



Aviva

Lip-sync battle

2023

Sponsorship opportunities

Who is Aviva?

Everyone deserves to feel safe. Aviva passionately believes that the people of Aotearoa New Zealand can live free from violence and that we can achieve this together. Established in 1973 as New Zealand's first family violence refuge, we are a Canterbury-based family and sexual violence agency. We work with all ages and genders; we're available 24/7, 365 days a year and support thousands of people every year to overcome violence.



Last year, we...



supported **1839** people to live free from family or sexual violence



answered over **5000** calls to our 24/7 crisis line



worked with **195** tamariki and rangatahi who had experienced violence



supported **70** people to overcome their use of violence



supported **529** people to overcome sexual assault



provided over **\$33,000** worth of emergency funds for essentials to families

Why a lip-sync battle?

The purpose of the event is to raise funds for Aviva and to create community awareness about who we are, and what we do. Our logic is that if people can convince their networks to support them in their lip-syncing efforts, we can then reach out to a captive audience and tell them about the work we do and why.

For businesses, The evening is an opportunity to raise their profile and network (and a fun team night out!)

What are the aims of the event?

- to raise \$30,000 for Aviva
- to reach a large audience
- to increase community awareness of Aviva and the work we do
- to build an iconic event which can be replicated regularly
- to inspire kindness through a joyful event

What, where, when?

The event itself will take place at Majestic on Durham Street, on Friday 13 October 2022

Why support Aviva?



It's a good question – there are countless organisations out there, and all of them are doing great work. Partnering with us means facing a reality most people don't want to think about: family and sexual violence remains a huge issue in our society.

Violence is ruthlessly democratic: it affects people of all ages, genders, ethnicities and economic status. It lives rent free in the lives, relationships and homes of tens of thousands across Aotearoa. It's not the "new hot topic" and we won't fix it overnight. Are things getting better overall? Yes. But progress will only continue if we keep doing the work. And the adults and tamariki still living with violence and trauma need us to keep doing the work. They need you to support us.

2023 is a great year to partner with us. Our foundation in 1973 changed Aotearoa New Zealand's social landscape permanently and this year we are honouring fifty years with celebration and shedding a light on the thousands of lives we have impacted, the vital mahi we continue to do, and thanking the partners who are on this journey with us.

Our offer to you

Our offer	Suggested Giving Level		
	\$1000	\$2000	\$4000
	Influencer	Celebrity	Rockstar
Website			
Your presence on Aviva's website	✓	✓	✓
Aviva blog post about your sponsorship			✓
Newsletter			
Your presence in Aviva's newsletter	✓	✓	✓
Your logo in Aviva's newsletter			✓
Lip-sync			
Free tickets to Lip-Sync	✓ (x4)	✓ (x8)	✓ (x12)
Naming rights of a team		✓	✓
Named event sponsor			✓
Social Media			
Aviva post announcing sponsorship			✓
Aviva Annual Report 2023/2024			
Inclusion in annual report	✓	✓	✓
Training and development			
Staff volunteering opportunities with Aviva	✓	✓	✓
Tailored training/development sessions by Aviva staff		✓	✓

Monica's story

"What brought me to Aviva was I'd hit rock bottom like never before. I was scared for my life, always."

Monica's* first encounters with violence were when she was a young girl, witnessing her mum being abused by her boyfriend, and experiencing physical violence from her dad. By the time Monica was in her early 20's, she was homeless and in her own violent relationship.

"Because I'd experienced violence when I was a child, my defence mechanism towards males was to fight. But when I realised what I was doing was wrong, the roles reversed; he started beating me."

What kept Monica in those cycles with her partner was empathy.

"I knew my partner was only behaving the way he was because he had his own pain. We're always the victim of a victim, and I think that was what stopped me for a long time from doing something about what was happening to me. One day I realised, 'I'm not responsible for you.'"

Monica decided to join Aviva's ReachOut programme. It was this that gave her the self-esteem to put an end, not only to her own use of violence, but to it happening to her.

"If I hadn't come here, then I wouldn't be sitting here. It's really thanks to Aviva I was able to break the cycle. They were the ones that instilled the voice in my head that I'm good enough."

"When you get into a violent relationship, you're afraid, and you stay in a stuck position. I blamed myself, I felt so guilty. But I've come to learn that ending it was the right thing to do. You don't have it all figured out straight away... but time tells.



"I didn't expect to be starting a course, having a roof over my head, and feeling stable by now. I didn't expect any of that. You make decisions in the darkness, not knowing where they're going to lead but if you make the right ones, they end up leading you to the light. And the right one isn't staying with a partner who is going to keep diminishing your self-worth.

"What I'd say to others is, 'You can't fix it, not if the other person won't change with you.' I tried to get my partner to come here with me and he self-sabotaged. He beat me up the morning we were meant to come in here together. He wasn't ready. But I was, so I did what I had to do to help him, but in the end, it helped me more, because I'm free.

"People just need to start getting help ... because trauma gets passed down and it grows. And that's what my mum said to me – that the reason she broke the cycle was because she saw how it was affecting us and she didn't want that anymore. And I said to her, 'But you'd already passed it down. You stopped it when you did, but I still have trauma.'

"That's why my main goal is that when I have kids, that trauma is no longer there, so that there's no violence."

Six months after contacting Aviva, Monica is embarking on studies to become a social worker.

Other ways to support

Not able to donate or sponsor an act? That's OK - you can still help make the night a success. Here are some things you could do.

Donate to the auction

It would make a big difference if you or your business is in a position to donate an item or experience, which can be auctioned on the night. If you donate the item to a specific act, the proceeds from the auction of the item will be added to their fundraising total.

Donate something that can be raffled

Smaller items and experiences (of a value less than \$150) can be raffled by a team to add to their fundraising total.

Give your time

We will need volunteers on the night to ensure the night runs smoothly. We're looking for people to sell drinks, help out in the green room, sell and count votes, and more. Email evew@aviva.org.nz if you would like to help out!

Join us on the night

Get a group of friends together, get your tickets, and get on down on the 13th October!



THANK YOU!

WE HOPE YOU CHOOSE TO
SUPPORT THE EVENT!

To find out more, contact Eve

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W: aviva.org.nz

 **aviva**
live free from violence