



Canopy Center is excited to invite you to join us as a sponsor of our **tenth year** of Gingerbread Casas for CASA. If you have ever wanted to participate in a festive gingerbread house-decorating competition, this is the event for you! Houses are sponsored by local companies and community groups, whose teams compete against each other (and the clock) to create the most fantastic display of a ginger-wonderland. All proceeds support CASA's work with Dane County's most vulnerable children.

This year, on Saturday, December 1, we return to the **Madison Children's Museum**, which has generously donated space for the fourth year so museum guests can watch Gingerbread unfold. The houses are baked and donated by **Monona Catering**, the exclusive caterers of Monona Terrace. Historically, Gingerbread doubled the museum's Saturday visitors, exceeding 800 people (plus another 500 on Sunday), with kids casting votes for their favorite houses. Gingerbread's sponsors enjoy valuable marketing on the houses they sponsor and materials at (and leading up to) the event.

Your participation will directly support CASA's vital work. CASA's volunteers are neutral observers who advocate for kids in the child welfare system. Last year, they worked with more than 100 children under the care of the Dane County juvenile court due to abuse and neglect. CASA's advocates average fifteen to twenty hours a month visiting their assigned children, collectively logging more than 7,500 hours a year on cases, training, and other CASA activities.

SPONSORSHIP Levels

EVENT SPONSOR — \$3,000 — Receive top billing in all Gingerbread Casas for CASA event signage, advertisements, and other promotional materials, as well as all benefits enjoyed by House Sponsors (see below).

HOUSE SPONSOR — \$1,250 — Sponsor a house to be entered in our live gingerbread house-decorating contest. Sponsor logos and names appear on signage displayed with the house throughout the holiday shopping season at a public venue. Sponsors have a choice: either supply your own decorators (a great team-building activity) or CASA will match your house with a community team.

AWARD SPONSOR — \$750 — Sponsor an award to be given to a house entered in the decorating contest. The award, featuring your business name and logo, will be displayed directly on the winning house for the holiday season.



Sponsorship Form

Please respond at your earliest convenience by email to bryand@canopycenter.org or, meaghan@danecountycasa.org or by mail to Canopy Center, 1457 East Washington Ave., Suite 102, Madison, WI 53703:

Sponsor Name (as will appear in event materials): _____

Sponsorship Amount / Level: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Email: _____ Phone: _____

Sponsor Signature: _____ Date: _____

Dane County CASA is a program of the Canopy Center, a 501(c)(3) nonprofit organization (EIN 51-0211908). The value of the item(s) donated is tax-deductible to the full extent provided by law.

Please copy this form for your records. You will receive an acknowledgment letter for your donation after receipt of payment.

Contact Info: to submit your businesses logo for promotional materials or for more information please contact:

Meaghan Henry at 608.729.1136 or meaghan@danecountycasa.org or Bryan Davis at 920.883.5510 or bryand@canopycenter.org



Gingerbread Opportunities

We understand that sponsoring an event like Gingerbread is an important marketing opportunity, and we strive to provide positive exposure to all of our sponsors, from pre-event advertising to signage that day. Last year the Madison Children's Museum had more than 1,300 visitors during Gingerbread weekend, creating terrific exposure for our sponsors—who then received even more attention when the houses were displayed in the U.S. Bank Building's lobby, thanks to ULI's donation of space. But don't take our word for it! Below are some photos from last year.

