



Walk Run Thrive



On **September 28-29, 2024**, the National Court Appointed Special Advocate/Guardian ad Litem (CASA/ GAL) Association for Children will host its fourth annual **Walk Run Thrive** – a virtual event to raise awareness for the work of National CASA/GAL and its network of 941 programs across the United States. CASA/GAL programs support and promote court-appointed volunteer advocacy so every child who has experienced abuse or neglect can be safe, have a permanent home, and the opportunity to thrive. In 2024, National CASA/GAL invites individuals across the country to participate in **Walk Run Thrive** by walking or running in their communities nationwide – anywhere and everywhere.

Raising Awareness for a Life-Changing Mission

Collectively, CASA/GAL programs and volunteers serve over 227,500 children annually. CASA/GAL volunteers advocate for the needs and best interests of children who are before the court because they have experienced abuse or neglect. Most of the children served are in foster care. CASA/GAL programs and volunteers have a life-changing difference on children and families. Participants in this event will raise awareness of and funds for our mission and the work of our volunteers. Sponsors of **Walk Run Thrive** are investors in our mission to ensure that every child who has experienced abuse or neglect has the opportunity to thrive in a safe and loving home. Through your sponsorship, you support the advancement of our critical work across the country.

An Exclusive Sponsorship Opportunity

Walk Run Thrive will be promoted nationwide through a comprehensive campaign using social, digital, and other media. Event sponsors will be featured in our promotional efforts, which will reach hundreds of thousands of individuals across the country. Additionally, participants will be out in their communities on the event weekend running or walking in the signature event t-shirt, bringing visibility to the work of CASA/ GAL programs as well as the event sponsors featured on the shirt.



A nationwide virtual event **September 28-29, 2024**, to raise awareness for the work of National CASA/GAL and its network of 941 programs.

As a sponsor of **Walk Run Thrive**, your organization benefits from:

Nationwide Visibility



Event sponsors will be featured on the signature event t-shirt and promoted to our entire nationwide network, over 100,000 social media followers, and 25,000 email subscribers. Additionally, your support will be highlighted through our promotion of the event to National CASA/GAL's network of 941 member programs and nearly 88,000 volunteers in 49 states and the District of Columbia. You will have the opportunity to highlight your company's values and commitment to supporting children, youth and families.

A Meaningful Employee Engagement Opportunity



Companies and organizations can engage employees locally and/or from different offices across the country in a unified, team-building event (or friendly competition) to do good and prioritize their health and wellness. This event offers options to connect in flexible ways that support virtual engagement opportunities nationwide.

Supporting a Mission that Changes Lives



The CASA/GAL network serves more children and youth in the child welfare system than any other national organization. Having a caring adult advocate for a child's best interest can make a lasting difference for a child who has experienced neglect or abuse. Your partnership will help us raise awareness and support for this important work.



Walk Run Thrive Sponsorship Opportunities

	SUPPORTING SPONSOR \$5,000	SUSTAINING SPONSOR \$10,000	LEADING SPONSOR \$25,000	CHAMPIONING SPONSOR \$50,000
Sponsor logo on signature event t-shirt*	✓	✓	✓	✓
Sponsor logo on event website and registration page	✓	✓	✓	✓
Sponsor logo in at least 1 pre-event and 1 post-event email	✓	✓	✓	✓
Customized co-branded tools to assist in recruiting team members to participate	✓	✓	✓	✓
Mention in National CASA/GAL social media content during the event weekend	✓	✓	✓	✓
Included Walk Run Thrive registrations for your team	15	15	25	Unlimited
Sponsor logo on downloadable toolkits for event promotions		✓	✓	✓
Sponsor logo included in social media promotions in advance of the event		✓	✓	✓
Sponsor logo included on the information card shipped with every participant t-shirt*		✓	✓	✓
Sponsor Spotlight highlighting your company in a dedicated social media post			✓	✓
Sponsor Spotlight highlighting your company in a pre-event promo email			✓	✓
Opportunity to include a short brochure or one-pager about your company shipped with every participant t-shirt*			✓	✓
Shout-out during event kickoff			✓	✓
Opportunity to participate in event kickoff				✓
Logo on pet bandana*				✓
Opportunity to co-host pre-event pet costume contest				✓

*Sponsorships must be confirmed by July 31, 2024, in order for name and logo to appear on t-shirt and other printed materials.

Tools to Support Your Team

Sponsors of **Walk Run Thrive** will receive tools to support your promotion of and participation in the event. These include:

- Graphics for use on social media and/or intranet sites to engage your team.
- A branded team page within the event website to showcase your support.
- Flyers and other promotional tools for your team members.
- Tips and tools to incentivize participation, engage in friendly competition, and encourage collaboration and team building.
- Key messages about National CASA/GAL and its mission to educate your team members.

ABOUT THE NATIONAL CASA/GAL ASSOCIATION FOR CHILDREN

For over 40 years, the National CASA/GAL Association for Children has worked in service of the national CASA/GAL network, leading the continued growth and development of 941 CASA/GAL programs, each of which recruits, trains and supports volunteer advocates to serve children, youth and families.

On any given day, there are about 370,000 children in foster care in the U.S. These children come from all walks of life and face profound, frightening unknowns – new homes, new schools, court hearings and a revolving door of caseworkers, counselors, lawyers, teachers and foster parents – all while dealing with the trauma of abuse or neglect. For a child, having a Court Appointed Special Advocate (CASA) or Guardian ad Litem (GAL) volunteer means they won't have to face that chaos and uncertainty alone. The CASA/GAL volunteer role is unique – it requires rigorous training, a sustained commitment and emotional energy to serve a child who has experienced abuse or neglect.

Having a caring adult advocate for their best interest can make a lasting difference for a child, many of whom experience foster care. Hundreds of thousands of children have a volunteer by their side, but thousands more still need one. National CASA/GAL is committed to supporting the recruitment and training of additional volunteers to serve children who urgently need an advocate.



For additional questions or information please contact events@nationalcasagal.org.



To learn more about the National CASA/GAL Association for Children, visit nationalcasagal.org.



Court Appointed Special Advocates
Guardians ad Litem

FOR CHILDREN

NATIONAL CASA/GAL ASSOCIATION