

# Great Opportunity



TO GET IN FRONT OF SCHOOLS AND FAMILIES IN 2021-22

## CAS & CIAC TITLE IX PARTNER 2021-22

CAS-CIAC'S NEXT SOCIAL MEDIA PROJECT WILL INCLUDE OVER 20 POSTS ON TWITTER, INSTAGRAM AND FACEBOOK, HIGHLIGHTING THE AMAZING AND INSPIRING ACHIEVEMENTS OF 50 WOMEN IN CONNECTICUT'S HISTORY THAT HAVE FOUGHT FOR THE EQUAL RIGHTS OF WOMEN IN SPORTS.

TITLE IX CHANGED THE FUTURE FOR WOMEN IN CT AND ACROSS AMERICA. MEET 50 OF THE WOMEN WHO HELPED SHAPED OUR STATE.



BECOME A PARTNER WITH CAS-CIAC AND GET YOUR COMPANY'S MESSAGE OUT TO CONNECTICUT SCHOOLS, STAFF, STUDENTS, & FAMILIES. YOUR COMPANY'S LINK/HASHTAG/LOGO AND MESSAGE WILL BE INCLUDED IN THE TELEVISED SPECIAL IN THE SPRING OF 2022 AND ON MULTI-PLATFORM SOCIAL MEDIA POSTS THROUGHOUT THE SCHOOL YEAR 2021-22.

YOUR COMPANY WILL HAVE TOP PROMOTION ON TITLE IX CELEBRATION EVENTS, NEWS COVERAGE AND VIDEOS. HELP US CELEBRATE THE BEST OF CONNECTICUT!



### TWITTER VIEWS

1.6M / 90 DAYS  
17.4K PER DAY  
April-June 2021



### INSTAGRAM VIEWS

50k+ Reach / 90 DAYS  
April-June 2021

"FIFTY FOR THE 50TH CELEBRATION" PROMOTION: \$2,500



# Fifty 50<sup>TH</sup>

FOR THE



# CELEBRATING CONNECTICUT'S TITLE IX PIONEERS

INSPIRING DEDICATED PASSIONATE BRAVE FOCUSED



## ANN MALAFRONTE

Fought for opportunities for female athletes at Connecticut's Technical High Schools, filing class action grievances to allow all vocational technical high schools to begin athletic programs for girls.

Later served as Director of CIAC Unified Sports, expanding the program from a few hundred participants to more than 1,500 upon her retirement.

## ARDEN CURTIS

32-year physical education teacher, 28 years at Norwich Free Academy, started and coached gymnastics, girls' track, and girls' cross country at NFA in the early 70's.

Curtis organized and conducted a statewide public relations program through the media in order to advocate for the growth of girls' sports.



## JENNIFER MARSHALL NEALY

Hartford Public Schools track standout, multiple high school state champion in the mid 70s. First female member of the Owls indoor boys track team and first female to compete in, and win an event in the Hartford Invitational Track Meet.

Was the driving force that created HPHS girls' indoor track team; and adding girls' events in the Hartford Invitational Track Meet.

