

BACKGROUND

Henrico CASA, a nonprofit dedicated to advocating for children in the foster care system, set out to create a brand-new signature fundraising event with a fresh angle: a high-energy, sports-themed networking breakfast timed to the Monday morning after basketball's Selection Sunday.

The inaugural **Court of Champions™** brought together community leaders, sponsors, and basketball fans for a morning built around connection, pairing the excitement of tournament season with the organization's core mission of courtroom advocacy for children.

> I just wanted to extend our sincerest THANK YOU to you and your entire team for the incredible work at our Court of Champions™ event. Everything was absolutely seamless – from the sound and lighting to the stage itself – and we received so many compliments on how polished and professional the event felt.

OBJECTIVE

Create a memorable annual fundraising and awareness event that:

- Launches a new signature event tied to a recognizable cultural moment: March Madness and Selection Sunday
- Engages local business leaders and sponsors through a high-energy networking experience
- Features respected local sports figures to drive attendance and media interest
- Connects "the court" of competition with "the court" where CASA advocates for children
- Delivers a polished, professional experience for a first-time event

SOLUTION

Productive AV helped bring the vision to life with a professional, broadcast-style production designed to complement the event's sports theme and keep the energy high.

The event featured a panel discussion with local sports personalities, including former University of Richmond and NBA player Johnny Newman, Richmond Kickers owner Rob Ukrop, former NFL player Tim Hightower, Flying Squirrels advisor Todd Parnell, and former VCU basketball player Ed Nixon.

Two emcees from VCU's radio broadcast team kept the program moving, while a DJ maintained an energetic atmosphere throughout the morning. Productive AV provided the audio-visual production for the panel, sponsor recognition, live auction, and basketball bracket competition, giving the inaugural event the polished feel of a professional sports broadcast.

TECHNOLOGY-AT-A-GLANCE

- **Dual-screen projection:** Displayed the panel discussion, sponsor branding, and bracket competition visuals, giving attendees clear sightlines throughout the venue
- **Wireless microphones:** Equipped panelists, emcees, and the DJ for seamless movement and transitions throughout the program
- **d&b audio system:** Delivered high-quality, even sound coverage throughout the venue, ensuring the panel discussion and program were clearly heard during the high-energy event




Court of Champions
FULL COURT PRESS


Court of Champions
2020 Men's NCAA Bracket


Court of Champions
BRACKET BREAKFAST TO BENEFIT HENRICO'S CHILDREN
THE WESTIN
RICHMOND


THANK YOU
THANK YOU