

Casa Central

2021 PARTNERSHIP MENU



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#IluminandoElCamino

#IlluminatingThePath

www.casacentral.org

ILLUMINATE THE PATH FOR MANY



Iluminando El Camino/Illuminating the Path celebrates our dedication and commitment to be the light along the path for the hundreds of individuals, children, families, and older adults that rely on Casa Central's network of services. This year's theme reinforces our belief that every person should be honored and afforded the opportunity to empower themselves, all the while, we help by Illuminating the Path. Casa Central is 'Iluminando El Camino' by way of support, resources, education, training, supplies and countless other services, which are only made possible by our supporters' generosity.

SIGNATURE EVENTS

ANNUAL AWARDS CEREMONY

This annual event is hosted to honor individuals and organizations for their commitment to supporting Casa Central's mission and the families and communities it serves across the Chicago Metropolitan area.



SIGNATURE EVENTS

ANNUAL AWARDS CEREMONY

Over **400** business, community and civic leaders attend this event annually.



SIGNATURE EVENTS

DAY OF HOPE

Each year, Casa Central's Day of Hope highlights the agency's network of programs and brings the community together for a variety of events. Through this Day of Hope support, Casa Central can continue to provide vital services such as early childhood education, after school time support and older adult care.





\$50,000 – PRESENTING SPONSOR

- Exclusive Sponsorship of Casa Central's 2021 Signature Events
 - Day of Hope – June
 - Annual Awards Celebration - October
- Highest level and sized logo placement on all digital and print materials for the 2021 signature events
- Complimentary access to the Day of Hope Event*
- Full-page ad in the Annual Awards Celebration program booklet
- Opportunity for a representative of your company to present an award alongside Casa Central's CEO, Martin R. Castro at the Day of Hope and Annual Awards Celebration
- Select and provide a video with a representative of your company to play at the Annual Awards Celebration
- Individual partnership highlight video created by Casa Central's marketing team to be shared on social media prior to the Annual Awards Celebration
- Press release announcing your company as the Presenting Sponsor of the 2021 Annual Awards Celebration to be shared on Casa Central's website, social media, and media outlets
- Year-long logo placement on Casa Central's Partner webpage
- 6-month branded digital banner on Casa Central's web homepage
- "Sponsor of the Month" feature during a month of your choosing
- Highlighted in the "Donor Spotlight" section of the agency newsletter
- Appreciation video from program director and participants
- Recognition in Casa Central's Annual Report
- Banner provided by your company to be displayed at Day of Hope & Annual Awards Celebration
- Full-page ad in Casa Central's Day of Hope event booklet, which will be distributed to Casa Central's program participants
- Complimentary access to the Annual Awards Celebration*
- Host a table/booth at Casa Central's Day of Hope Event
 - Direct access to event attendees

*Due to the undetermined format of the Day of Hope and Annual Awards Celebration events, exact access will be finalized closer to the date of the event. Access will align with the sponsorship level.



**VIDEO WITH A REPRESENTATIVE
OF YOUR COMPANY**



EVENT PROGRAM BOOKLET AD



PRESS RELEASE



**TOP LOGO PLACEMENT IN ALL
DIGITAL AND PRINT MATERIALS**

\$35,000 – PLATINUM SPONSOR

- Prominent logo placement on all digital and print materials for Casa Central's 2021 signature events – Day of Hope & Annual Awards Celebration
- Full-page ad in the Annual Awards Celebration program booklet
- Complimentary access to the Annual Awards Celebration*
- Select and provide a video with a representative of your company to play at the Annual Awards Celebration
- Individual partnership highlight video created by Casa Central's marketing team to be shared on social media prior to the Annual Awards Celebration
- Year-long logo placement on Casa Central's Partner webpage
- "Sponsor of the Month" feature to be shared on Casa Central's website and social media channels
- Highlighted in the "Donor Spotlight" section of the agency newsletter
- Banner provided by your company to be displayed at Day of Hope & Annual Awards Celebration
- Full-page ad in Casa Central's Day of Hope event booklet, which will be distributed to Casa Central's program participants
- Complimentary access to the Day of Hope Event*
- Host a table/booth at Casa Central's Day of Hope Event
 - Direct access to event attendees



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\$25,000 – GOLD SPONSOR

- Logo placement on all digital and print materials for Casa Central's 2021 signature events – Day of Hope & Annual Awards Celebration
- Half-page ad in the Annual Awards Celebration program booklet
- Complimentary access to the Annual Awards Celebration*
- Individual partnership highlight video created by Casa Central's marketing team to be shared on social media prior to the Annual Awards Celebration
- Year-long logo placement on Casa Central's Partner webpage
- "Sponsor of the Month" feature to be shared on Casa Central's website and social media channels
- Highlighted in the "Donor Spotlight" section of the agency newsletter
- Banner provided by your company to be displayed at Day of Hope & Annual Awards Celebration
- Half-page ad in Casa Central's Day of Hope event booklet, which will be distributed to Casa Central's program participants
- Complimentary access to the Day of Hope Event*

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\$10,000 – SILVER SPONSOR

- Logo placement on all digital and print materials for Casa Central's 2021 signature events – Day of Hope & Annual Awards Celebration
- Half-page ad in the Annual Awards Celebration program booklet
- Individual partnership highlight video created by Casa Central's marketing team to be shared on social media prior to the Annual Awards Celebration
- Year-long logo placement on Casa Central's Partner webpage
- "Sponsor of the Month" feature to be shared on Casa Central's website and social media channels
- Highlighted in the "Donor Spotlight" section of the agency newsletter
- Banner provided by your company to be displayed at Day of Hope & Annual Awards Celebration
- Quarter-page ad in Casa Central's Day of Hope event booklet, which will be distributed to Casa Central's program participants
- Complimentary access to the Day of Hope Event*
- Host a table/booth at Casa Central's Day of Hope Event
 - Direct access to event attendees

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\$5,500 – BRONZE SPONSOR

- Logo placement on all digital and print materials for Casa Central's 2021 Annual Awards Celebration
- Quarter-page ad in the Annual Awards Celebration program booklet
- Banner provided by your company to be displayed at the Annual Awards Celebration
- Year-long logo placement on Casa Central's Partner webpage
- Highlighted in the "Donor Spotlight" section of the agency newsletter

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DAY OF HOPE 2021



\$5,000 – CHANGEMAKER

- Sponsor logo on all digital and printed materials for Day of Hope including registration page, webpage, promotional e-blasts, and program presentation.
- Quarter-page ad in the Day of Hope Event booklet, which will be distributed to Casa Central's program participants
- Individual highlight on Casa Central's social media channels
- Signage provided by your company to be displayed and hung at the Day of Hope
- Host a table/booth at Casa Central's Day of Hope
 - Direct access to event attendees
- Complimentary access to the Day of Hope Event*

\$3,000 – ADVOCATE

- Sponsor logo on all digital and printed materials for Day of Hope including registration page, webpage, promotional e-blasts, and program presentation.
- Logo in the Day of Hope Event booklet, which will be distributed to Casa Central's program participants
- Individual highlight on Casa Central's social media channels
- Signage provided by your company to be displayed and hung at the Day of Hope
- Host a table/booth at Casa Central's Day of Hope
 - Direct access to event attendees
- Complimentary access to the Day of Hope Event*

\$1,000 – PARTNER

- Sponsor name (no logo) on all digital and printed materials for Day of Hope including registration page, webpage, promotional e-blasts, and program presentation.
- Sponsor name (no logo) in the Day of Hope Event booklet, which will be distributed to Casa Central's program participants
- Host a table/booth at Casa Central's Day of Hope
 - Direct access to event attendees
- Complimentary access to the Day of Hope Event*

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