

# AN INVESTMENT IN THE FUTURE OF TEXAS

## COLLABORATIVE MARKETING + SPONSORSHIPS

Texas CASA offers you and your brand the opportunity to collaborate with us through custom sponsorships. All event sponsors are partners in the event experience and will work closely with Texas CASA staff to maximize company efforts.

Your company has the opportunity to leverage this collaboration through CASA promotions, advertising campaigns, and other marketing communications - bolstering your brand image.

Benefits include but are not limited to the following. Precise recognition and exposure will vary in alignment with sponsorship level.

Please email [aescalante@texascasa.org](mailto:aescalante@texascasa.org) or call 512-610-6106 for details.

- *Partnership Digital Media Package: exposure analytics, templates for promotional posts, and curated photos for company use*
- *Recognition on: event collateral (print & online), Texas CASA website, Texas CASA Annual Impact Report (print & online) and social media*
- *Creative onsite logo placement for maximum publicity*
- *Promotional booth space during event*
- *Acknowledgement on stage during event*
- *Complimentary event seating*

# Texas CASA (Court Appointed Special Advocates)

Envisioning a safe and positive future for all Texas children

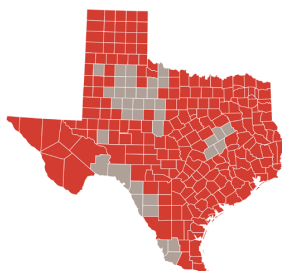
*The mission of Texas CASA is to support local CASA volunteer advocacy programs and to advocate for effective public policy for children in the child protection system.*



## IMPACT + REACH

Your partnership with Texas CASA will empower CASA volunteers across the state to better serve Texas' most vulnerable youth. Build your brand awareness by joining the CASA movement and helping us provide a safe and positive future for all Texas children.

With 72 local CASA programs, more than 10,000 CASA volunteers and 217 of the 254 counties represented across the state, your company has the opportunity to reach millions of future clients, customers and patrons.



## AUDIENCE

Female (**78%**) Male (**22%**)  
Age: 25-34 (**23%**) 35-44 (**25%**) 45-54 (**21%**)  
55+ (**23%**)

### Top cities represented in followers:

- San Antonio
- Austin
- Houston
- Dallas

## VISIBILITY

- Year-round logo placement on Texas CASA website (est. 90,000 - 110,000 quarterly visits)
- Listing and article in CASA Voice blog (est. 4,500 subscribers)
- Annual Impact Report listing (est. 1,000 print distribution; also distributed digitally and available on [www.TexasCASA.org](http://www.TexasCASA.org))
- Social media recognition (Facebook: 10,000+ followers, Twitter: 2,000+)