



Walk Run Thrive



On **June 9-12, 2023**, the National Court Appointed Special Advocate/Guardian ad Litem (CASA/GAL) Association for Children will host its third annual **Walk Run Thrive** – an event to raise awareness for the work of National CASA/GAL and its network of 939 state organizations and local programs across the United States. CASA® and GAL programs support and promote court-appointed volunteer advocacy so every child who has experienced abuse or neglect can be safe, have a permanent home, and the opportunity to 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.

Raising Awareness for a Life-Changing Mission

Collectively, CASA and GAL programs and volunteers serve more than 242,000 children annually. CASA and GAL volunteers advocate for the needs and best interests of children who are before the court because they have experienced abuse or neglect. Most of the children served are in foster care. CASA and GAL programs and volunteers make a life-changing difference for children and families. Participants in this event will raise awareness of our mission and the work of our volunteers. Sponsors of **Walk Run Thrive** are investors in our mission to ensure that every child who has experienced abuse or neglect can thrive in a safe and loving home. **Through your sponsorship, you support the advancement of our critical work across the country.**

One-of-a-Kind Sponsorship Opportunity

Walk Run Thrive is promoted nationwide through a comprehensive campaign using social and traditional media. Event sponsors will be featured in our promotional efforts, which reach hundreds of thousands of individuals across the country. Additionally, participants will be out in their communities, and in downtown St. Louis, on the event weekend running or walking in the signature event t-shirt, bringing visibility to the work of CASA and GAL programs as well as the event sponsors featured on the shirt.

As a sponsor of **Walk Run Thrive**, your organization benefits from:



Nationwide Visibility

Event sponsors will be featured on the signature event t-shirt and promoted to our entire nationwide network, more than 100,000 social media followers and nearly 25,000 email subscribers. Additionally, 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. You will have the opportunity to highlight your company's values and commitment to supporting children, youth and families.



A Meaningful Employee Engagement Opportunity

Companies and organizations can engage employees locally and/or from different offices across the country in a unified, team-building event (or friendly competition) to do good and prioritize their health and wellness. The virtual event offers options to connect in flexible ways that support virtual engagement opportunities nationwide.



Supporting a Mission that Changes Lives

Align with a strong national brand known for its unique and life-changing work. The CASA/GAL network serves more children and youth in the child welfare system than any other national organization. Your partnership will help us raise awareness and support for this important work



Walk Run Thrive Sponsorship Opportunities

	SUPPORTING SPONSOR \$5,000	LEADING SPONSOR \$10,000	CHAMPIONING SPONSOR \$25,000
Sponsor logo included on the information card shipped with every participant t-shirt*			✓
Sponsor logo in post-event re-cap video			✓
Sponsor logo on downloadable toolkits for all event participants		✓	✓
Sponsor logo included in social media promotions of the event		✓	✓
Sponsor logo recognition on signature event t-shirt*	✓	✓	✓
Sponsor logo and acknowledgment in the CASA Matters e-newsletter, pre- or post-event	✓	✓	✓
Sponsor logo on event website and registration page	✓	✓	✓
Sponsor logo in emails to event registrants	✓	✓	✓
Customized co-branded tools to assist in recruiting team members to participate	✓	✓	✓
Mentions in National CASA/GAL social media content during the event weekend	✓	✓	✓
Complimentary registrations for team members up to the number listed:	50 complimentary 50% off additional	125 complimentary 50% off additional	250 complimentary 50% off additional

*Sponsorships must be confirmed by April 10, 2023, in order for name or logo to appear on t-shirt or other printed materials.

Tools to Support Your Team

Sponsors of **Walk Run Thrive** will receive tools to support your promotion of and participation in the event. These include:

- Graphics for use on social media and/or intranet sites to engage your team.
- A branded team page within the event website to showcase your support.
- Flyers and other promotional tools for your team members.
- Tips and tools to incentivize participation, engage in friendly competition, and encourage collaboration and team building.
- Key messages about National CASA/GAL and its mission to educate your team members.

ABOUT THE NATIONAL CASA/GAL ASSOCIATION FOR CHILDREN

For 40 years, the National CASA/GAL Association for Children has worked in service of the national CASA/GAL network, leading the continued growth and development of 939 CASA/GAL programs, each of which recruits, trains and supports volunteer advocates to serve children, youth and families.

On any given day, there are almost 400,000 children in foster care in the U.S. These children come from all walks of life and face profound, frightening unknowns – new homes, new schools, court hearings and a revolving door of caseworkers, counselors, lawyers, teachers and foster parents – all while dealing with the trauma of abuse or neglect. For a child, having a Court Appointed Special Advocate® (CASA) or Guardian ad Litem (GAL) volunteer means they won't have to face that chaos and uncertainty alone. The CASA/GAL volunteer role is unique – it requires rigorous training, a sustained commitment and emotional energy to serve a child who has experienced abuse or neglect.

Having a caring adult advocate for their best interest can make a lasting difference for a child who has experienced abuse or neglect, many of whom experience foster care. Hundreds of thousands of children have a volunteer by their side, but thousands more still need one. National CASA/GAL is committed to supporting the recruitment and training of additional volunteers to serve children who urgently need an advocate.



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



To learn more about the National CASA/GAL Association for Children, visit nationalcasagal.org.



NATIONAL CASA/GAL ASSOCIATION