad spread
- Premium seating for 10 (1 table) at the event



OPENING RECEPTION

Sponsorship Opportunity: \$2,000 sponsor

Date: Saturday, June 10, 2023

Expected Attendance: 500

The 2023 Annual Conference begins with an Opening Reception for all conference registrants. The Opening Reception is an opportunity to welcome and inspire attendees before the conference officially starts on Sunday morning. Benefits for the Opening Reception Sponsor include:

- Logo recognition on conference website
- Logo recognition in Opening Reception section of the conference mobile event app
- Special recognition in all conference communications related to the Opening Reception
- Opportunity to share a promotional item or leaflet with conference attendees
- One-time inclusion of promotional message in conference e-blast by National CASA/GAL
- Verbal recognition during Opening Reception



VIRTUAL LEARNING EXPERIENCE

In 2023, we will be offering a hybrid conference experience, with virtual learning opportunities intertwined with in-person sessions, and some of the sessions and other focal events streamed live from the conference stage.

All Annual Conference sponsors will be recognized at the Virtual Learning Experience.

We anticipate that more than **300 people** from our national network will participate in this virtual experience.



Exhibitor Opportunities

ANNUAL CONFERENCE EXHIBITOR BENEFITS

- Booth (tabletop) in high-traffic location, including: draped table, two chairs, electrical service and WIFI access
- Exhibitor listing in the conference digital program, website and mobile app
- Promotion on the National CASA/GAL conference website
- Discounted hotel rate available

PRICE PER BOOTH

- Standard Exhibitor Rate: \$2,400
- Nonprofit and government discounted rate: \$1,300 per tabletop booth
- CASA/GAL member program discounted rate: Please ask for details



For more information about the National CASA/GAL Conference or about exhibitor details, contact exhibitors@nationalcasagal.org



Exhibitor space is also available for our Virtual Learning Experience. Please contact us for additional information about this opportunity.

About the National CASA/GAL Network

CONFERENCE ATTENDANCE

Our annual conference events are inspiring and collaborative opportunities to unite around our common mission. Participants bring their energy and enthusiasm each year and are eager to connect with their colleagues and peers. Our conferences consistently engage large numbers of program staff and volunteers.

The majority of attendees are staff of local CASA/GAL programs or state organizations. In addition many CASA and GAL volunteers attend and participate in our conferences, as do board members, judges, attorneys and other professionals in the field of child welfare.



1,300 ATTENDEES
at our 2019 conference in Atlanta

850 ATTENDEES
at our 2022 conference in Seattle



NEARLY 10,000 INTERACTIONS
on our conference app in 2022



NEARLY 3,000 ATTENDEES
at our 2020 virtual conference



88,600 Facebook followers



9,975 Twitter followers



4,700 LinkedIn followers

ENGAGEMENT

The CASA/GAL network is a dynamic and highly-engaged group of professionals, volunteers and advocates. They regularly seek out opportunities to connect, build their knowledge and implement best practices. We have an enthusiastic and committed base of supporters who connect through the National CASA/GAL social media channels.



For additional questions or information please contact conference@nationalcasagal.org.



To learn more about the organization and our mission, visit nationalcasagal.org.



Court Appointed Special Advocates
Guardians ad Litem
FOR CHILDREN

NATIONAL CASA/GAL ASSOCIATION