The National Court Appointed Special Advocate Association (CASA)/Guardian ad Litem (GAL) Association for Children hosts one of the largest gatherings of child advocates in the country. This national conference brings together more than 1,300 people representing the organization’s nationwide network of 950 state and local member programs, including program staff, volunteers and leadership. The conference is also attended by social workers, judges, attorneys, corporate leaders, researchers, funders and other professionals who are committed to helping our nation’s most vulnerable children.

The 2020 conference will be held June 6 – 9 at the Washington Hilton in Washington, D.C. Attendees will learn about best practices, innovations and trends in the child welfare field. The expert speakers are inspiring, the sessions are educational and the participants are equipped with resources that help them advance our shared mission to ensure that every child who has experienced abuse or neglect has the opportunity to thrive in a safe and loving home.

The conference features multiple plenaries with guest speakers, several one-day or half-day special institutes, two full days of workshops, an opening reception and the Awards of Excellence celebration. This year’s conference also includes an opportunity for representatives from CASA/GAL programs nationwide to visit their congressional representatives and talk about the needs of children who have experienced abuse or neglect. This “CASA/GAL Meets Congress” is a special event that happens on the final day of the conference.
WHY SHOULD YOU SUPPORT THE 2020 CASA/GAL CONFERENCE?

Companies and organizations interested in sponsoring the 2020 national conference may choose to sponsor the overall conference or to sponsor a specific signature event or program. Sponsorship levels and corresponding benefits vary depending on the type of sponsorship.

All Supporting, Contributing, Lead and Presenting Sponsors will receive the following benefits:

- Logo recognition on the conference website
- Recognition in the conference mobile event app
- Social media promotion before and after the conference
- Recognition on conference signage and banners
- Opportunity to include a promotional item or insert in the conference tote bags
- Verbal recognition from the podium during a general session

Nationwide Reach

The conference will be promoted to National CASA/GAL’s network of 950 member programs and more than 93,000 volunteers in 49 states and the District of Columbia.

Industry Leaders

The CASA/GAL Conference is the leading forum of best-interest child advocates in the country.

Changing Lives

Together with our network, we serve more children and youth in foster care than any other national organization.
## Conference Sponsorship Opportunities

<table>
<thead>
<tr>
<th>$5,000 SUPPORTING SPONSOR</th>
<th>$10,000 CONTRIBUTING SPONSOR</th>
<th>$25,000 LEAD SPONSOR</th>
<th>$50,000 PRESENTING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full color, quarter-page ad in digital conference program</td>
<td>Full color, quarter-page ad in digital conference program</td>
<td>Full color, half-page ad in digital conference program</td>
<td>Full color, full-page ad in digital conference program</td>
</tr>
<tr>
<td>Full color, quarter-page ad in printed Awards of Excellence program</td>
<td>Full color, half-page ad in printed Awards of Excellence program</td>
<td>Full color, full-page ad in printed Awards of Excellence program</td>
<td>Full color, two-page spread in printed Awards of Excellence program</td>
</tr>
<tr>
<td>One (1) complimentary conference registration</td>
<td>Three (3) complimentary conference registrations</td>
<td>Five (5) complimentary conference registrations</td>
<td>Eight (8) complimentary conference registrations</td>
</tr>
<tr>
<td>One (1) invitation to the Opening Reception</td>
<td>Three (3) invitations to the Opening Reception</td>
<td>Five (5) invitations to the Opening Reception</td>
<td>Eight (8) invitations to the Opening Reception</td>
</tr>
<tr>
<td>One (1) ticket to the Awards of Excellence</td>
<td>Three (3) tickets to the Awards of Excellence</td>
<td>Five (5) tickets to the Awards of Excellence with premium seating</td>
<td>Eight (8) tickets to the Awards of Excellence with premium seating</td>
</tr>
<tr>
<td>Invitation to attend the Board of Trustees Reception</td>
<td>Invitation to attend the Board of Trustees Reception</td>
<td>Invitation to attend the Board of Trustees Reception</td>
<td>Invitation to attend the Board of Trustees Reception</td>
</tr>
<tr>
<td>Complimentary exhibitor booth</td>
<td>Complimentary exhibitor booth</td>
<td>Complimentary exhibitor booth</td>
<td>Complimentary exhibitor booth</td>
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<tr>
<td>Special recognition in a conference e-blast</td>
<td>Special recognition in all conference e-blasts</td>
<td>Special recognition in all conference e-blasts</td>
<td>Special recognition in all conference e-blasts</td>
</tr>
<tr>
<td>One (1) push notice promotion in conference mobile event app</td>
<td>Two (2) push notice promotions in conference mobile event app</td>
<td>Three (3) push notice promotions in conference mobile event app</td>
<td></td>
</tr>
<tr>
<td>One-time inclusion of promotional message in conference e-blast by National CASA/GAL</td>
<td>One-time inclusion of promotional message in conference e-blast by National CASA/GAL</td>
<td>One-time inclusion of promotional message in conference e-blast by National CASA/GAL</td>
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<td></td>
<td></td>
<td></td>
<td>Primary conference app branding opportunity</td>
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</tbody>
</table>

In addition to listed opportunities, we are happy to work with you to customize a sponsorship that is tailored to your needs and interests. Please contact us to explore the possibilities.
Every year, National CASA/GAL celebrates and honors outstanding individuals and programs for their leadership, service and commitment to providing the best possible advocacy for children and youth who have experienced abuse or neglect. The Awards of Excellence is a celebration of the life-changing impact of the CASA/GAL network and movement. This evening event includes dinner and an awards ceremony to honor dedicated advocates, judges, board members, programs and leadership from across the country. The Awards of Excellence is a highlight of the annual conference and, because tickets are included as part of registration, the vast majority of conference participants will be in attendance.

<table>
<thead>
<tr>
<th>$50,000 PRESENTING SPONSOR</th>
<th>$25,000 SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo recognition on conference website</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition in conference mobile event app</td>
<td>✓</td>
</tr>
<tr>
<td>Special recognition in all conference e-blasts and social media posts related to the Awards of Excellence</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to include a promotional item or insert in the conference tote bags</td>
<td>✓</td>
</tr>
<tr>
<td>One-time inclusion of promotional message in conference e-blast by National CASA/GAL</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal recognition from the podium during event</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on screen during event</td>
<td>✓</td>
</tr>
<tr>
<td>Special recognition in Awards of Excellence print program</td>
<td>Two-page ad</td>
</tr>
<tr>
<td>Complimentary event tickets with premium seating</td>
<td>10 (1 table)</td>
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</tbody>
</table>
OPENING RECEPTION

Sponsorship Opportunity: One (1) $10,000 sponsor
Date: Saturday, June 6, 2020
Expected Attendance: 400

The 2020 Annual Conference begins with an Opening Reception for all conference registrants. The Opening Reception is an opportunity to welcome and inspire attendees before the conference officially starts on Sunday morning. Benefits for the Opening Reception Sponsor include:

- Logo recognition on conference website
- Logo recognition in Opening Reception section of the conference mobile event app
- Special recognition in all conference communications related to the Opening Reception
- Opportunity to include a promotional item or insert in the conference tote bags
- One-time inclusion of promotional message in conference e-blast by National CASA/GAL
- Verbal recognition during Opening Reception
- Five (5) complimentary tickets to Opening Reception

CASΑ/GAL MEETS CONGRESS

Sponsorship Opportunity: $15,000 (multiple)
Date: Tuesday, June 9, 2020
Expected Attendance: 400

Conference attendees have the option of registering for the 2020 CASA/GAL Meets Congress event, a special event held on the final day of the conference. CASA and GAL program staff, volunteers and board members will visit their congressional representatives to educate legislators on the importance of CASA/GAL advocacy in communities across the country to advocate for the needs of children who have experienced abuse or neglect. CASΑ/GAL Meets Congress attendees will gather together in state teams prior to making their way to Capitol Hill to learn about best practices for successful meetings and key talking points to share about their work.

If you are interested in sponsoring CASΑ/GAL Meets Congress, please contact National CASΑ/GAL to discuss possible opportunities and benefits.
SIGNATURE INSTITUTES

As part of the 2020 National CASA/GAL Conference, we are offering multiple full-day and half-day programmatic institutes. There is one (1) $15,000 sponsorship opportunity available for each Institute. All Institute Sponsors will receive the following benefits:

- Logo recognition on conference website
- Logo recognition in sponsored Institute section of the conference mobile event app
- Special recognition in all conference communications related to the sponsored Institute
- Opportunity to include a promotional item or insert in the conference tote bags
- One-time inclusion of promotional message in conference e-blast by National CASA/GAL
- Five (5) complimentary registrations for sponsored Institute

Leadership Institute  
Sunday, June 7, 2020

This one-day intensive is an opportunity for Executive Directors to gain the knowledge and skills to effectively lead their organizations, staff and volunteers, and be recognized as leaders in their community.

Poverty Simulation  
Sunday, June 7, 2020

In this half-day program, attendees will take their understanding of the challenges posed by economic hardship and systemic inequity to a deeper level by "walking" a month in the shoes of someone who is facing poverty and realize how complex and interconnected issues of poverty really are.

Strategic Storytelling for Social Impact Institute  
Sunday, June 7, 2020

Storytelling has the power to foster human connection, build trust with key stakeholders and drive action. In this one-day intensive, we will cover topics such as creating strategic stories for specific audiences, the brain science of effective storytelling and building a strategic storytelling framework.

Volunteer Administration Institute  
Sunday, June 7, 2020

This one-day intensive is an opportunity for staff directly managing volunteer advocates to take their learning to a new level by empowering them with the knowledge, guidance and best practices to mobilize existing volunteer talent and resources for more impact.

Strategic Management Institute  
Monday, June 8, 2020

The Executive Session in Strategic Management will equip participants with key concepts, tools and templates for managing strategically, including planning, tactics, execution, communications and performance measurement and evaluation.
Exhibitor Opportunities

CONFERENCE EXHIBITOR BENEFITS

- Booth (8’ x 10’) in high-traffic location, including: draped table, two chairs, electrical service and WIFI access
- Admission to all workshops, meals and receptions for two people (additional discounted registrations are available)
- Exhibitor listing in the conference printed program, website and mobile app
- Promotion on National CASA/GAL website (nationalcasagal.org)
- Hotel room block discounts

PRICE PER BOOTH

- 1 booth: $2,300
- 2-3 booths: $1,945 each
- Nonprofit and government discounted rate: $1,150 per 8’ x 10’ booth
- CASA/GAL member program discounted rate: Please ask for details

For more information about the National CASA/GAL Conference or about exhibitor details, contact exhibitors@nationalcasagal.org
2019 National CASA/GAL Conference by the Numbers

The 37th National CASA/GAL Conference was held May 31 – June 4, 2019 in Atlanta, GA. The event was high-energy, and participants were eager to unite around our common mission.

ATTENDEES

In total, 1,334 people attended the 2019 national conference. The majority of attendees were staff of local CASA/GAL programs. Approximately 17% were CASA or GAL volunteers. The remaining 25% represented CASA/GAL state organizations, board members, judges, attorneys and other professionals in the field of child welfare.

CONFERENCE MOBILE APP

Two years ago, National CASA/GAL began offering a mobile event app to help conference attendees navigate the conference and engage with their peers, and it quickly became the primary means for sharing information with attendees during the event. The app is very user-friendly and incorporated into nearly every component of the conference – reminders about upcoming workshops and events, interactive hotel map, handouts from presenters, workshop surveys and more. It also offers social networking opportunities. Conference attendees have come to love the app:

- **1,677** Total Downloads
- **Nearly 10,000** Total Interactions
- **More than 1,000** Posts
- **70%** Engaged Users
- **Nearly 900** Views of Sponsor & Exhibitor Profiles

"The app was a great way to engage the network and this is coming from someone who does not regularly use social media platforms other than Facebook."

"LOVED THE APP! I will never be happy at a conference again without one as good as this one."

"Best app for an event I’ve ever used."
CONFERENCE WEBSITE

The National CASA/GAL Conference has its own unique website: conference.nationalcasagal.org. This site provides detailed information about every event, plenary and workshop at the conference. Conference sponsors are recognized on the site and have the opportunity to provide their name, logo, URL and description.

SOCIAL MEDIA

National CASA/GAL promotes the conference through our social media channels on Facebook, Twitter and Instagram.

2019 NATIONAL CASA/GAL CONFERENCE PLENARY SPEAKERS

Jelani Freeman
Secretary, Department of Veteran Affairs; Community Leader

Jarrett J. Krosoczka
New York Times Bestselling Author and Illustrator

Bryan Stevenson
Founder and Executive Director, Equal Justice Initiative

Victoria Rowell
Emmy-Nominated Actress; New York Times Bestselling Author

Chadwick Sapenter
Inspirational Speaker; Author; Entrepreneur

Senator Mary Landrieu
Senior Policy Advisor, Van Ness Feldman
CONTACT

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

To learn more about the organization, visit nationalcasagal.org.