

**DENIM
DAY**
EST. 1999

**SEXUAL
VIOLENCE
PREVENTION
AND EDUCATION
CAMPAIGN**

**THERE IS NO
EXCUSE
AND NEVER
AN INVITATION
TO RAPE**

**PEACE
OVER
VIOLENCE**

25 YEARS

SEXUAL VIOLENCE ENDS WITH US

DENIM DAY

Join the movement.

Founded in 1999 by Patti Giggans, Executive Director & CEO of Peace Over Violence, Denim Day is the longest running sexual violence prevention and education campaign in history.

Inspired by an Italian court case that overturned a rape conviction reasoning the victim was wearing tight jeans so must have helped her attacker remove them, Denim Day asks people to wear jeans in solidarity with survivors and spread awareness around sexual violence issues.

Denim Day's original message remains more relevant than ever: there is no excuse and never an invitation to rape. Denim Day is now an international phenomenon and reaches millions of individuals each year. Join us!

Denim Day 2024 is Wednesday, April 24th.



Sponsorship Opportunities

ICONIC DENIM PARTNER \$25,000

- Participation at special events, including the official Denim Day 25th anniversary rally and press conference, including participation in the program, branding and recognition
- Press release and social media promotion announcing campaign sponsorship and ongoing activities; dedicated social media post
- Logo/link prominently displayed on official campaign website and social media outlets and in Denim Day messaging and collateral
- Customized Denim Day Swag bundle and unlimited downloads of the 2024 Action Kit

PREMIUM DENIM PARTNER \$10,000

- Recognition at the official Denim Day 25th anniversary rally and press conference
- Logo/link prominently displayed on official campaign website and social media outlets and in Denim Day messaging and collateral; dedicated social media post
- Customized Denim Day Swag bundle and unlimited downloads of the 2024 Action Kit

DESIGNER DENIM PARTNER \$5,000

- Recognition at the official Denim Day 25th anniversary rally and press conference
- Logo/link prominently displayed on official campaign website and social media outlets and in Denim Day messaging and collateral
- Customized Denim Day Swag bundle including download of the 2024 Action Kit

CLASSIC DENIM PARTNER \$2,500

- Recognized on official campaign website and in select Denim Day messaging
- Customized Denim Day Swag bundle
- Download of the 2024 Denim Day Action Kit

BLUE JEAN PARTNER \$1,500

- Recognized on official campaign website and in select Denim Day messaging
- Download of the 2024 Denim Day Action Kit

DOLLARS FOR DENIM: RAISE FUNDS AND AWARENESS

Dollars for Denim is your own peer-to-peer fundraising campaign. Simply collect donations for Peace Over Violence by asking colleagues, friends, classmates and other community members to wear their best protest jeans and share education and awareness about sexual violence prevention.

Learn more at bit.ly/DOLLARSFORDENIM

Other benefits and opportunities can be customized for your organization. Please contact anneb@peaceoverviolence.org with questions or for more information.

Logo deadline is Friday, April 5, 2024

Send a vector or 300 dpi .png file of your logo to: omar@peaceoverviolence.org with subject "Denim Day Logo"

We are on a mission to end sexual violence in all its forms and to disrupt rape culture.

10+ MILLION

Individuals reached through participation and media outreach each year



Participants in all 50 states and over 100 countries each year; largest demographic 18-24 years old

25 YEARS

Since 1999 our message is simple and remains:
THERE IS NO EXCUSE AND NEVER AN INVITATION TO RAPE.
SUPPORT SURVIVORS.

200k+

Campaign website visits annually and is consistently our most visited campaign on the web



Your financial support will allow us to continue to lead and expand this critical open source violence prevention education campaign locally, nationally, and worldwide.

From a grassroots campaign to an international movement, Denim Day has worked to create social change, challenge rape culture and reach millions through our advocacy and activism.

**THERE IS STILL
NO EXCUSE
AND NEVER
AN INVITATION
TO RAPE**

denimday.org