

What is Courage Couture?

- A unique socially conscious fundraiser gala amplifying survivors of sexual violence while raising awareness and educating the larger community about it's impact.
- Showcasing powerful speakers and survivor stories, all aligned with a message of courage, resilience, and change.
- Survivor stories and short videos will be shared throughout the night, creating a deeply impactful experience.

EVENT GOALS

- Raise awareness and funds for survivors of sexual violence.
- Empower survivors through storytelling and community.
- Support survivors by providing them a platform to showcase their stories.







Why This Event Matters

THE CAUSE

- Sexual violence affects millions, and many survivors, especially in marginalized communities, lack the support and recognition they deserve.
- April is Sexual Assault Awareness Month (S.A.A.M.), yet, sexual violence continues to happen beyond the month of April making this event timely and critical in raising awareness.

THE IMPACT

- All proceeds will go toward supporting survivors, either through donations to existing organizations or by offering scholarships for educational or personal development opportunities.
- Your sponsorship will directly support survivors in their healing journey and fund community initiatives.



All About the Courage Couture Gala

Who: Survivors of sexual violence, supporters, allies, and

community organizations.

What: A groundbreaking gala, storytelling event, and

fundraiser.

When: October 24, 2025

Where: Prince George's Ballroom, Landover, MD

Target 200 attendees including advocates, survivors,

Audience: supporters, corporate partners, and community leaders.







The Sponsorship Opportunity

WHY PARTNER WITH US?

- Align your brand with a meaningful cause.
- Gain exposure to an engaged and socially conscious audience.
- Showcase your corporate social responsibility by supporting survivors of sexual violence.
- Be part of a highly publicized and impactful event during the month of October.



Sponsorship Levels and Benefits

Presenting Sponsor \$5,000

Exclusive "Presenting Sponsor" recognition (e.g., "Courage Couture Gala Presented by [Sponsor Name]").

- Prominent logo placement on all event materials (flyers, posters, digital ads, event program, etc.)
- Full-page ad in the event program
- Special mention during the event as a Presenting Sponsor
- Four complimentary tickets to the gala
- Featured mention on all social media platforms and event website with a link to their website
- Opportunity to include branded items in the guest swag bags

Platinum Sponsor \$2,500 - \$4,999

Prominent logo placement on event materials (posters, flyers, digital ads, and event program).

- Half-page ad in the event program
- Onstage recognition as a sponsor
- Opportunity to include branded items in the guest gift bags
- Social media shout-outs leading up to the event
- Two complimentary tickets to the gala

Gold Sponsor \$1,000 - \$2,499

Logo placement on event materials (digital ads, posters, and event program).

- Quarter-page ad in the event program
- Two complimentary ticket to the gala
- Social media recognition leading up to the event
- Opportunity to include branded items in the swag bags

Community Sponsor \$500 – \$999

Logo placement in event program.

- One complimentary ticket to the gala
- Social media recognition leading up to the event
- Opportunity to include items in gift bags

In-Kind Sponsor

Name or logo placement on select event materials.

- Name mention during the event
- Social media mentions





Marketing and Exposure

EVENT PROMOTION PLAN

Digital marketing (social media campaigns, email blasts, online ads). Traditional media (press releases, TV, and radio interviews, community outreach).

SOCIAL MEDIA REACH

Currently 14K+ followers across multiple social media platforms and podcast audience.



MEDIA COVERAGE

Our marketing and promotion plan includes coverage before, during, and after the event by various small press, local, and national media outlets.

SPONSORSHIP EXPOSURE

Your brand will be featured across all marketing materials, event promotions, and digital platforms.

Audience and Community Engagement

- Expected Attendance: 200 people
- Target Demographics: Community & Grassroots Organizations, survivors, advocates, and socially-conscious community members.
- Survivor Spotlights: Highlighting the courageous survivors voices and their stories
- Event Activities: Gala with survivor stories, speakers, mix and mingle cocktail hour, dinner and DJ. Plus, opportunities for interactive brand engagement, networking, and product sampling.





Success Metrics

TARGET AUDIENCE REACH

Projected to reach 200+ attendees, men & women ages 21+, survivors, allies, community partners, media, and organizations, with interests in public health, social causes, advocacy, and activism.

INDUSTRY TRENDS AND PROJECTIONS

As the intersection of fashion and social justice continues to grow, the global ethical fashion market is projected to reach \$10 billion by 2025. The Courage Couture Gala stands at the forefront of this movement, blending elegance with purpose to spotlight critical issues like sexual violence prevention and survivor advocacy. This unique event captures media interest and draws attention from both fashion enthusiasts and advocates for social change, making it a powerful platform for impact-driven visibility.

FUNDRAISING GOAL

Our fundraising goal is \$50K and will be allocated towards ongoing support and recovery services for survivors of sexual violence.

POST-EVENT RECOGNITION

Ongoing media mentions and social media mentions for two weeks post the event.



Be a Beacon of Hope and Change!

Support the Courage Couture Gala and become an integral part of a transformative movement.

Your involvement can:

- Empower survivors by helping to raise funds and awareness to support survivors of sexual violence.
- Amplify voices by contributing to creating a platform where survivors' stories and experiences are heard and validated.
- Drive change by partnering with us in advocating for systemic changes in sexual health and assault prevention.

Here's how you can help:

- Attend the Event: Secure your spot and be part of this impactful night.
- **Sponsor or Donate:** Contribute financially to support our mission and extend our reach.
- **Spread the Word:** Share our message and encourage others to join us in this vital cause.

Together, we can transform pain into power and fashion into a force for change.



Thank You for Your Support!

Your commitment to standing with survivors and amplifying their voices makes a world of difference. By joining us, you're helping to spark change and create safer communities for all, especially those most often silenced. Together, we're turning courage into action and resilience into impact.

If you have any questions or want to explore more ways to get involved, we'd love to hear from you!

CONTACT US

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FOR MORE INFORMATION, VISIT CONTACT SAAVEMEMOVEMENT@GMAIL.COM.

