



Home for Good[®]

PLAYHOUSE EVENT TO BENEFIT HENRICO'S CHILDREN

2024 SPONSORSHIP OPPORTUNITIES



APRIL - MAY 2024
SHORT PUMP TOWN CENTER

Playhouses remind us that childhood should be carefree, without abuse or neglect.

That's why Henrico CASA hosts Home for Good® each year. We partner with local builders to create, display, and give away one-of-a-kind playhouses. Proceeds help us serve each and every child referred to us for advocacy services.

2024 SPONSORS WILL BE:



FEATURED ON EVENT SIGNAGE

Short Pump Town Center
has 60,000+ visitors weekly.



HIGHLIGHTED ON CASA'S WEBSITE

2,000+ unique viewers to the
Home for Good® page.



PROMOTED BY LOCAL MEDIA

Ongoing event coverage by
NBC12, CBS6, Virginia This
Morning and various
print/online publications.



REACHING 1 MILLION+

Including TV commercials
(286,600), email addresses
(20,000), and I-95/64 billboard
traffic (100,000/day).



ENDORSED ON SOCIAL MEDIA

Boosted posts seen by close
to 300,000 on Facebook,
Instagram, and Google.



**HELPING CASA
LEAVE NO CHILD IN
AN UNSAFE HOME**



2024 SPONSORSHIP OPPORTUNITIES

KEY SPONSOR

\$20,000

- Premium logo on event signage at Short Pump Town Center
- Recognition and participation in media releases and public relations
- Logo on digital billboard (I-95/64)
- Architect level website and social media promotions

DEVELOPER

\$10,000

- Large logo on event signage at Short Pump Town Center
- Recognition in media releases
- Architect level website and social media promotions

ARCHITECT

\$5,000

- Medium logo on event signage at Short Pump Town Center
- Logo with link to company website on Henrico CASA website
- Individual social media recognition

DESIGNER

\$2,500

- Small logo on event signage at Short Pump Town Center
- Logo with link to company website on Henrico CASA website
- Tags in social media promotion by Henrico CASA

FOUNDATION

\$1,000

- Name on event signage at Short Pump Town Center
- Shelter level website and social media promotions

SHELTER

\$500

- Name with link to company website on Henrico CASA website
- Tags in social media promotion by Henrico CASA

Henrico CASA's cost to support one child for one year is \$1,500. Each dollar you give increases the number of at-risk children we can commit to serve in 2024 and beyond!

Sponsorship dollars specifically cover costs to recruit, train, and supervise volunteer Court Appointed Special Advocates who speak up for children in our community.

**TO BE A SPONSOR, SCAN QR CODE OR
VISIT OUR WEBSITE**

HENRICOCASA.ORG/SPONSORHOMEFORGOOD





BUILDING FOUNDATIONS FOR HEALTHY HOMES

Your support helps CASA promote safe, healthy homes for Henrico County's most vulnerable children.

SAFE, HEALTHY HOMES FOR EVERY CHILD

CASA is the only court advocacy program for abused and neglected children in Henrico County.



**3,975 CHILDREN
SERVED TO DATE**



For more information, please contact:

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