

2024 SPONSORSHIP FOR CONSIDERATION

6<sup>th</sup> Annual  
**Denim Day**  
*An evening on the denim carpet*

HOSTED BY

**LaFASA**

Louisiana Foundation Against Sexual Assault

WEDNESDAY EVENING

**APRIL 24, 2024**

BRQ-the backyard  
in Baton Rouge

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**



## 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 FOUR women will experience sexual harm. Women are disproportionately affected by sexual violence; 90% of all adult rape victims are women. Marginalized people are at an even higher risk. *Nationally, an estimated 60 % of LGBTQI+ people have experienced sexual violence.*

*It is our desire to work with people and businesses that share our passion and desires to help those who have been victimized and want to invest in preventative efforts.*



### 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 6th 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 heavy hors d'ourves buffet which includes tea and wine, a cash bar for cocktails and beer, a catwalk fashion show with local "celebrity" models sporting jackets for our denim jacket auction, a silent auction, door prizes, and a swag bag for all attendees.

**Please join LaFASA today by becoming a sponsor for the 6th Annual Denim Day: An Evening on the Denim Carpet! Help us provide the necessary assistance to ensure a better tomorrow for all survivors and to reach our goal of a world free of sexual assault.**

**Sponsorships offer a range of affordable opportunities. Contact Kelli Knight at email [Kelli@lafasa.org](mailto:Kelli@lafasa.org) about sponsorships. Thank you for your consideration!**





# YOU CAN BE A PART OF LaFASA'S IMPACT

“The comfort care kits we received for survivors [that have had a forensic exam] are so needed. There isn't anything else like that for them around here. We appreciate the kits and the Helpline.”

Lead ER Managing Nurse  
(Trinity Medical Center, Ferriday, La.)



4 “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.”

11 -Survivor in Shreveport

5 “This is happening everyday. Women who are impaired are being taken advantage of. This has to stop. We have to end this.”

12 -Supporter in Baton Rouge



8 “We're honored to work with Hearts of Hope. They do a lot of great work for our community.”

Shayda Yazdi  
(Owner of LeJour in Lafayette)



# 6th Annual Denim Day

*An evening on the denim carpet*

LaFASA  
HOSTED BY DENIMDAYLA.ORG

## 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

In addition to providing much needed resources to survivors, sponsors are incredibly important because YOU as a sponsor, make it possible for LaFASA to hold an inclusive event. Because of YOU we can keep our entry fees affordable so that individuals of all backgrounds can attend and be a part of ending sexual violence in our state.

Thank you for your consideration!

### Diamonds & Denim Premium Sponsor - \$3,000

EXCLUSIVE  
TO 1  
SPONSOR!

8 Tickets

Opportunity to speak during event presentation and awards

Business name displayed on the runway exclusive to this sponsorship.

1 Reserved table with your business name and logo prominently displayed at the event on a lovely table centerpiece that can be taken home

Business name and logo prominently displayed in the program

Business name and logo displayed on LaFASA's Denim Day website and Tickettailor purchase page with hyperlink to sponsor's website

### Drinks & Dungarees Premium Sponsor \$1,500

Only 2  
Available!

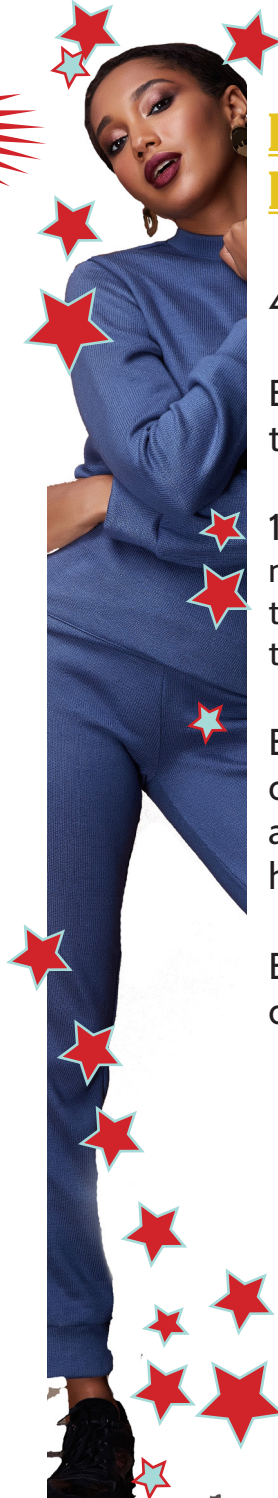
4 Tickets

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

1 Reserved table with your business name and logo prominently displayed at the event on a lovely table centerpiece that can be taken home

Business name and logo displayed on LaFASA's Denim Day website and Tickettailor purchase page with hyperlink to sponsor's website

Business name and logo prominently displayed in the program



## Wrangler Round-up - \$500

4 Tickets

1 Reserved high top-table with business name and logo prominently displayed on a lovely table centerpiece that can be taken home

Your business logo posted on the Denim Day website with a hyperlink to your business website and name listed in the program

## Blue Jean - \$300

2 Tickets

Your business logo posted on the Denim Day website with a hyperlink to your business website

Name listed in the program

## Lead Riders - \$250

Lead riders head up the sponsorship trail from all around our state.

Your business logo posted on the Denim Day website with a hyperlink to your business website

Your business name displayed at the registration table

Your business name listed in the program



Contact Kelli Knight  
Kelli@lafasa.org or go to  
denimdayla.org to secure  
your sponsorship.

**Sponsorship opportunities  
available through April 22.**



## 2024 MODELS WILL BE ANNOUNCED LATE MARCH!

Below are the *amazing* models who walked the catwalk sporting denim jackets painted by *Amazing* local artists in 2023!

### PAST Models



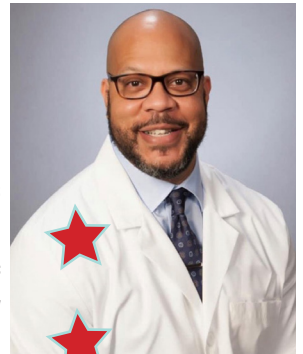
**Megan H. Kelly**

Born and raised in Baton Rouge, Megan Howard Kelly is a proud wife, and mom to three beautiful children. Megan is the founder and owner of MHK branding company. In addition to MHK, Megan is the founder and CEO of The Mompreneur Nation, an international online group that provides networking, support, and education for moms who own their own business with the goal of supporting them in having a career without sacrificing family time. Megan began her career as a TV producer and reporter for WAFB-TV in Baton Rouge. Megan has a bachelors degree in mass communication from Southern University A&M. Megan is a passionate advocate for victims of power-based violence. As a survivor, she believes it's important to speak up and end the silence and stigma that surrounds domestic violence victims.

**Rani G. Whitfield, M.D.**

Dr. Rani G. Whitfield, a Board Certified Family Physician with a Certificate of added qualification (CAQ) in Sports medicine, is currently in private practice in his native Baton Rouge, LA. He's been a long-time National Spokesperson for the American Heart Association/American Stroke Association, He is the recipient of numerous distinctions and awards. Dr. Whitfield is known as The Hip Hop Doc as he uses music and medicine to help educate the community on health and wellness. He is a husband and father of 2 beautiful children.

In his own words: "I'm the husband of a gorgeous queen; son of a beautiful mother; brother of an elegant sister; and father of a stunning daughter! The mere thought of them being victims of sexual assault brings me to tears. I'm wearing denim today in hopes to raise awareness about sexual assault. There is no excuse and never an invitation to sexually assault anyone!"



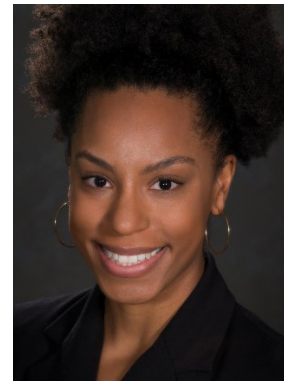
**Lily Gayle**

Lily Gayle is a 1st generation graduate from Hammond, La. Lily graduated undergrad at SLU with a Bachelor's in Sports Journalism and a minor in Administrative Administration in Business. She currently is a graduate student and assistant Sports Information Director for SLU women's basketball and soccer. She has been competing in the Miss America Organization since 2019, was Miss SLU 2021 and is currently Miss Slidell 2023 and is going back to Miss Louisiana in June. Since competing, she has gained around 35K dollars in scholarships and has been able to share her testimony statewide and internationally. She is a SA and suicide survivor who is passionate about educating others on the side effects of suicide attempts and the impact it has on victims, families and communities. She is a dog mom, football enthusiast and loves to travel.

**Jordyn Martin**

Jordyn Martin hails from Allentown, Pennsylvania. She lives in Baton Rouge with her husband Maxwell and their dog Huey. She is the communication manager for LSU's Roger Hadfield Ogden Honors College. Martin received her Bachelor of Science in Communication with a concentration in Public Relations from Appalachian State University, where she played Division I field hockey. After graduation, she moved to Australia where she worked for the Australian Energy Market Operator (AEMO) before moving back to the U.S. to complete her Master of Mass Communication at LSU in 2019.

Martin is a former President of the National Storytellers of Planned Parenthood. She currently serves as the vice president of the LaFASA board, a CASA volunteer, and co-chair of Planned Parenthood Young Leaders in Baton Rouge. She also speaks locally to educate girls and women on issues related to HIV. In her own words: "I'm walking to help people realize the power and importance of finding their voice and sharing their story."



**Franz Boghardt**

From working at the prestigious Steven J. Moore, Attorneys at Law to opening his own practice in 2017, Franz has represented the Baton Rouge community large and small for ten years. He is the recipient of numerous prestigious awards and recognitions and has published articles. On one side, he is a lawyer but he is also the founder of Geaux Rouge, an organization that celebrates the social, the cultural, artistic and culinary scenes of Baton Rouge.





# 6th Annual Denim Day

An evening on the Denim Carpet

Walk the "Denim Carpet"

Live music!

Heavy hors d'ourves/buffet  
and wine included

Cash bar for cocktails

One-of-a-kind painted  
denim jacket auction

Door prizes

Swag bags for all attendees

Silent Auction

**JOIN LAFASA TODAY!**

Contact [Kelli@lafasa.org](mailto:Kelli@lafasa.org)  
to participate.

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[www.DenimDayLA.org](http://www.DenimDayLA.org)

## LaFASA

Louisiana Foundation Against Sexual Assault

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

[www.lafasa.org](http://www.lafasa.org)



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.

