



**CASA**

Court Appointed Special Advocates

**FOR CHILDREN**

CENTRAL VIRGINIA

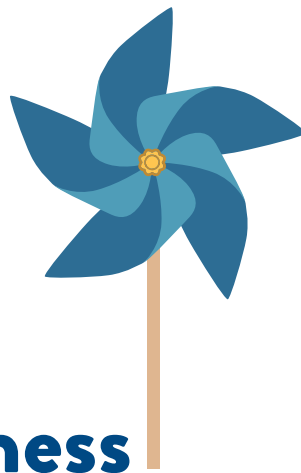
# April

## Awareness Auction

### 2027 SPONSOR GUIDE



# April Awareness Auction



Our April Awareness Auction is a fun and meaningful way for the community to support CASA during Child Abuse Prevention Month. Throughout the online auction, supporters bid on donated items and experiences while helping raise critical funds to provide advocacy for children who have experienced abuse or neglect across Central Virginia.

## SPONSORSHIP BENEFITS

### Reach

Our 2026 April Awareness Auction generated more than 14,000 pageviews and 580 bids, giving sponsors repeated visibility throughout the campaign. Your brand is seen by people who are actively engaging with CASA and our community.

### Commitment

Sponsorship connects your business with CASA's mission to advocate for children who have experienced abuse or neglect. It's a meaningful way to demonstrate your company's commitment to making Central Virginia stronger for children and families.

### Impact

Last year's auction raised more than \$17,500 through bids, donations, and sponsorships. Sponsor support helps make the event possible, allowing more of the funds raised to support CASA's work in the community.

[cvcasa.org/april-awareness-auction](https://cvcasa.org/april-awareness-auction)



# AUCTION SPONSORSHIP LEVELS

## Presenting Sponsor - \$5,000 *1 available*

Premier recognition throughout the entire April Awareness Auction

- Exclusive recognition as the Presenting Sponsor
- Premier logo placement on the auction website and auction platform
- Logo included on all auction-related email communications
- Recognition on social media throughout the campaign
- Logo included on promotional graphics and materials
- Recognition in auction launch and closing communications
- Opportunity to provide a brief company message or quote for use in promotion
- Logo featured on auction item packaging at pickup, including gift bags, envelopes, and other distribution materials. Option to add company brochure to items.
- Early sneak peek of auction items

## Category Sponsor - \$2,500 *6 available*

- Exclusive sponsorship of one auction category
- Company name/logo featured with that category throughout the auction
- Logo on the auction website and auction platform
- Recognition in auction-related email communications
- Social media recognition highlighting your sponsored category
- “Category Spotlight presented by [Sponsor]” email
- Early sneak peek of auction items

### Categories to Choose From:

Food, Drink & Dining | Health & Wellness | Beauty & Style | Home & Local Finds |  
Experiences & Entertainment | Sports & Recreation | Travel & Staycations

## VIP Sponsor - \$1,000 *5 available*

- Logo on the CASA auction webpage
- Logo on the online auction platform
- Logo included in auction-related email communications
- Social media thank you post - as a group
- Early sneak peek of auction items

## Supporting Sponsor - \$500 *5 available*

- Logo on the CASA auction webpage
- Logo on the online auction platform
- Social media thank you post - as a group
- Early sneak peek of auction items

## About CASA of Central VA

CASA of Central Virginia recruits, trains and supports volunteer advocates for abused and neglected children in the Juvenile and Domestic Relations Court system and educates the community about the needs of these children.

## How your Sponsorship Supports CASA



### recruit

At CASA, we recruit volunteers year-round through channels such as radio ads, billboards, and social media ads. Your sponsorship directly helps CASA recruit more volunteer advocates.

### train

CASA offers year-round pre-service training classes and numerous in-service workshops throughout the year. Your sponsorship helps CASA cover the costs associated with each of these training classes so that our volunteer advocates are fully equipped to effectively advocate for their assigned children.

### support

Per federal and state guidelines, each volunteer must be supervised by CASA staff (an advocate manager). Each manager can support no more than 30 volunteers but the best practice around the state is between 20-25 volunteers. Your sponsorship ensures we have sufficient staff in place to support our volunteer advocates.

The nation's first CASA program was developed in Seattle, Washington in 1977 by Judge David Soukup. He realized that he needed help in determining what was in the best interest of the children whose cases he had before him in court. Since then nearly 900 CASA programs have been established throughout the nation. CASA of Central VA started in 1989 by Judge Dale Harris.

## Areas we Serve

City of Lynchburg  
Amherst County  
Appomattox County  
Bedford County  
Campbell County  
Nelson County