

2025 SPONSORSHIP FOR CONSIDERATION

7th Annual
Denim Day
An evening on the denim carpet

HOSTED BY

LaFASA

Louisiana Foundation Against Sexual Assault

WEDNESDAY EVENING

APRIL 30, 2025

Red Stick Social
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



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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 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 EVENT

The 7th 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 silent auction, door prizes, and a swag bag for all attendees.

RED STICK SOCIAL is a fun, fun, fun venue! There is indoor and outdoor seating, a stage, an area to dance, shopping located at Electric Depot all in one place, unlike anywhere else in Baton Rouge.

Please join LaFASA today by becoming a sponsor for the 7th 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 about sponsorships. Thank you for your consideration!

Make a social statement with your fashion statement.

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.)



“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

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

-Supporter in Baton Rouge



“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)

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JOIN THE EXCITEMENT!

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

New Orleans Magazine - NOLA

Country Roads Magazine - La.

Acadiana Magazine - Lafayette

WVLA- BR - Baton Rouge

BRPROUD.ORG - Baton Rouge

225 Magazine - Baton Rouge

Shreveport Times - Shreveport



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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 to talk about your business

Business name displayed on the live music stage 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 hyperlink to website

Your logo on LaFASA's social media pages

Business name and logo prominently displayed in the program

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 with hyperlink to website

Your logo on LaFASA's social media pages

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 website

Business logo displayed in the program

Blue Jean - \$300

2 Tickets

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

Business logo displayed 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 logo on LaFASA's social media pages

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.*

7th 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

Silent Auction

Door prizes

Swag bags for all attendees

JOIN LAFASA TODAY!

Contact Kelli@lafasa.org
to participate.

WEDNESDAY EVENING

APRIL 30, 2025

Red Stick Social

1503 Government

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



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.

