



2021

Benefiting
CASA of KERN COUNTY



Dear Friend of CASA,

In 2021, Churchill Downs will **still** meet good ol' Kern County roots at the Boot Scootin' Derby but it will transpire in the comfort of many homes to create one powerful voice! Get ready for "the fastest two minutes in sports" and enjoy a 'CASA party' of 8 with dinner, drinks, unique live and silent auctions, and a chance to be part of CASA's unwavering impact. Join us on May 1, 2021, as we celebrate the prestigious Kentucky Derby in order to empower and amplify the voices of hundreds of children and youth in foster care across our communities. Make a virtual statement by dressing in your traditional Kentucky Derby attire or in your fancy boots and cowboy hat!

The mission of CASA is to recruit, screen, train and supervise citizen advocates. These "CASAs" speak up for the child they are court-assigned to, due to the acute nature of their abuse or neglect. The CASAs comprehensively evaluate the child's life and report to the juvenile court about their best interests, and submit recommendations about the child or youth's unaddressed needs. This upscale annual fundraising dinner and auction brings together an evening of philanthropy and community engagement that will sustain and advance our work with abused foster children.

Yours in Advocacy,

Chris Towery
Committee Chair

Amy Travis
CASA Executive Director



If you have any questions, please contact Diana Ramirez at (661) 631-2272 or dramirez@kerncasa.org.
CASA of Kern County 1717 Columbus Street Bakersfield, CA 93305 KernCASA.org

TRIPLE CROWN

\$20,000 Sponsorship



This sponsorship package includes:

- "Presented by" logo on invitation when secured by 2/15/2021
- Full page in program with premium placement
- Company logo on all media (print and social media marketing) & CASA email communication signatures
- Social Media: 1 video spotlight, 1 boosted post, 2 dedicated posts, and 5 mentions
- 2 'CASA Parties' which includes dinner and drinks for 16 guests and availability for limo service
- Company logo on souvenir event gift and signage included in CASA "crates" for all party hosts
- Company introduction and recognition at event - Logo onscreen throughout the event
- Company logo on all post event thank you letters (distributed to all sponsors, guests, and volunteers)
- Company logo on event banner

PREAKNESS STAKES

(BAR SPONSOR) \$10,000 Sponsorship

This sponsorship package includes:

- Company logo on all media (printed and social media) - 1 dedicated post and 3 mentions on social media
- Company logo on event banner
- Company logo on invitation when secured by 2/15/20
- A 'CASA Party' which includes dinner and drinks for 8 guests
- Branded logo on mint julep recipe card. May provide giveaway to guests
- Company recognition during the event
- 1/2 page ad in event program
- Company logo on all post event thank you letters (distributed to all sponsors, guests, and volunteers)
- Company logo branding on step and repeat banner - photos on all social media and CASA website

BELMONT STAKES

(CASA PARTY CRATE SPONSOR) \$5,000 Sponsorship

This sponsorship package includes:

- A 'CASA Party' which includes dinner and drinks for 8 guests
- Logo recognition in program
- Sponsor announcement via social media - 3 mentions on social media
- Company logo on event banner
- Company logo on invitation when secured by 2/15/20
- Company dedicated recognition from auctioneer during event
- Company logo on all post event thank you letters (distributed to all sponsors, guests, and volunteers)
- Logo branding on step and repeat banner



Kentucky Oaks

\$3,000



This sponsorship package includes:

- Tickets for 4 guests
- Logo recognition in program
- Sponsor announcement via social media - 2 mentions on social media
- Company logo on event banner
- Company logo on invitation when secured by 2/15/20
- Company recognition during event
- Company logo on all post event thank you letters (distributed to all sponsors, guests, and volunteers)

CASA Crate Sponsor

\$3,000



A gift from your company that features a message from you will be placed in each CASA crate for each party host. For example: mirror tags, water bottle, or a rose.

Benefits Include: Branded item placed in CASA create (you must supply the item), 1 mention on social media + four individual tickets.

Mystery Box Sponsor

\$3,000



Logo on the Mystery Box; may provide a giveaway in the box. Benefits include 1 mention on social media + 4 event tickets.

Non-Alcoholic Beverage Sponsor

\$2,500



Company will have the opportunity to display non-alcoholic beverages at the coordinated beverage station. Benefits include strategically placed table with framed logo placement + two individual tickets to the event.



Party of Eight

\$1,500



Individual Tickets

\$150



Livestream Link

\$20

DERBY DAY

The most exciting two minutes in sports!

