



BLUE RIDGE CASA

Sponsorship

GUIDE

2024



Who is CASA?

Blue Ridge CASA for Children was founded in 1994 to advocate for our community's most vulnerable children - those who have experienced abuse or neglect. Court Appointed Special Advocates are appointed by a local Judge to serve a child in need. Using a trauma-informed approach, CASA volunteers ensure a child's mental, physical, and educational needs are met. Research shows children with a CASA are more likely to find a safe and permanent home, succeed in school and are half as likely to re-enter foster care.



Celebrating in 2024



Why Sponsor?

Sponsoring CASA represents a compelling opportunity to actively participate in corporate social responsibility initiatives, enhance your brand reputation, cultivate a broader customer base, and elevate employee morale, all while making a meaningful contribution to the welfare of the most vulnerable members of our community. By supporting CASA, your company stands to gain sustainable and prominent visibility to our extensive and engaged social media audience, as well as to visitors frequenting our CASA and event websites, which collectively exceed 5,000 followers.

Thank you to our generous 2023 Sponsors!



Garry and
Nancy Nichols



2024 Events...

TOP CHEF HARRISONBURG June 9, 2024

Founded in 2018, Top Chef Harrisonburg is one of The Friendly City's most popular events. This foodie favorite offers local chefs full culinary reign to create a standout dish among their peers. The evening includes chef tastings, local wine, craft beer, and scrumptious desserts. The event also holds a very unique Silent Auction, Beer Pull, and amazing photo opportunities. At the end of the night, scores are tallied from attendees with one talented chef earning the title of Top Chef Harrisonburg.

Gross income \$178,398



**2023 Top Chef
Ryan Zale
Local Chop & Grill House**



FIREBOLT 5K & RACE OF 100 HARRYS **September 21, 2024**

Founded in 2018, the Firebolt 5k and Race of 100 Harrys is extremely popular among fans of Staunton's own Queen City Mischief and Magic Festival. In addition to offering a traditional 5k, The Race of 100 Harrys is a fast 1k dash for children 10 and under. Race participants receive collectible medals, Hogwarts-themed t-shirts, and custom race bibs. Since 2020, the race has offered both virtual and in-person options allowing fans from near and far to continue to be a part of the magic.

Gross income \$148,057

MUSTACHES FOR KIDS (M4K) BLUE RIDGE **Established in 2023**

Mustaches for Kids America was founded in 1999 in Los Angeles, California, and has raised millions of dollars over the years. The idea is simple: "Growers" begin growing mustaches on the first of November, and they collect donations from friends and family throughout the month. A Stache Bash is held on December 1st, awards are presented and the money is donated to Blue Ridge CASA.

2023 Goal: \$20,000



Sponsorship Opportunities...



GROUNDBREAKER \$14,000 - 1 Available

- Named as Presenting Sponsor for all 2024 BRCASA-initiated events
- Speaking opportunity and award presenter at all BRCASA events
- Top Chef Harrisonburg
 - 2 reserved tables for 8 with prime seating
 - Skip the line and 30-minute early access
 - VIP server personally delivering each dish and refilling beverages
 - 4 complimentary bottles of wine on your tables
- Firebolt
 - 10 registrations
- M4K
 - 10 registrations for your team of Growers
- Sponsorship recognition during events and event promotions
- Prime placement on CASA and event websites, social media and e-blasts

VISIONARY \$8,000 - 1 Available

- Top Chef Harrisonburg
 - 1 reserved table for 10 with prime seating
 - Skip the line and 30-minute early access
 - VIP server personally delivering each dish and refilling beverages
 - 2 complimentary bottles of wine on your table
- Firebolt
 - 8 registrations
- M4K
 - 8 registrations for your team of Growers
- Sponsorship recognition during events and event promotions
- Prominent placement on CASA and event websites, social media and e-blasts

GUARDIAN \$5,000 - 2 Available

- Top Chef Harrisonburg
 - 1 reserved table for 8 with prime seating at Top Chef
 - Skip the line and 30-minute early access
 - VIP server personally delivering each dish and refilling beverages
 - Firebolt
 - 6 registrations
 - M4K
 - 6 registrations for your team of Growers
 - Sponsorship recognition during events and event promotions
 - Prominent placement on CASA and event websites, social media and e-blasts
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CHAMPION \$3,000

- Top Chef Harrisonburg
 - Reserved table for 6
 - Firebolt
 - 6 registrations
 - M4K
 - 6 registrations for your team of Growers
 - Prominent placement on CASA and event websites, social media and e-blasts
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POWERFUL VOICE \$1,500

- Top Chef Harrisonburg
 - 4 tickets
 - Firebolt
 - 4 registrations
 - M4K
 - 4 registrations for your team of Growers
 - Recognition on CASA website, social media and e-blasts
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BEACON OF HOPE \$1000

- Top Chef Harrisonburg
 - 2 tickets
- Firebolt
 - 2 registrations
- M4K
 - 2 registrations
- Recognition on CASA website, social media and e-blast



CASA

Court Appointed Special Advocates
FOR CHILDREN

BLUE RIDGE CASA

119 W. Frederick Street
Staunton, VA 24401