



## **Sponsorship Opportunities**

**The University of Calgary  
Consent Awareness &  
Sexual Education Club**

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# Mission Statement

The Consent Awareness and Sexual Education Club is a feminist anti-racist Students' Union club at the University of Calgary that seeks to educate young Calgarians about consent as a means of sexual assault prevention. We believe that preventative measures focusing on potential perpetrators are more effective than preventative measures focusing on potential victims. We hope to educate the public as well as University of Calgary students about what consent is – and help foster an environment where consent is requested and respected in sexual relationships. Specifically, we will give presentations about consent at Calgary Junior High Schools and create consent awareness campaigns at the University of Calgary.

# Greetings from CASE

The Consent Awareness & Sexual Education Club would like to thank you for taking the time to review this sponsorship package. We are a brand new club at the University of Calgary and, with your help, we aim to make our message and your brand as visible as possible to the campus community for the 2013-14 academic year.

According to the Sexual Assault in Canada report for 2004 and 2007, both secondary and post-secondary students are at a higher risk of experiencing sexual assault because their lifestyle and environment allows them to interact with many other individuals at any given time. The report also indicates that “sexual assault incidents are most likely to occur when a victim and offender are known to each other,” meaning that assailants are often friends or acquaintances of the victim. For this reason we believe in educating students about issues of sexual assault and consent.

Consent is defined as “permission for something to happen or agreement to do something.” We believe that if students learn the importance of open communication and requesting consent at every stage of sexual activity, cases of acquaintance sexual assault can be greatly reduced. Our campaigns throughout the year will focus on consent as not simply the absence of a “No,” but an enthusiastic “Yes!” free of coercion. We believe focusing on an enthusiastic “Yes” helps clarify what a consensual sexual relationship looks like.

Our first focus for the year is Orientation Week where first year students are given tours of campus and learn about campus culture. We hope to create a positive and welcoming atmosphere for first year students by distributing educational posters and pamphlets that prioritize their safety, educate about consent and inform them that sexual assault is unacceptable on campus. We will continue running campaigns throughout the year, concluding with campus’ biggest party day of the year, Bermuda Shorts Day, which falls on the last day of classes.

We also have developed the Youth Education in Sexual Consent (Y.E.S.) presentation we aim to deliver to select Junior High classrooms. We have incorporated Junior High education into our mission because we believe consent education is most beneficial before students become sexually active.

With your help, we can reduce sexual assault on campus and in our city. In exchange, you will receive extensive visibility for your brand to a student demographic. This sponsorship package was designed with these goals in mind. Thank you for taking the time to read this package and do not hesitate to contact us with any questions. We look forward to hearing from you!

Sincerely,

**Ellen Bolger - President**

The Consent Awareness & Sexual Education Club

# 2013-14 Campaign

Consent is sweet.

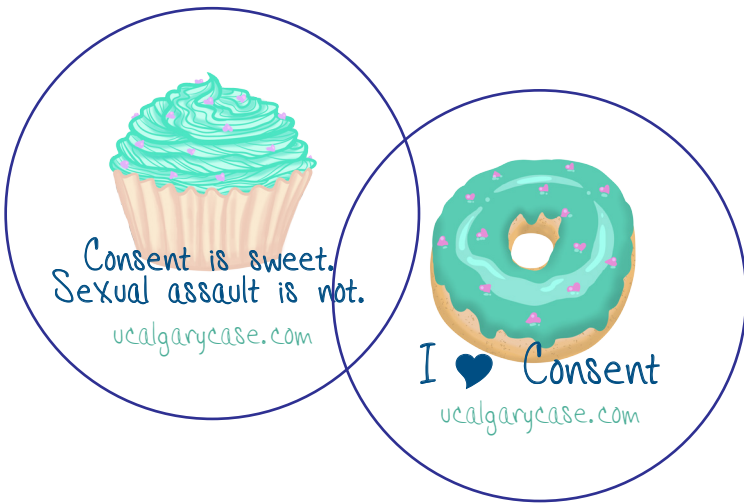


Sexual assault is not.

These dessert images were created by Morgan Shandro for the University of Calgary Consent Awareness & Sexual Education Club's "Consent is Sweet" campaign. The campaign is designed to educate and encourage students, both secondary and post - secondary, to ask for consent in their sexual relationships and recognize that sex without consent is sexual assault. The campaign is non-gendered and the dessert imagery aims to evoke optimistic feelings about creating healthy sexual relationships. These images, as well as information about consent, will be featured on posters, pamphlets and buttons that will be distributed on campus and select Junior High school classrooms throughout the year.

**Contact** VP External Emily Leedham for sponsorship opportunities at [leedham.emily@gmail.com](mailto:leedham.emily@gmail.com).

# Buttons



*Buttons are fun, easy ways to spread awareness. Help CASE create buttons for sexual assault prevention campaigns on campus.*

**\$150** - Material for 2000 buttons. Logo on website sponsorship page.

**\$400** - Button maker & material for 1000 buttons. "Donated by (your company)" label on button maker. Logo on posters, pamphlets & sponsorship page.

# Posters & Flyers



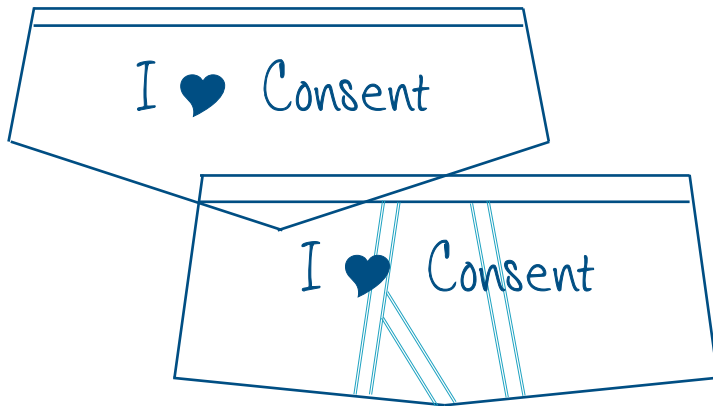
*Posters & pamphlets will be distributed on campus during the 2013/14 school year, especially Orientation Week and Bermuda Shorts Day, ensuring campus-wide exposure for your brand.*

**\$250** - Your logo displayed on all CASE posters and pamphlets, as well as sponsor page on our website for the 2013/14 year.

**\$500** - Information about your establishment (b&w) on the back of 1000 colour flyers, i.e coupon, promotion. Logo on all pamphlets, posters & sponsor page on website for the 2013/14 year.

Your logo on posters & pamphlets

# Apparel



Selling underwear with a positive message is a great way to raise awareness and funds at campus events. **Please contact for price.**

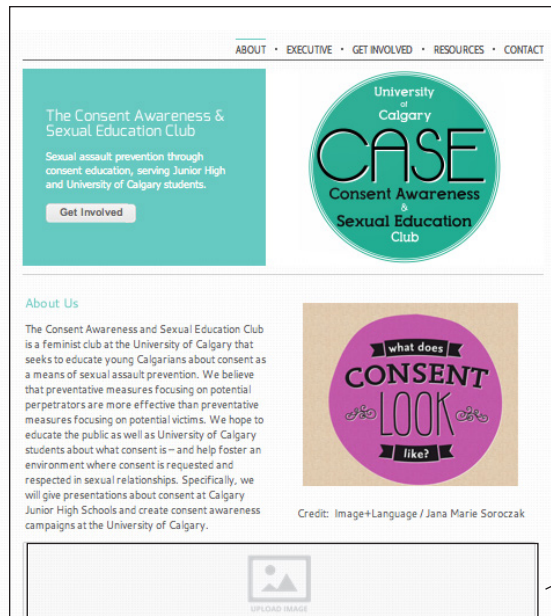
# Condoms



**\$500** - 1,000 "I ♥ Consent" condoms. "Sponsored by (your business)" on condom label. Your logo on posters, pamphlets, sponsorship page on website.

**\$1000** - 2,500 "I ♥ Consent" condoms. "Sponsored by (your business)" on condom label. Your logo on posters, pamphlets & sponsorship page on website.

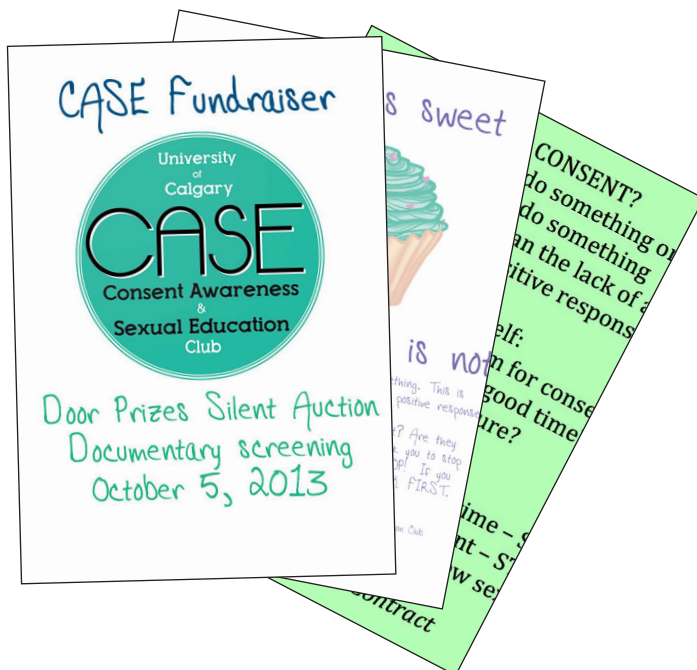
# Website



**\$500** Banner advertisement will appear on main page of website for 2103/14 academic year. Logo on posters & pamphlets & sponsorship page.

Your banner here.

## Misc.



Donate products to be sold at CASE fundraisers. Logo will go on website sponsorship page and any promotional materials for the event.



# Contact



For sponsorship opportunities, including those not listed in this package, please contact **VP External Emily Leedham** at **[leedham.emily@gmail.com](mailto:leedham.emily@gmail.com)**.

**Visit our website at:**  
[www.ucalgarycase.ca](http://www.ucalgarycase.ca)

**Stay in touch on social media:**  
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