



Dear Friends,

When was the last time you changed a story? When baby Ronald was born, he tested positive for amphetamines and methamphetamines, and at six months old was still being exposed to opiates through breast milk. The CASA assigned to baby Ronald and his sister pushed and pushed to support these children, and thanks to him, both Ronald and his sister were adopted into their forever home. This dedicated volunteer changed the story, and the lives, of two young children, and now it's your turn to help.

Last year, more than 1,400 children had a CASA volunteer at their side. CASA estimates it costs \$2,000 to advocate for a child for one year, and by providing a volunteer instead of a paid Guardian ad Litem, CASA saved the state of NH more than \$5 million in legal fees. Through the generous support of donors and financial sponsors, we are able to accomplish the mission of providing a voice for abused and neglected children. Will you please join us in the mission?

On the following pages, you will find a menu of sponsorship opportunities available at CASA of NH. These opportunities will put your name in front of the more than 6,000 supporters of CASA across the state. Any choice will have an impact on a child, and you will be the reason their story is changed to a positive ending from an unfortunate beginning.

If you have questions or would like more information on the sponsorship or benefits, please reach out to Tarah Bergeron, Development Assistant, at 603-626-4600 x2113 or tbergeron@casanh.org.

Together we can change a child's story.

With gratitude,

Suzanne Lenz

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Development Director

Mission Sponsorships



Office Sponsor - \$20,000

Support our advocates' amazing work by sponsoring one of our offices for a year. Offices are in Berlin, Claremont, Colebrook, Dover, Keene, Laconia, and Manchester. As an office sponsor you will receive extensive visibility, including a designated plaque and display area at the sponsored office and a framed photo to display at your business, proudly proclaiming your support of our advocacy work on behalf of the children in NH who have experienced abuse and neglect. A ribbon cutting with small reception and light refreshments will begin your sponsorship year.

Benefits:

- Logo & website link on www.casanh.org
- Six social media shout-outs on your preferred platform (Facebook, LinkedIn, Twitter, YouTube, Instagram)
- Featured story in our donor newsletter
- Sponsorship of a CASA child in the region
- Ribbon cutting video shared on all social platforms

Ad Sponsor \$15,000

CASA of NH relies on advertisements across all media platforms to recruit new CASA volunteer advocates. Your Ad Sponsorship will pay for one year of social media and print advertisements.

Benefits:

- Logo & website link on www.casanh.org
- Five social media shout outs and videos on your preferred platform (Facebook, LinkedIn, Twitter, YouTube, Instagram)
- Business write-up in donor e-newsletter
- Framed 'For the Child' print for your company office
- Sponsorship of a CASA child

Newsletter Sponsor \$10,000

Four times a year, CASA of NH sends out donor newsletters to ~9,000 individuals, businesses, and foundations. Each newsletter that goes out will have your logo and a few words of support.

Benefits:

- Logo & website link on www.casanh.org
- Four social media shout outs on your preferred platform (Facebook, LinkedIn, Twitter, YouTube, Instagram)
- Framed 'For the Child' print for your company office
- Drawing from a CASA child

Guardian Sponsorships



Appeal Sponsor \$8,000

Annual fundraising makes up 22% of our income. This includes funds from two appeals, sent in mid-November and March/April. Each appeal mailing is sent to roughly 6,000 individuals, corporations, and foundations.

Benefits:

- Logo on the appeal
- Company name linked on www.casanh.org
- Two social media shout outs with video in conjunction with each appeal release
- One social media shout out with link of your choice
- Framed 'Buddies' print for office

Annual Report Sponsor \$6,000

Our Annual Report gives an overview of what CASA has accomplished the previous year. Listing donors, supporters, and success stories, the Annual Report is a guide to what CASA is all about. The Annual Report is posted virtually on the CASA of NH website for one year and sent to a list of ~9,000 emails.

Benefits:

- Feature page in annual report
- Logo on the report
- Logo on www.casanh.org with link
- Social media shout outs with video
- Framed 'Buddies' print for office

Greeting Card Sponsor \$5,000

CASA of NH's [Cards for a Cause](#) is a great way to share your business and be seen by individuals and companies all over the country! Local NH artists submit their work to be turned into a greeting or holiday card. All proceeds benefit CASA of NH.

Benefits:

- Company logo featured on the back of the greeting cards
- Company name and logo in all greeting card eblasts during promotion period
- Several social media mentions throughout the fiscal year
- Framed 'Buddies' print for office

Family Sponsorships

Fall or Spring Appeal Sponsor \$4,000

If a seasonal approach is more suited for you, consider sponsoring our End of Year appeal in mid-November or spring appeal in March/April. Each of these appeals reach roughly 6,000 individuals, corporations, and foundations, and we will include your company logo as partnering sponsor.

Benefits:

- Company name linked on www.casanh.org
- One linked social media shout out at appeal release
- One unlinked social media shout out mid-appeal
- Framed 'Buddies' print for office

Quarterly Newsletter Sponsor \$2,500

If four newsletters per year is too much commitment, try sponsoring one to see how it works. Newsletters are sent to our mailing list of ~9,000 addresses.

Benefits:

- Company name featured on newsletter
- Company name listed on www.casanh.org
- Two social media shout outs, with one featuring your logo during the newsletter's release

Give Hope to a Child \$2,000

CASA of New Hampshire volunteer advocates speak on behalf of children who have experienced abuse or neglect. These children need a voice during a difficult and scary time in their young lives. This sponsorship will provide a dedicated CASA volunteer advocate to speak in the best interest of victimized children so they can thrive in safe, permanent homes.

Benefits:

- Company name listed on www.casanh.org
- Two social media shout outs with business links
- Company name listed in Annual Report - distributed to 6,000+

Leadership Sponsor \$1,000

Proclaim your commitment to the victimized children of NH and lead the way in the fight to end child abuse and trauma. Your company name will be listed on www.casanh.org as a Leadership Giving Circle donor, and you will receive a social media shout out with your company logo and a link to your website.



Friends Sponsorships



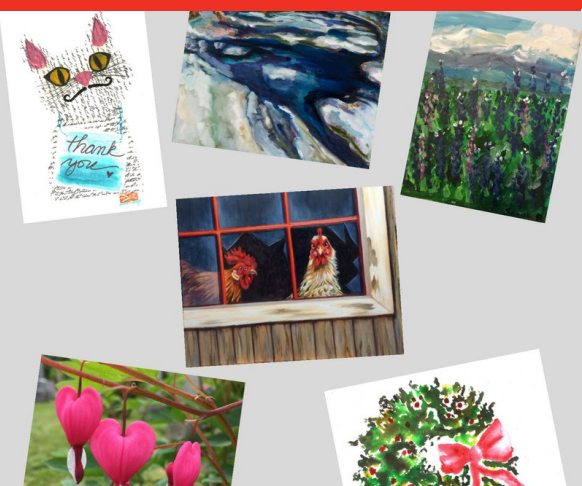
Recruitment Sponsor - \$500

Support CASA volunteer recruitment in your town or region. One social media shout out is included.

Virtual Info Session Sponsor- \$250

Our regionalized info sessions reach individuals in your area and promote your business. One social media shout out is included.

Other Ways to Support



Greeting Card Purchases

CASA of NH and Allegra Marketing have teamed up to provide NH made greeting cards for all occasions. Artwork for the cards is donated by NH artist from across the state. These fully customizable cards are a great way to thank you clients and employees any time of year. Visit the [Cards for a Cause](#) page for more information and purchasing. Business that purchase will receive a social media thank you.

Fundraise for CASA

Do you offer jeans day Friday or bagel Wednesdays? Hosting a taco Tuesday at the office or want to see how competitive your employees are in different departments? Hosting an inhouse fundraiser is a great way to include the entire company in some team building fun, and give back to a worthy cause. CASA of NH will provide a flyer and marketing materials if needed. Businesses that host a fundraiser will receive a social media thank you with total donated after the event.



Sponsorship Agreement

Name (to appear in publication): _____

Contact: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Level (choose all that apply):

- ☐ Office Sponsor (\$20,000)
- ☐ Ad Sponsor (\$15,000)
- ☐ Newsletter Sponsor (\$10,000/yr)
- ☐ Appeal Sponsor (\$8,000)
- ☐ Annual Report Sponsor (\$6,000)
- ☐ Greeting Card Sponsor (\$5,000)
- ☐ Fall or Spring Appeal Sponsor (\$4,000/appeal)
- ☐ Quarterly Newsletter Sponsor (\$2,500)
- ☐ Give Hope to a Child Sponsor (\$2,000)
- ☐ Leadership Sponsor (\$1,000)
- ☐ Recruitment Sponsor (\$500)
- ☐ Info Session Sponsor (\$250)

Thank you for your sponsorship,
and for your commitment to the
victimized children of NH.
Together, we can ensure every
child has a voice, and a safe,
permanent home.

Payment Information:

☐ Check Enclosed (make checks payable to CASA of NH, PO Box 1327, Manchester, NH 03105)

☐ Credit Card:

- Type _____
- Card # _____
- Expiration Date: _____ 3-4-digit CVC: _____
- Name on Card: _____

☐ Send me an Invoice

Questions about your Sponsorship? Contact Tarah Bergeron at 603-626-4600 x2113 or tbergeron@casanh.org.
Mail completed sponsorship agreements to P.O. Box 1327, Manchester, NH 03105 or email to Tarah.