

2022 SPONSORSHIP PROPOSAL

4th Annual Denim Day

An evening on the denim carpet

HOSTED BY

LaFASA

Louisiana Foundation Against Sexual Assault

WEDNESDAY EVENING

APRIL 27, 2022

BRQ: The Backyard

6:00 P.M. - 9:00 P.M.

Make a social statement with your fashion statement.
W e a r j e a n s w i t h a p u r p o s e .
w w w . D e n i m D a y L A . o r g



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LaFASA
HOSTED BY DENIMDAYLA.ORG

Why Denim Day?

Since 1999, wearing jeans on Denim Day has become a symbol against destructive attitudes surrounding sexual assault that blame victims for the assaults perpetrated against them. The Denim Day campaign was originally triggered by a ruling in the Italian Supreme Court, where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans, she must have helped the rapist remove her jeans, thereby implying consent. The following day, women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Denim Day always takes place in April, which is recognized as Sexual Assault Awareness Month (SAAM).

Everyone wants to live in a society free from crime and oppression.

The alarming statistics show that one in five women will experience sexual harm. Women are disproportionately affected by sexual violence; 90% of all adult rape victims are women.

Sexual violence impacts everyone, but marginalized people are most at risk. Nationally, an estimated 60 % of LGBTQ+ people have experienced sexual violence.

Your participation will bring us one step closer to a world where sexual assault doesn't exist. Contributions go towards survivor recovery services and items, such as comfort care kits, awareness materials for our Helpline, survivor services and prevention, and legal advocacy.

Thank you for your consideration!



Students show solidarity at a sexual assault awareness event on Loyola University's campus.

LaFASA

LaFASA is the coalition agency that serves statewide sexual assault crisis centers through education, professional training, technical assistance, and community engagement resulting in safer, healthier, stronger, and better-informed communities throughout Louisiana. LaFASA also provides advocacy and legal services directly to survivors and cultivates prevention in our communities. All services are FREE of charge

OUR MISSION

LaFASA is committed to empowering survivors, engaging advocates, and changing systems and social norms to end sexual violence in Louisiana.

THE FUNDRAISER

The 4th Annual Denim Day is going to be fantastic fun!

We expect many advocates, individuals, business owners, and community allies to attend. "Denim Carpet" festivities will begin at 6:00 with live music, a buffet and tea provided by BRQ restaurant, wine, a cash bar for cocktails, our denim jacket auction, door prizes, and a swag bag for all attendees. At 7:30, we will have a ceremony recognizing the advocates and allies who work tirelessly across the state to assist survivors.

Please join LaFASA today. Help us provide the necessary assistance to ensure a better tomorrow for each survivor. Sponsorships offer a range of affordable opportunities. We invite you to provide your important financial support by becoming a sponsor for the 4th Annual Denim Day: An Evening on the Denim Carpet!

Please contact Kelli Knight Kelli@lafasa.org to secure your sponsorship.

Make a social statement with your fashion statement.

YOU CAN BE A PART OF LaFASA'S IMPACT

The Wellspring has been committed to building and strengthening partnerships throughout Northeast Louisiana for decades and is grateful for the dedication of our partners working with us to ultimately end sexual violence.

**-Lisa Longenbaugh with The Wellspring
(NELA Sexual Assault Center part of the LaFASA coalition)**



Hold your head up high and speak your truth and own your truth. Never be ashamed of it. It is your story and only you know your truth.

-Survivor in Shreveport

After escaping her abuser she has found new strength from her faith in God and her support from family and sexual assault services.

-Survivor in Baton Rouge

We often get the question posed to us, 'Is it happening more or are more people reporting?' I think maybe both things are true. It may be that it's happening more but we absolutely know that more children are finding a voice and are feeling empowered to speak about what's happened to them.

**- Amidie Shaw with Hearts of Hope
(SWLA Sexual Assault Center part of the LaFASA coalition)**



Don't be discouraged. Keep fighting.

-LSU student

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DENIMDAYLA.ORG

Covid may have given us a bump in the road, but in 2022 we are making denim waves!

JOIN THE EXCITEMENT!

Previous Denim Day media placements included, but were not limited to:

New Orleans Magazine - NOLA

Acadiana Magazine - Lafayette

WVLA- BR - Baton Rouge

BRPROUD.ORG - Baton Rouge

225 Magazine - Baton Rouge

Shreveport Times - Shreveport



Make a social statement with your fashion statement.

Sponsorship Opportunities

Diamonds & Denim Premium Sponsor - \$2,000

Exclusive to
1 Sponsor!

8 Tickets

Opportunity to speak during event presentation and awards

Business name displayed at step & repeat

1 Reserved table with business name and logo prominently displayed on centerpiece to take home

Business name or logo prominently displayed in the program

Business name and logo displayed on LaFASA's Denim Day website, Facebook event page, and Ticket purchase page with hyperlink

Wrangler Round-up - \$500

6 Tickets

1 Reserved table with business name and logo prominently displayed on table centerpiece to take home

Contact Kelli Knight
Kelli@lafasa.org
to secure your
sponsorship.

Drinks & Dungarees \$1,000

Only 1
Available!

4 Tickets

Business name and logo displayed at the bar exclusive to this sponsorship

1 Reserved table with business name and logo prominently displayed on centerpiece to take home

Business name and logo displayed on LaFASA's Denim Day website, Facebook event page, and Ticket purchase page with hyperlink

Business name or logo prominently displayed at the event and in the program

Blue Jean - \$200

2 Tickets

Business name and logo prominently displayed at the event on a lovely bouquet you can take home

Sponsorship
opportunities
available through
April 22.



4th Annual Denim Day

An evening on the denim carpet

Walk the "Denim Carpet"

Live music TBD

Buffet by BRQ and wine

Cash bar for cocktails

One-of-a-kind painted
denim jacket auction

Door prizes

Swag bags for all attendees

Awards presentation

JOIN LAFASA TODAY!

Contact Kelli@lafasa.org
to participate.

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APRIL 27, 2022

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10423 Jefferson Hwy.

Baton Rouge

6:00 P.M. - 9:00 P.M.

www.DenimDayLA.org

LaFASA

Louisiana Foundation Against Sexual Assault

2133 Silverside Drive, Ste. A
Baton Rouge, LA 70808

www.lafasa.org

f t i **Anchor**
Keepin' It Teal by Spotify

If you've experienced sexual harm or know someone who has, contact the LaFASA Helpline for confidential, anonymous, and free guidance by Text-225.351.(SAFE) 7233, Chat-lafasa.org or Talk-888.995.7273.

