



FIGHTING FOR WOMEN

With Fashion

Celebrating 10 Years

BENEFITING



safealliance™

WHERE HOPE & HEALING BEGIN

A Fun Evening Featuring
Fashion Show + Silent Auction + More

**3/25/2021
VIRTUAL
EVENT**

Brought to you in partnership by





FIGHTING FOR WOMEN *With Fashion*

The **Women Lawyers of Charlotte** and the **Women Physicians Section of the Mecklenburg County Medical Society** proudly announce the 10th annual Fighting For Women With Fashion event to benefit victims of domestic violence and sexual assault. We would be honored and grateful to count you among this year's sponsors!

Fighting For Women With Fashion
March 25, 2021
7 p.m. | Virtual Event
www.safealliance.org/fightingforwomen

In the past nine years, the Fighting For Women With Fashion events have raised more than **\$590,000** to further the mission of Safe Alliance. Providing hope and healing to those impacted by domestic violence and sexual assault, Safe Alliance serves more than **8,000** adults and children in Charlotte-Mecklenburg each year. Now more than ever, as the COVID-19 pandemic continues indefinitely, we're seeing a steady increase in the need for survivor resources. Safe Alliance quickly adjusted to the pandemic and never wavered in our ability to provide life-saving support to our neighbors in need.

Why Your Support Is Critical:

- 1 in 3** women will be impacted by domestic violence or sexual assault in their lifetime.
- 1 in 4 girls** and **1 in 6 boys** will be sexually assaulted before their 18th birthday.
- CMPD responded to more than **38,000** domestic violence calls last year.
- Safe Alliance experienced a **45% increase** in calls to the Greater Charlotte Hope Line when the pandemic began and has continued to see a steady call volume in the months following.

Anticipating the continued need for social distancing, Fighting For Women With Fashion will celebrate its 10th anniversary in an exciting virtual event, providing an evening of fun, fashion, and education for sponsors and guests. **Sponsors will have the opportunity to be recognized in traditional fashions as well as through an expanded media presence, including digital, print, and television advertisement.** Safe Alliance refuses to let the pandemic hinder our ability to serve survivors and their families. We look forward to collaborating with sponsors as we collectively fulfill our mission to provide hope and healing by saving and changing lives in our community.

FIGHTING FOR WOMEN WITH FASHION COMMITTEE

MAUREEN BEURSKENS, MD (CO-CHAIR)
WHITNEY ANDERS-BLAND
KRISTIN B. DELONG
MAYCIE ELCHOUFFI, MD
MEGHAN FORSTER, MD
LISA JERVIS, MD
JILL MCLOUGHLIN, MD
KELLEY ROUSE, MD
KAYLEE VANDOMMELEN, MD
AMY VOCI, MD

LISA HOFFMAN, ESQ. (CO-CHAIR)
SUZANNE CANALI, ESQ.
RACHELLE CORSON-WEBBER, ESQ.
ALLI S. DAVIDSON, ESQ.
TARA HARRAWOOD, ESQ.
HEATHER P. HODGE, ESQ.
LAUREN LEWIS, ESQ.
ANDRIA MARQUEZ, ESQ.
ELENA MITCHELL, ESQ.
LINDSAY B. SCHALL, ESQ.



FIGHTING FOR WOMEN
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2021 Sponsorship Levels

Brocade Sponsorship - \$10,000

- Opportunity to address attendees at the event for three minutes (pending approval by Safe Alliance)
- Company logo prominently displayed on the event invitation and virtual event platform
- Logo recognition on 50 30-second commercial spots on one Charlotte market TV station (150,000 impressions)
- 10 complimentary VIP tickets to the virtual event
- All non-ticket benefits of the Runway level – including opportunity to have one company representative model!

Runway Sponsorship (Exclusive Opportunity) - \$7,500*

- Exclusive recognition as sponsor of the fashion show (pre-recorded and aired during March 25 event)
- Eight complimentary VIP tickets to the virtual event
- All non-ticket benefits of the Virtual Event level – including opportunity to have one company representative model!

Virtual Event Sponsorship (Exclusive Opportunity) - \$6,000*

- Exclusive logo recognition in conjunction with Brocade and Runway Sponsors on the silent auction website (January-March 2021)
- Opportunity to submit a commercial or digital ad to be shown during the event (pending approval by Safe Alliance)
- Eight complimentary VIP tickets to the virtual event
- All non-ticket benefits of the Silk sponsor level – including opportunity to have one company representative model!

Silk Sponsorship - \$5,000

- **Opportunity to have one company representative participate as a model**
- Opportunity to submit an article in Safe Alliance's E-newsletter (150 words, pending approval)
- Logo recognition on a digital ad campaign on one Charlotte market TV station website and/or app (250,000 impressions)
- Six complimentary VIP tickets to the virtual event
- All non-ticket benefits of the Satin sponsor level

Satin Sponsorship - \$2,500

- Name recognition on one Charlotte Business Journal ad in March 2021
- 45-minute digital educational opportunity or Domestic Violence in the workplace company policy consultation
- Four complimentary VIP tickets to the virtual event
- All non-ticket benefits of the Linen sponsor level

Linen Sponsorship - \$1,000

- Name recognition on virtual event platform
- Company name on all electronic invitations and marketing pieces and in Safe Alliance's annual report
- Opportunity to provide physical swag items for VIP guests' wine baskets and items for all attendees' digital swag bag
- Two complimentary VIP tickets to the virtual event

10th Anniversary Host Committee - \$250+

- Donors contributing \$250 or more will be listed on the event invitation as a member of the "10th Anniversary Host Committee."
- Recognition as a host committee member in Safe Alliance's E-newsletter and event email blasts
- Two complimentary VIP tickets to the virtual event

***Only one spot available for each exclusive sponsorship opportunity. All benefits promised for sponsorships secured by Dec. 31, 2020.**

VIP tickets include delivery of a wine basket prior to the event, early viewing of the Silent Auction and a Fighting With Fashion 10th Anniversary memorabilia item.



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2021 Sponsor Confirmation

All contributions are tax deductible, minus the fair market value of goods and services received, as Safe Alliance is classified as a public charity under section 501(c)(3) of the Internal Revenue code.

- I would like my full contribution to be tax deductible and therefore decline any goods or services being offered. (Fair market value of goods = \$20 per VIP ticket.)

Contact Information

Name of Company, Family or Individual: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Sponsorship Selection

- | | |
|---|---|
| <input type="checkbox"/> Brocade: \$10,000 | <input type="checkbox"/> Satin: \$2,500 |
| <input type="checkbox"/> Runway: \$7,500 | <input type="checkbox"/> Linen: \$1,000 |
| <input type="checkbox"/> Virtual Event: \$6,000 | <input type="checkbox"/> Host Committee: \$250+ |
| <input type="checkbox"/> Silk: \$5,000 | |

Recognition

Please write the sponsor name as it is to be listed on marketing materials:

Please email a high-resolution .jpg of your current logo to Tenille.Banner@SafeAlliance.org.

Payment

- Please email me an invoice.
- Check enclosed payable to Safe Alliance (FWF FY21 in memo line) at 601 E. 5th St. Ste. 400, Charlotte, NC 28202.
- I will pay online via Credit Card. (Visa, Mastercard, and American Express accepted)
Follow the link to pay online: <https://www.safealliance.org/fashion>.

Thank you for supporting survivors of domestic and sexual violence in Mecklenburg County. For additional information, contact Tenille Banner, Director of Corporate & Community Engagement, at tenille.banner@safealliance.org.



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