



## SUPPORT DALLAS CASA'S PARADE OF PLAYHOUSES

Dallas CASA (Court Appointed Special Advocates) invites you to support the 28th annual Parade of Playhouses, to raise funds and awareness so that children who have been abused or neglected can have safe and permanent homes. Local architects, builders, corporations and craftsmen design, build and donate custom children's playhouses which are displayed throughout NorthPark Center to more than one million visitors during the 17-day event. Raffle tickets to win each playhouse are sold online and to NorthPark visitors. All proceeds from sponsorships and raffle ticket sales benefit Dallas CASA and the children served.

Parade of Playhouses generates tremendous awareness about the plight of children living in foster care and how the community can help by becoming Dallas CASA volunteer child advocates, making donations or supporting Dallas CASA events.

Through Dallas CASA's extensive marketing of Parade of Playhouses, sponsors receive recognition for their commitment to helping child victims and for giving back to the community in which they work and live. Sponsors of Parade of Playhouses are featured in Dallas CASA publicity and advertising campaigns and in Dallas CASA communications before and during the event, and on event signage throughout NorthPark Center.

Marketing and promotion of Parade of Playhouses to increase event attendance and generate community awareness includes:

- Press releases to Dallas CASA's extensive list of media contacts in one of the country's largest media markets
- Publicity in print, broadcast and online media resulting in more than 300 media hits
- Targeted print, radio and online advertising
- Promotion on Dallas CASA's website with more than 100,000 visits each year
- Email promotion to Dallas CASA supporter lists of more than 27,000 community members
- Promotion on Dallas CASA social media platforms with a reach of more than 40,000 people during July

Past sponsors of Parade of Playhouses include Crest Auto Group, Pioneer Natural Resources, Dallas Mavericks and KDC, along with other major commercial and residential architects and builders, and consumer product brands.

See 2022 playhouses, [here](#).

For more information, please contact Megan Dion at [mdion@dallascasa.or](mailto:mdion@dallascasa.or) or 214.629.0744.

**We hope you consider supporting the event.**



July 14 - 30, **NORTHPARK CENTER**

For additional information,  
Contact Megan Dion  
mdion@dallascasa.org

## 2023 SPONSORSHIP AND BUILDER BENEFITS

\$50,000	PRESENTING	<ul style="list-style-type: none"> <li>• Presenting sponsor recognition with logo on all event signage at NorthPark Center</li> <li>• Presenting sponsor recognition with name or logo on all promotional materials and raffle tickets</li> <li>• Presenting sponsor listing and logo on Dallas CASA website and social media that links to sponsor website</li> <li>• Presenting sponsor logo in Dallas CASA Parade of Playhouse email signature that links to sponsor website</li> <li>• Presenting sponsor recognition in broadcast and print media interviews and advertising</li> </ul>
<i>Sold</i>		
\$30,000	CASTLE	<ul style="list-style-type: none"> <li>• Premier placement of name or logo on all event signage at NorthPark Center</li> <li>• Premier placement of name or logo on all promotional materials*</li> <li>• Premier listing and logo on Dallas CASA website and social media that links to sponsor website</li> </ul>
\$20,000	CHATEAU	<ul style="list-style-type: none"> <li>• Premium placement of name or logo on event signage at NorthPark Center</li> <li>• Premium placement of name or logo on all promotional materials*</li> <li>• Premium listing and logo on Dallas CASA website and social media that links to sponsor website</li> </ul>
\$10,000	ESTATE	<ul style="list-style-type: none"> <li>• Prominent placement of name or logo on event signage at NorthPark Center</li> <li>• Prominent placement of name or logo on promotional materials*</li> <li>• Prominent listing on Dallas CASA website and social media</li> </ul>
\$5,000	MANSION	<ul style="list-style-type: none"> <li>• Placement of name or logo on event signage at NorthPark Center</li> <li>• Placement of name or logo on promotional materials*</li> <li>• Listing on Dallas CASA website and social media</li> </ul>
\$2,500	VILLA	<ul style="list-style-type: none"> <li>• Placement of name or logo on event signage at NorthPark Center</li> <li>• Placement of name or logo on promotional materials*</li> <li>• Listing on Dallas CASA website and social media</li> </ul>

<b>BUILDER BENEFITS</b>	<ul style="list-style-type: none"> <li>• Company name or logo on kiosk signage at NorthPark Center</li> <li>• Company name or logo on playhouse signage at NorthPark Center</li> <li>• Placement of company name or logo on promotional materials</li> <li>• Company name or logo on Dallas CASA website and social media</li> </ul>
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**\*Promotional materials include:** Dallas CASA press releases, media alerts, advertisements, promotional drop cards and Dallas CASA communications

**Event signage includes:** four 4' x 8' kiosks and 41" x 22" playhouse signs spread throughout NorthPark Center



July 14 - 30, NORTH PARK CENTER

Please return completed form to Megan Dion at [mdion@dallascasa.org](mailto:mdion@dallascasa.org).

## 2023 SPONSORSHIP AGREEMENT

PLEASE RETURN BY **JUNE 23** FOR INCLUSION IN PRESS AND PRINT MATERIALS AT NORTH PARK CENTER.

Sponsor Name *(As it should appear in recognition materials.)*

Contact Name *(If different from sponsor name)*

Person to receive invitations and benefits if sponsor is a corporation or organization

Phone

Email

Address

City, State

Zip

I/We wish to remain anonymous

### YES! I/WE WOULD LIKE SUPPORT PARADE OF PLAYHOUSES AT THE FOLLOWING LEVEL:

- |   |  |
|---|--|
| <input type="checkbox"/> Presenting <i>Sold</i> | <input type="checkbox"/> Estate (\$10,000) |
| <input type="checkbox"/> Castle (\$30,000)      | <input type="checkbox"/> Mansion (\$5,000) |
| <input type="checkbox"/> Chateau (\$25,000)     | <input type="checkbox"/> Villa (\$2,500)   |

Notes related to your sponsorship: \_\_\_\_\_

### PAYMENT INFORMATION

- Enclosed is payment in the amount of \$\_\_\_\_\_ (Please make checks payable to "Dallas CASA" with memo and attention "POP")
- Please send an invoice (payment due upon receipt)
- Please charge my:  VISA  MasterCard  AmEx  Discover

Card Number

Name on Card

Exp. Date

### Other methods to return this form:

AVAILABLE ONLINE at [dallascasa.org](http://dallascasa.org)

MAIL Dallas CASA, attention "Parade of Playhouses", 2757 Swiss Avenue, Dallas, Texas 75204

**Questions?** Please contact Megan Dion at [mdion@dallascasa.org](mailto:mdion@dallascasa.org).

*Dallas CASA is a 501(c)3 Nonprofit Organization.*