

# 2019 SPONSORSHIP PROPOSAL

## 2nd Annual **Denim Day** An Evening at The Guru

HOSTED BY

### LaFASA

Louisiana Foundation Against Sexual Assault

WEDNESDAY EVENING

## APRIL 10, 2019

The Guru in Baton Rouge  
1857 Government Street

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 .**

Denim Day Louisiana - April 10, 2019

## 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. Unfortunately, that world doesn't yet exist, especially concerning sexual assault.

The alarming statistics show that one in six women will experience rape or attempted rape in her lifetime. Women are disproportionately affected by sexual violence; 90% of all adult rape victims are women. Over half of victims are ages 18 - 34 and a third are 35 - 64 years old.

One in four girls and one in six boys will be sexually abused before they turn 18.

One in 64 men will experience sexual violence in his lifetime.

Forty-four percent of lesbians and 61% of bisexual women experience rape, physical violence, or stalking by an intimate partner. Twenty-six percent of gay men and 37% of bisexual men experience rape, physical violence, or stalking by an intimate partner.

Most assailants are someone the victim knows.



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.

### OUR VISION

LaFASA envisions a world free of all forms of oppression that enable rape culture and sexual violence.

### THE FUNDRAISER

The 2nd Annual Denim Day is going to be a highly anticipated event. On that day, throughout the state, our coalition centers are encouraging Louisianans to wear denim in solidarity. During An Evening at The Guru, we expect many advocates, individuals, business owners, press and media, and have invited state representatives and the governor. "Denim Carpet" festivities begin at 6:00 with live music, food catered by Rocca, adult beverages, a silent auction (including vacation package with Southwest Airline tickets), advocacy awards, and door prizes.

Please join LaFASA today. Help us provide the necessary assistance to ensure a better tomorrow for each survivor. We invite you to provide your important financial support to survivors by becoming a sponsor for the 2nd Annual Denim Day: An Evening at The Guru.

# YOU CAN BE A PART OF LaFASA'S IMPACT

“  
**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**

“  
**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)**

**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**

# 2nd Annual Denim Day

An Evening at The Guru HOSTED BY

# LaFASA

## LAST YEAR'S PROMOTION & COVERAGE BY:

inRegister Magazine - BR

WVLA- BR

BRPROUD.ORG

225 Magazine - BR

The Advocate - Baton Rouge

Art + Design Magazine - NOLA



Photos from [www.inregister.com/events/lafasas-denim-day](http://www.inregister.com/events/lafasas-denim-day)

Make a social statement with your fashion statement.

## Premium Sponsor Opportunities

### **Diamonds & Denim** **Premium Sponsor - \$5,000**

Exclusive to  
1 Sponsor!

12 Tickets

2 Reserved pub tables with business name or logo

Business name or logo prominently displayed at the event

Business name or logo displayed on LaFASA's website, Facebook page, and Eventbrite page

Opportunity to speak during event presentation and awards

Special gift for each attending guest

Business name in press release which will be disseminated to over 200 media sources statewide

Business mentioned in the April and May issues of the LaFASA newsletter which is emailed to over 1,800 subscribers

### **Leather & Levi's** **Premium Sponsor - \$2,500**

10 Tickets

1 Reserved pub table with business name or logo

Business name or logo prominently displayed at the event

Business name or logo displayed on LaFASA's website, Facebook page, and Eventbrite page

Business name mentioned during event presentation and awards

Business name in press release which will be disseminated to over 200 media sources statewide

Business mentioned in the May issue of the LaFASA newsletter which is emailed to over 1,800 subscribers



## Sponsor Opportunities

### Drinks & Dungarees Sponsor - \$1,000

8 Tickets

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

Business name or logo displayed on LaFASA's website, Facebook page, and Eventbrite page

Business name mentioned during event presentation and awards

Business name in press release which will be disseminated to over 200 media sources statewide

Business mentioned in the May issue of the LaFASA newsletter which is emailed to over 1,800 subscribers

### Walkers in Wranglers Sponsor - \$500

6 Tickets

Business name or logo displayed on the "Denim Carpet" exclusive to this sponsorship

Business name mentioned during event presentation and awards

Business mentioned in the May issue of the LaFASA newsletter which is emailed to over 1,800 subscribers

### Blue Jean Sponsor - \$250

4 Tickets

Business name or logo prominently displayed at the event

Business mentioned in the May issue of the LaFASA newsletter which is emailed to over 1,800 subscribers



# 2nd Annual Denim Day

An Evening at The Guru

Everyone welcome

Live music

Heavy hors d'oeuvres and  
open bar

Silent auction with vacation  
package featuring airline  
tickets from Southwest  
Airlines

Great people

**GREAT OPPORTUNITY  
TO SHOW YOUR SUPPORT  
FOR A BETTER  
COMMUNITY**

**JOIN LAFASA TODAY!**

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1857 Government Street

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

**LaFASA**  
Louisiana Foundation Against Sexual Assault

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

Sexual Assault Crisis Centers provide  
a 24-hour crisis hotline, information  
and referral, free counseling and more.

[www.lafasa.org](http://www.lafasa.org)      
MAIN 225.372.8995 HELPLINE 888.995.7273

