



# Home for Good<sup>®</sup>

PLAYHOUSE EVENT TO BENEFIT HENRICO'S CHILDREN

**2024 SPONSORSHIP OPPORTUNITIES**

# Home for Good®

PLAYHOUSE EVENT TO BENEFIT HENRICO'S CHILDREN

**APRIL 12 - APRIL 28, 2024**  
**SHORT PUMP TOWN CENTER**  
**LIBBIE MILL LIBRARY**

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 AND Libbie Mill Library
- 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 AND Libbie Mill Library
- Recognition in media releases
- Architect level website and social media promotions

## ARCHITECT

**\$5,000**

- Medium logo on event signage at Short Pump Town Center AND Libbie Mill Library
- 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 AND Libbie Mill Library
- 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 AND Libbie Mill Library
- 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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**[HENRICOCASA.ORG/SPONSORHOMEFORGOOD](https://HENRICOCASA.ORG/SPONSORHOMEFORGOOD)**