

2015 CASA Derby Sponsorship Opportunities



CASA

Court Appointed Special Advocates
FOR CHILDREN

May 2, 2015

About the Event – The CASA Derby Party

- o Enthusiasm builds as CASA is off to the races to raise up more advocates for the abused and abandoned children living in Kern County. Join us on May 2, 2015, at the beautiful Gardiner Ranch for an evening of dinner, dancing, live and silent auctions and a showing of the 2015 Kentucky Derby.

Last year, over 250 guests joined us for festivities, and we're looking forward to an even stronger showing this year. Thanks to our amazing sponsors, donors and guests, the CASA Derby Party raised over \$195,000 in 2014.

This year we are offering limited sponsorship opportunities for organizations, businesses and individuals looking to take part in this one-of-a-kind event. We have various levels of sponsorships and will also work with you to build a particular sponsorship package. Please read on to learn more about sponsorships available and the costs associated with each.



Sponsorship Opportunities



Triple Crown Sponsor \$20,000

This exquisite sponsorship package includes:

- A \$20,000 investment in CASA of Kern County
- Exclusive seating at event with logo recognition on the chairs
- Sixteen event tickets
- Limousine Service for up to 16 guests
- Exclusive presenting sponsor (i.e., The Derby brought to you by...) with logo etched on all event drinking glasses
- Logo placement in ALL event public relation and advertising initiatives
- Prominent recognition on website, e-blasts, and social networking campaigns
- Recognition over PA system with prominent signage at the event
- Company logo will be transformed into video image and displayed on TV's throughout the event
- Name inclusion in the auction brochure and on the invitations when secured by 3/15/15

Kentucky Derby Sponsor \$15,000

This exquisite sponsorship package includes:

- A \$15,000 investment in CASA of Kern County
- Exclusive seating at event with logo recognition on the chairs
- Twelve event tickets
- Limousine Service for up to 8 guests
- Logo placement in ALL event public relation and advertising initiatives
- Prominent recognition on website, e-blasts, and social networking campaigns
- Recognition over PA system with prominent signage at the event
- Company logo will be transformed into video image and displayed on TV's throughout the event
- Name inclusion in the auction brochure and on the invitations when secured by 3/15/15

Sponsorship Opportunities



Exclusive Automobile Sponsor \$10,000

This exquisite sponsorship package includes:

- A \$10,000 investment in CASA of Kern County
- Exclusive seating at event with logo recognition on the chairs
- Ten event tickets
- Logo placement in ALL event public relation and advertising initiatives.
- Opportunity to showcase agreed upon vehicles at event.
- Picture opportunity for guests at the entrance of event with dealership provided photographer.
- Prominent recognition on website, e-blasts, and social networking campaigns
- Recognition over PA system with signage at the event
- Company logo will be transformed into video image and displayed on TV's throughout the event
- Name inclusion in the auction brochure and on the invitations when secured by 3/15/15

Promotional Sponsorships

Air-Conditioning Sponsor – \$10,000 (1 Available)

Your brand will be the talk of the town by keeping everyone cool and comfortable during the event. This sponsorship affords us the ability to provide air-conditioning in the 50x100 decorated seating tent. **Benefits Include:** Seating Tent is branded with your logo + Stage-side VIP seating for six people + Digital slideshow ad at event + opportunity to promote business with literature or other provided item.

Paddock Sponsor – \$10,000 (1 Available)

Your brand will be featured through out the beautiful paddock which is the entrance to all of the action. **Benefits Include:** Paddock branded with your logo + VIP seating for six people + Digital slideshow ad at event + opportunity to promote business with literature or other provided item.

Cont. Sponsorship Opportunities

Belmont Stakes Sponsor \$5,000

This exquisite sponsorship package includes:

- A \$5,000 investment in CASA of Kern County
- Logo placement in ALL event public relation and advertising initiatives.
- Exclusive seating at event with logo recognition on the chairs
- Six event tickets
- Prominent recognition on website, e-blasts, and social networking campaigns
- Recognition over PA system with signage at the event
- Company logo will be transformed into video image and displayed on TV's throughout the event
- Name inclusion in the auction brochure and on the invitations when secured by 3/15/15

Promotional Sponsorships

Center Stage Sponsor – \$5,000 (1 Available)

Your brand will be the hands down champion at the centerpiece of the room – the stage – which will showcase your company or product as the presenter of the entertainment of the day! **Benefits Include:** Stage is branded with your logo + Stage-side VIP seating for 4 + Digital slideshow ad at event.

Photobooth Sponsor – \$5,000 (1 Available)

Attendees will enter the Derby with EXCITEMENT, and one of the highlights is stopping for a photo at the fun photobooth. As the photo sponsor you will receive your company logo on the photo booth staging area! **Benefits Include:** Maximum exposure as a sponsor on each printed photo + Digital slideshow ad at event + VIP seating for 4

Dinner Sponsor - \$5,000 (1 Available)

Your logo will be displayed in full color at eye level and each table at the event as the Dinner Sponsor. As guests chat and mingle across the table they will have a consistent eye shot of your brand during the entire program. **Benefits Include:** Your branded logo at each table + Digital slideshow ad at event + VIP seating for 4.

Bar Sponsor - \$5,000 (1 Available)

You will be everyone's favorite with this popular sponsorship. The Bar Sponsor will get naming rights throughout the multiple bars strategically placed at the event. Company can provide napkins or other branding promotional products that can be distributed at the bar (example: fun straws or umbrella's with company logo). **Benefits Include:** Strategic Logo placement at bars + Digital slideshow ad + VIP seating for 4.

Kentucky Oaks Sponsor \$3,000

This exquisite sponsorship package includes:

- A \$3,000 investment in CASA of Kern County
- Recognition on website, e-blasts, and social networking campaigns
- Exclusive seating at event with logo recognition on the chairs
- Two event tickets
- Prominent recognition on website, e-blasts, and social networking campaigns
- Recognition over PA system with signage at the event
- Company logo will be transformed into video image and displayed on TV's throughout the event
- Name inclusion in the auction brochure and on the invitations when secured by 3/15/15

Promotional Sponsorships

Invitation Sponsor – \$3,000 (1 Available)

Our circulation of over 1,000 will receive an invitation with your company logo on it. **Benefits Include:** Your logo on one side of the invitation + Digital slideshow ad at event + 2 individual tickets.

Best Dressed Sponsor – \$3,000 (1 Available)

Three wonderful prizes will be awarded for Best Dressed at the Derby Party. **Benefits Include:** Your logo on the Best Dressed poster, pick and announce the Best Dressed winners on stage + Your company logo on prizes given + Digital slideshow ad at event + 2 individual tickets.

Tote bag Sponsor – \$3,000 (1 Available)

300 attendees receive reusable tote bags as they leave the Derby Party – that means that 300 of Bakersfield's most admired tastemakers will be carrying your brand with them as they are out around town. **Benefits Include:** Your logo on one side of a high-quality tote bag + Digital slideshow ad at event + 2 individual tickets.

Valet Sponsor – \$3,000 (1 Available)

A gift from your company that features a message from you will be placed in each car valet parked or bag checked. For example: mirror tags, water bottle, or a rose. **Benefits Include:** Branded item placed in valet parked cars or checked bags (you must supply the item) + Signage at entrance of event + Digital slideshow ad at event + 2 individual tickets.

Wine Tag Sponsor – 3,000 (1 Available)

Each wine and water glass will have a biodegradable glass tag that guests can take home and plant! These earth friendly unique gifts will grow wildflowers and leave a lasting impression on guests. **Benefits include:** Branded item on each dinner table at the event + Digital slideshow ad at the event + 2 tickets

Auction Sponsor - \$3,000 (1 Available)

This sponsorship will promote your company logo on the auction display boards and table. You will have naming rights as the Auction Sponsor throughout the event and on digital display.

Benefits Include: Logo placement on auction display tables and boards + Digital slideshow ad at the event + 2 tickets

Yes! I want to be a Promotional Sponsor for CASA's 2015 Derby Party at Gardiner Ranch!

- Triple Crown Title Sponsor (Not Available)
- Kentucky Derby Sponsor - \$15,000
- Exclusive Automobile Sponsor – \$10,000
- Air-Conditioning Sponsor - \$10,000 (1 Available)
- Paddock Sponsor – 10,000 (1 Available)
- Belmont Stakes Sponsor - \$5,000
- Center Stage Sponsor – \$5,000 (1 Available)
- Photobooth Sponsor – \$5,000 (1 Available)
- Dinner Sponsor – \$5,000 (1 Available)
- Bar Sponsor - \$5,000 (1 Available)
- Invitation Sponsor – \$3,000 (1 Available)
- Best Dressed Sponsor – \$3,000 (1 Available)
- Tote bag Sponsor – \$3,000 (1 Available)
- Valet Sponsor – \$3,000 (1 Available)
- Wine Tag Sponsor - \$3,000 (1 Available)
- Auction Sponsor - \$3,000 (1 Available)
- Kentucky Oaks Sponsor - \$3,000

Name as you would like it to appear for recognition purposes:

Contact Name &
Position _____

Address/City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Please email your logo to: araddatz@kerncasa.org

- Check enclosed for \$ _____ payable to CASA of Kern County
- Charge my Credit Card: Please fill out information below.

For credit card only:

Name as it appears on the
card: _____

Please Circle: Visa/Mastercard/Amex

CC #: _____ CVV: _____ Exp.

Date: _____

Total to be charged to card: \$ _____

Signature: _____

Please complete and return this form with your payment via mail or fax to:

CASA of Kern County

2000 24th Street

Bakersfield, California 93301

Phone: 661.631.2272 Fax: 661.328.9787

For information contact Amy Raddatz at araddatz@kerncasa.org

Hope to see you in 2015!



Please contact Amy Raddatz
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araddatz@kerncasa.org