



ANTI SEX TRAFFICKING | COMMERCIAL SEXUAL EXPLOITATION AWARENESS INITIATIVE

SPONSORSHIP OVERVIEW

There are many marginalized populations in our community who suffer from trauma, homelessness, addiction, mental health challenges, and discrimination. On top of all of these intense struggles, many also have to face daily sexual assaults. Sex trafficking can also happen to anyone from any walk of life who may be vulnerable to those who want to mislead and exploit them. This is the reality - even right here in Madison.

The most vulnerable of our community need our help now.

THE ANTI SEX TRAFFICKING INITIATIVE HAS THREE KEY PARTS:

1. **PUBLIC SERVICE ANNOUNCEMENTS:** On air awareness campaign – and depending on sponsorships, print, television, social media, digital, radio. Each campaign will tie option to donate. See below for specifics.
2. **RESOURCES:** On-line resource page for organizations involved in supporting victims of sex trafficking, or who work in anti sex trafficking. This includes information on where to get help, how to recognize, how to prevent and training options.
3. **DONATIONS:** The on-line resource page offers a way for people to donate to local organizations who work directly to support victims.

There are so many different stories, situations, victims, and survivors when it comes to sex trafficking. Within the communities that are most targeted, many are children, teens, those in the LGBTQ+ community, people of color, and indigenous peoples. Tragically, society continues to overlook these high-risk populations. It's time we take notice, shine a spotlight on this issue, and show the victims that we care, we believe them, and they matter. While it's a very hard subject for anyone to wrap their head around, we must do something to help. The sample story below is a typical scenario.



IMAGINE . . .

You are 15-year-old girl of color and you have experienced significant trauma for as long as you can remember. You were sexually abused by your mother's ex-boyfriend when you were only 6 years old and you have struggled with stable housing, often living in a car with your single mother and three younger siblings. One day you meet a guy who shows you love and kindness and promises that he will take care of you. It's like the answer to prayers - - your prince who will save you. He makes you feel special and "chosen".

It starts like a dream . . . until he turns on you and demands that you "pay him back for all he does for you" by forcing you to pleasure several men every single night, giving you drugs to make you compliant; beating you viciously if you refuse or try to get away. He slowly takes you away from your family and makes you think this lifestyle is normal. He convinces you that if you go to the police that they will arrest you. He tells you to keep your mouth shut or he will kill your family. You eventually give up and are convinced you don't matter and have no choice.

This is happening every single day to those who are the most vulnerable - **right here in Madison**. While reliable statistics are difficult to come by due to so many who are victimized are unable to come forward, it has been found that over 150 ads for sex are placed in Madison every day. The number is growing because this kind of business is very lucrative. A person's body can be used over and over whereas with the illegal drug market, a product is gone once it is consumed. More and more, where there are drugs being sold, people are being sold.

The focus on leveling the playing field of the unrepresented in our communities has brought many issues forward that need special care and attention. Our hope with this initiative is that we can provide a voice to the vulnerable, voiceless and unseen victims of human trafficking. We need your help!

Information for this initiative has been learned from several local individuals/organizations who work closest with victims and survivors of sex trafficking: Project Respect, Zeteo Community Homes, Every Daughter, Damascus Road Project, Madison Police SVU – Human Trafficking SSiirila@cityofmadison.com, Abolition Wisconsin. We are also collaborating and/or communicating with other organizations that indirectly work with people who have been sexually exploited or trafficked, such as Rape Crisis Center, DAIS, Briarpatch, Slave Free Madison, Lotus Legal Clinic and more. In addition, training and research was conducted from a variety of sources such as Polaris Project, Rebecca Bender and more.



GREATEST CHALLENGES

1. Awareness

- a. Awareness is needed for those who have been victimized and for purposes of prevention. Many victims of sex trafficking in our community may not even realize what is happening until it's too late. They are lied to, threatened and convinced they cannot trust anyone can help them. The trafficker creates an environment where victims are dependent on them, encouraging drug addiction and silencing victims' voices.
- b. Awareness is needed so that the public can learn how to recognize signs that someone is being trafficked.
- c. Many "consumers" of the sex trafficking industry may not be aware that the people they are having sexual relations with are being coerced into it, thus sexually assaulting them.
- d. Consuming porn can lead to someone soliciting sexual acts from someone they consider a prostitute. The challenge is that most people in the sex industry are not choosing this, they are coerced or forced into it - most "consumers" do not know or think about this.

2. Stable housing or income if they get out

- a. The trafficker has created an environment with the victim where they need to be dependent upon them so they do not see any way out. Victims feel like they do not have any other options on how to support themselves or their children.
- b. Many victims also have a criminal record that ties directly to demands from the trafficker to participate in illegal activity, therefore ensuring the trafficker stays "clean" so the victim faces legal consequences. Example: Trafficker makes victim sell drugs, recruit other victims etc. Sometimes a victim is arrested as a result of trying to escape. Example: A victim might attempt to steal a car or money in order to escape.
- c. Traffickers often get victims hooked on drugs with the goal of making the victims appear less credible and their stories unbelievable.
- d. Typically, trafficking victims have poor or no credit since they do not have normal job experience, making it more difficult for them to change their life if they do get out.
- e. All of these factors make it difficult for a victim/survivor to get a job and find housing since employers, landlords and banks do not want to hire/lease/provide loans to someone with a criminal history and no/bad credit.

3. Fear of Judgment

- a. Victims feel shame and are afraid of judgment. They have a very difficult time trusting people and do not think anyone will believe them. They also know most people cannot handle hearing the truth. Because of this, so many stay silent.



WHAT THIS INITIATIVE AND YOUR HELP CAN DO:

1. Educate people who may encounter or interact with someone who has been trafficked, so they can help.
2. Bring much needed awareness to the complexity of sex trafficking, targeting different audiences and providing resources and support.
3. Help prevent trafficking by educating potential victims of how to stay safe and learn red flags that could lead to becoming a victim.
4. Bring important messages of love, hope and acceptance to those most vulnerable who have instead felt shame, hopelessness and voicelessness.
5. Help raise funds for organizations that help victims of sex trafficking.

SPONSORSHIP OPTIONS

WHAT YOUR CONTRIBUTION PROVIDES:

1. One of the key first steps in anti-sex trafficking work is awareness of the problem. In a 2011 local collaboration of experts who work in this field, it was recommended that a public service announcement campaign would be created to educate the community on the various aspects of sex trafficking with the goal of prevention and gaining support for victims. 11 years later United Madison is fulfilling this.
2. There are 5 different campaigns launching May 1 on the following topics:
 - a. What is sex trafficking?
 - b. Red Flags to look for to prevent being trafficked.
 - c. How to identify and what to do if you come across someone who is being trafficked?
 - d. Considering a different lens on the sex industry from the demand side.
 - e. How our community can help survivors.
3. Through the public service campaign, people will be led to a website that provides information on all of the local organizations who help victims of sex trafficking and resources all in one location.
4. The campaign will help to reach hundreds of thousands of people with a request for financial donations for those organizations so they can help more victims achieve their goal of surviving and dreaming of a new life.



PRESENTING SPONSOR \$50,000

VALUE TO THE SPONSOR - \$150,000

- Invitation to record a video message on why you are sponsoring while encouraging people to get involved. This will be shared on social media platforms for Leigh Mills - NBC15, Brava Magazine, United Madison and Collaboration Project and will be shared prior to the event on the video screens as people enter/register for the event.
- Prominent Logo on United Madison website that provides the details for the initiative.
- Logo or name recognition featured as presenting sponsor in all newsletters leading up to the event for Brava Magazine, United Madison and Collaboration Project.
- Exclusive personalized full-page ad in Brava Magazine Print and Digital publication as supporter of the initiative along with photo and quote of why you/your organization is involved.
- Exclusive logo or name recognition in Public Service Announcement Campaigns on Sex Trafficking to air on TV (NBC15, WISC, WKOW, Fox 47, Spectrum, local radio) Streaming/Social/Digital platforms over 12 months. "Brought to you by NAME & United Madison". Estimated impressions for TV, digital and social media campaigns: 25 million

ADVOCATE SPONSOR \$25,000

VALUE TO THE SPONSOR - \$65,000

- Invitation to record a video message via Zoom on why you are sponsoring while encouraging people to get involved. This will be shared on social media platforms for Leigh Mills-NBC15, Brava Magazine, United Madison and Collaboration Project and will be shared prior to the event on the screen as people enter/register for the event.
- Logo or name recognition on United Madison website that provides all of the details for the initiative.
- Logo or name recognition featured as Advocate sponsor in all newsletters leading up to the event for Brava Magazine, United Madison and Collaboration Project.
- Exclusive personalized 2/3 page ad in Brava Magazine Print and Digital publication as supporter of the initiative along with photo and quote of why you/your organization is involved.
- Logo or name recognition in Public Service Announcement Campaign on Sex Trafficking to air on TV (NBC15, WISC, WKOW, Spectrum) Streaming/Social/Digital platforms over 6 months. "Brought to you by NAME and United Madison". Estimated impressions including social media campaigns: 12 million



COMPASSION SPONSOR \$10,000

VALUE TO THE SPONSOR - \$20,000

- Social media shout out on United Madison and Collaboration Project's platforms.
- Logo or name recognition on United Madison website that provides the details for the initiative.
- Logo or name recognition featured as Compassion Sponsor in all newsletters for United Madison and Collaboration Project.
- Your logo or name recognition on ½ page awareness ad in Brava Magazine Print and Digital publication listed as Compassion Sponsor. 2 sponsors listed maximum.
- Shared Logo or name recognition (2 max) in Public Service Announcements Campaign on Sex Trafficking to air on TV/Streaming/Social/Digital platforms over 3 months. "Brought to you by NAME, NAME and United Madison". Estimated impressions including social media: 7 million

SUPPORT SPONSOR \$5,000

- Social media shout out on United Madison and Collaboration Project's platforms.
- Logo or name recognition on United Madison website that provides the details for the initiative.
- Your logo or name recognition included on an awareness ad in Brava Magazine Digital publication listed as Support Sponsor.
- Logo or name recognition featured as Support Sponsor in newsletter for United Madison and Collaboration Project.

CARE SPONSOR \$1000

- Social media shout out on United Madison and Collaboration Project's platforms.
- Name recognition on United Madison website that provides the details for the initiative.

FRIEND SPONSOR \$500

- Social media shout out on United Madison and Collaboration Project's platforms.
- Name recognition on United Madison website that provides the details for the initiative.

OTHER DONATION \$10 - \$499

- Social media shout out on United Madison and Collaboration Project's platforms.

TO MAKE DONATION/COMMITMENT VISIT: www.unitedmadison.com/trafficking-initiative

Please submit logo and/or how you want your name(s) to appear for recognition to capriana.copus@unitedmadison.com . If you prefer to remain anonymous, please let us know.