



10  
Sponsorship

# TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC Sponsorship 2010



**DEAR DERBY FAN AND POTENTIAL PARTNER,**  
Thank you for your interest in being a Terminal City  
Rollergirls (TCRG) Derby Sponsor for the 2010 Season.

Roller derby's popularity continues to explode across North America, and the Terminal City Rollergirls are leading the Canadian pack. Help our Vancouver league continue to develop the fastest and most exciting contact sport for women.

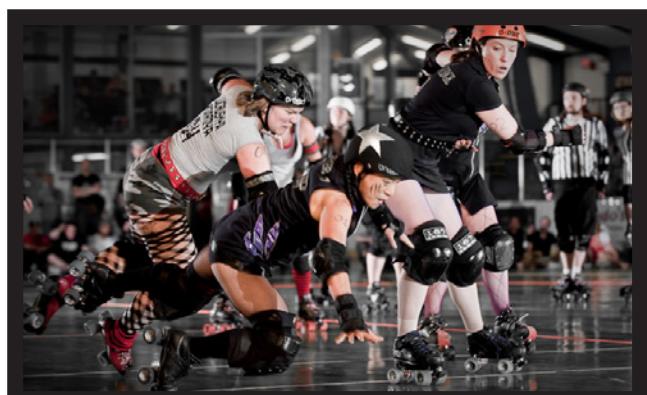
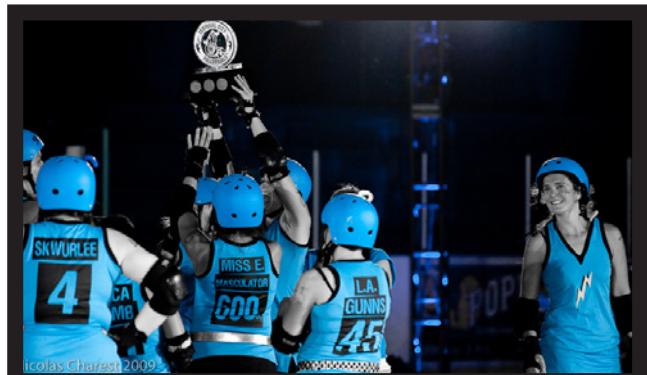
## WHAT IS THE TCRG AND WHO ARE OUR FANS?

The TCRG is Vancouver's first female roller derby league. Created in January 2006, our league is composed of local women who have discovered a new way to combine athleticism and creativity. The Terminal City Rollergirls have a dream, and it's a big one! Their mission is threefold: to provide live, athletic entertainment that features strong, sassy and smart Vancouver women; to improve members' individual athletic ability, self-discipline and character; and to improve the community as a whole. Roller derby is currently the fastest growing women's sport in North America, and TCRG is at the forefront.

Our derby fans come from all walks of life. The primary demographic for the TCRG is 18-45, but each bout seems to draw more and more families. We promote a family-friendly environment, and anyone of any age is guaranteed to have a good time. Derby in the past has been seen as an alternative audience event, but in the recent years the sport has begun to draw in a more mainstream audience. Whether you live in the downtown core or in the suburbs, it is a sporting event that promises high entertainment.

## THE 2009 SEASON

TCRG's 2009 season was a huge success! The three regular season games at Kerrisdale Arena in Vancouver and Minoru Arena in Richmond drew in audiences in the thousands, and the Bad Reputations, the Faster Pussycats and the Riot Girls all played some of the best roller derby this country has ever seen. This season we had double-header bouts, hosting teams from Seattle (Rat City Rollers), Calgary (Thrashin' Lassies) and Victoria's Eves of Destruction. The Season Championship saw the Bad Reputations take home the title in the closest and hardest-hitting bout of the season. The TCRG All-Stars traveled afar to take on Seattle, Portland, Olympia, Bremerton and Calgary representing the TCRG and Vancouver, and have bouts planned in Toronto and Montreal in spring 2010.



# TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC

## Sponsorship 2010



### THE 2010 SEASON

Our 2010 bouting season includes a number of exciting sponsorship opportunities to reach our unique fan base while supporting one of the fastest growing sports in America.

The 2010 season features four home bouts from April to August, each sure to pack the house. Each bout is a double-header, with the Riot Girls, the Faster Pussycats and TCRG's 2009 Season Champions the Bad Reputations facing off against each other and against visiting teams at venues such as Kerrisdale Arena and Minoru Arena in Richmond.

The TCRG is eager to work with sponsors to introduce our fan base to our partners' businesses. Sponsors are welcome to present pre-bout giveaways, bout signage, season program advertisements, product samples, halftime promotions, after party promotions, scoreboard logo and commercial presentation, bout announcements and many other opportunities.

**HOW TO BE OUR PARTNER:** The derby word is quickly spreading! Become one of the supporters of the movement!

The TCRG is always looking for partners to assist the league in all areas of fund development related to sponsorship, advertising and in-kind donations. Your support helps the league to develop new derby talent, present the amazing bouts put on by the TCRG, and create awareness within the community. We will bring you direct access to our fans and raise your profile as we continue to spread the TCRG word.

During the 2009 Season, the Sponsorship Committee was successful in securing new partnerships, advertisers and sponsors to help raise money needed to run the league, reduce the league's overhead, enhance our presence in the media, and increase our ability to develop stronger marketing materials for future seasons (which includes HD video content). We created a new sponsorship package which offered sponsors a number of creative and unique opportunities: both companies and individuals were able to activate their investment and support the TCRG to become integral partners in the 2009 Season. We offered five 2009 Season Sponsor Packages (Platinum, Gold, Silver, Bronze, and All Skate).

### The following Companies took advantage of the 2009 sponsorship packages:

**Platinum (\$7000 & over):** Rollergirl Rollerskates; AMJ Productions

**Gold (\$5000):** Ultra X-press Printing

**Silver (\$2500):** Addictive Sportswear; Love Nest

**Bronze (\$1000):** Mint Records; Nutcase Helmets; Thrive Chiropractic and Wellness

Other sponsors and advertisers secured for the 2009 Season included: Packetsafe Network Solutions, Smart Cookies Television Show, Ironhead Clothing, Flaming Angel, Sugar Box, Party Gras., Modulock, and Russell Brewing.

In addition we worked with local radio (**CFOX**), television (**CITY TV, OMNI and KVOS**) and print media (**Richmond Review and Georgia Straight**) to help raise our profile and increase our media awareness.



# TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC Sponsorship 2010



Below we have outlined the many ways in which companies and individuals can support the Terminal City Rollergirls and become an integral partner in the 2010 Season.

## 2010 SEASON SPONSOR PACKAGES

The Terminal City Rollergirls are offering new Sponsorship packages for the 2010 Season, creating unique ways for sponsors to activate their investment and create lasting, quality impressions with TCRG fans.

Details on the following pages outline the benefits of a variety of levels of a formal partnership and financial commitment.

2010 Season sponsors are entitled to program ads based on their sponsorship level (in addition to other partnership benefits).

## 2010 PROGRAM ADVERTISEMENT

The bout program is a popular souvenir available to all fans at each bout at no cost. Program advertisements may be reserved as a separate sponsorship investment, or they may be included as part of the partnership benefits of a full sponsorship package.

**TCRG PROGRAM:** The bout program is produced in black and white individually for each game. Fans will receive fun facts about players, photos of the teams and players, referee pages, stats, an explanation of the rules and penalties, photos of TCRG events, merch info, sponsor features, season recaps and many, many other fun things!

The TCRG is finalizing placement of advertisements in our 2010 Season bout programs, available for each bout. **Please review our 2010 TCRG Program Advertisement rates and specs on the following page.**

# TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC Sponsorship 2010



## PROGRAM ADVERTISING SPECS AND PRICES

(\*Note that ad space may be reserved as a stand alone purchase or may be included as part of a larger complete sponsorship package as described in this info package.)

FULL PAGE 5"W X 8"H	\$200-450 x 1 BOUT (depending on placement)
1/2 PAGE 4.75"W X 3.25"H	\$125 x 1 BOUT
1/4 PAGE 2.25"W X 3.25"H	\$75 x 1 BOUT
1/8 PAGE 2.25"W X 1.5"H	\$50 x 1 BOUT

### Format Accepted:

- Illustrator EPS with no linked files, all fonts converted to outlines and transparencies flattened.
- High ( 300 dpi ) resolution TIFF.
- High ( 300 dpi ) resolution JPEG.

\* Ads will be printed in black & white; if you submit a full color ad it will be converted to black & white, the outcome at your own risk.

**SIZE:** A size chart is provided. If ads are not sized properly, we reserve the right to shrink or stretch the ad to fit the space paid for.

**NAMING:** Please include your business name and the month it will be published in the file name. For example: Yellow Pages ad for the April bout would be named: yellowpages\_april.jpg.

**SUBMITTING FILES:** Please email ad files to: [sponsorship@terminalcityrollergirls.com](mailto:sponsorship@terminalcityrollergirls.com)

\*All ads in the program are printed in black and white.

To order advertising in the bout program, please contact us:

**Telephone:** 778-835-2171

**Email:** [sponsorship@terminalcityrollergirls.com](mailto:sponsorship@terminalcityrollergirls.com)



The deadline for print materials is  
**March 19th, 2009**



**TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC**  
**Sponsorship 2010**

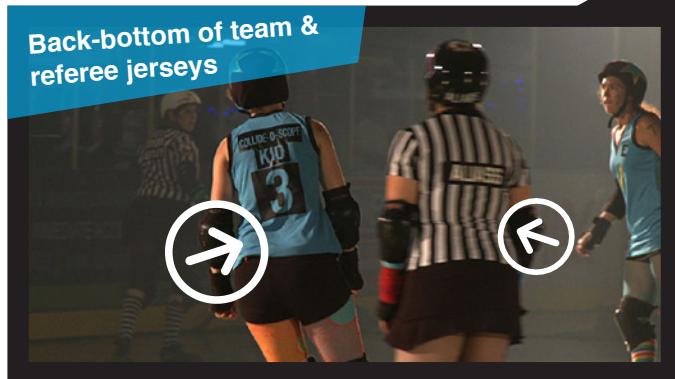
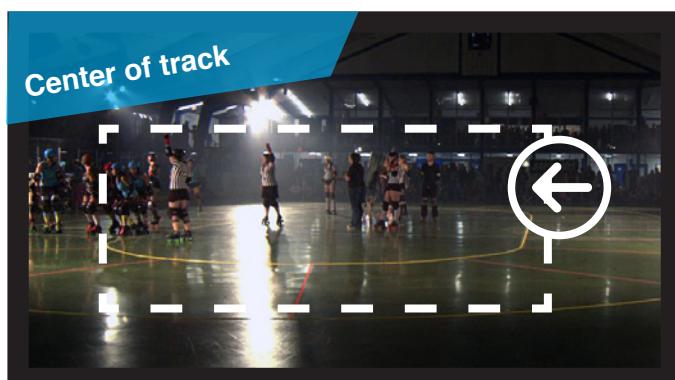


## Derby Hero \$25,000 cash investment.

Become the first TCRG Derby Hero by sponsoring our sport court flat track floor, which will help the league find a permanent training and bouting facility!

The TCRG membership has identified the purchase of a portable flooring system to be a top priority. A professional skating surface would greatly enhance our skills, ability to select venues, organize the season schedule, invite visiting teams and ensure that our players are competing on a safe track designed specifically for quad skating. Your company logo will become the main advertising feature of the sports court floor in an area with the highest visibility where all the action takes place!

1. Guaranteed logo placement in the centre of the track. This means your logo will be viewed front and centre by all home and visiting players and spectators for the 2010 season. Subsequent seasons to be negotiated. Other consideration available subject to Terminal City Rollergirls approval on a case by case basis such as Company logo appearing on TCRG All-Star Travel Team and Referee Authority Figures uniforms. **If approved, placement of company logo will appear on the back bottom of the team jersey only.**
2. Full page outside ad in the four 2010 bout programs.
3. Enjoy all the same entitlements as a Corporate Season Sponsor.
4. You will also receive first right of negotiation for this tier of sponsorship for the 2011 season.

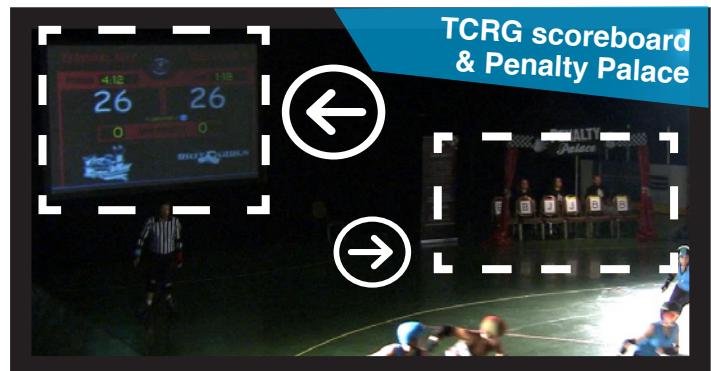
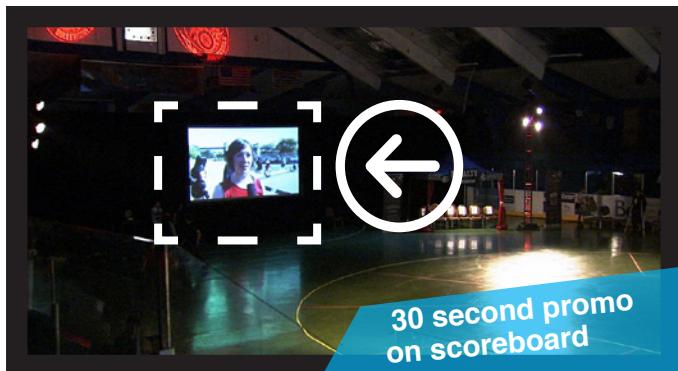


**TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC**  
**Sponsorship 2010**



**Corporate Season Sponsor \$12,000 in cash or in kind merchandise or trade.**

Cash contribution not to be less than 50% of the investment.



1. Company 30 sec promo to be played on the TCRG scoreboard for all regular season games. Promo to appear a minimum of once each halftime.
2. Company logo to appear on TCRG-purchased print, TV and Radio ads as well as appear on the scoreboard and trackside signage with your company logo for all regular season games. Logo to appear minimum of once during each halftime show and once each period. Track signage at this time is defined at venue approved locations, e.g., off the Referee table, the announcer booth, etc. Location to be determined as it's dependent on the venue. All signage must be provided by the sponsor, and size and specs must be approved by the facility.
3. Full page ad in the four 2010 bout programs.
4. Announcer mentions at each bout. Mentions would take place a minimum of once each halftime show and once each period.
5. Co-host one event with TCRG (our choosing). Co-hosting would allow the sponsor to have a 'TCRG and \_\_\_\_\_ presents Bad Reps vs. Riots Girls' credit.
6. TCRG homepage "Featured Sponsor" logo (to be cycled monthly during the bout season).
7. Logo and link on TCRG website, on the main page and the Sponsorship page of the website: [www.terminalcityrollergirls.com](http://www.terminalcityrollergirls.com)
8. Trackside VIP seating for 10 General Admission tickets for the season. VIP Seating subject to facility approvals.
9. Negotiable promotional offerings of Sponsor's product and/or booth at 1-2 bouts (non-TCRG staffed, subject to venue approval).
10. Negotiable promotional logo on bout flyers and posters.



Bout Poster © Jodie Greenland (aka Iron Lily; illustration) and Evelyn Giron (aka Chica Bomb; design)

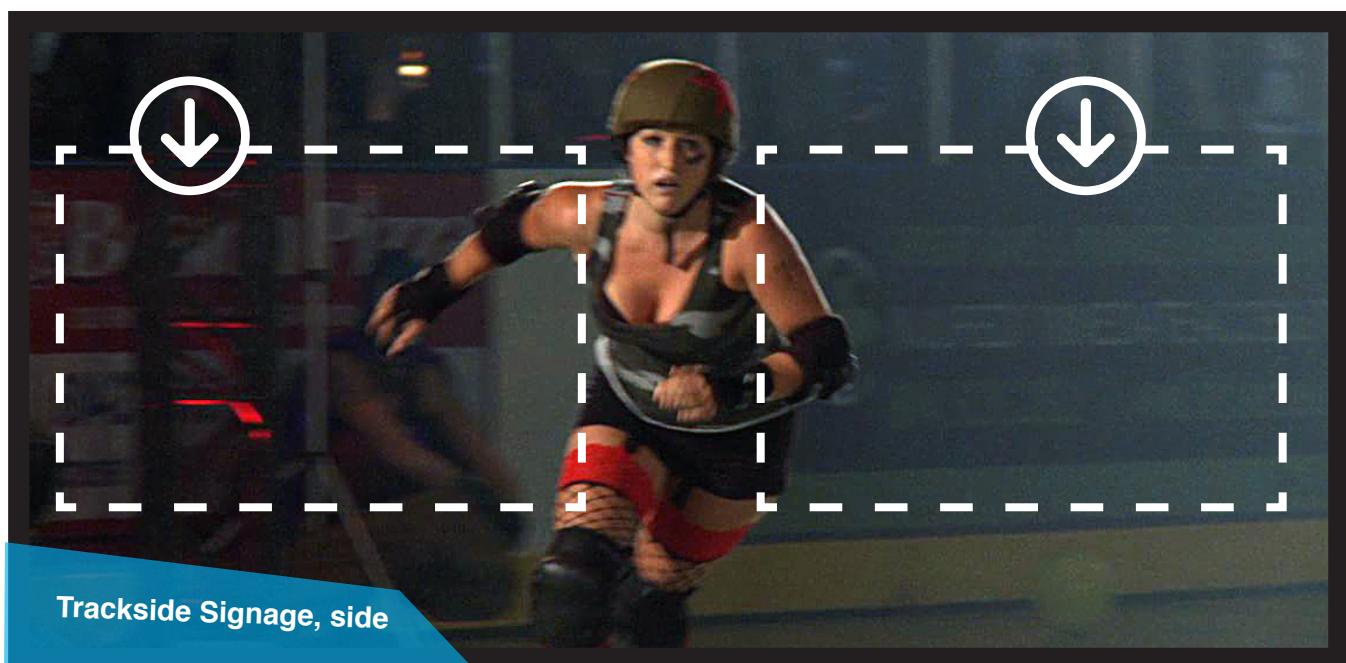
**TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC**  
**Sponsorship 2010**



**Platinum Season Sponsor** \$7000 in cash or in kind merchandise or trade.

Cash contribution not to be less than 50% of the investment.

1. Company logo on the TCRG scoreboard and trackside signage with your company logo for all regular season games. Logo to appear minimum of once during each halftime show and once each period. Track signage at this time is defined at venue approved locations, e.g., off the Referee table, the announcer booth, etc. Location to be determined as it's dependent on the venue. All signage must be provided by the sponsor, and size and specs must be approved by the facility.
2. Full page ad in the four 2010 bout programs.
3. Announcer mentions at each bout. Mentions would take place a minimum of once each halftime show and once each period.
4. Co-host one event with TCRG (our choosing). Co-hosting would allow the sponsor to have a 'TCRG and \_\_\_\_\_ presents Bad Reps vs. Riots Girls' credit.
5. TCRG homepage "Featured Sponsor" logo (to be cycled monthly during the bout season).
6. Logo and link on TCRG website in Sponsorship section: [www.terminalcityrollergirls.com/sponsors](http://www.terminalcityrollergirls.com/sponsors)
7. Trackside VIP seating for 10 General Admission tickets for the season. VIP Seating subject to facility approvals.
8. Negotiable promotional offerings of Sponsor's product and/or booth at 1-2 bouts (non-TCRG staffed, subject to venue approval).
9. Negotiable promotional logo on bout flyers and posters.



**TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC**  
**Sponsorship 2010**



**Gold Season Sponsor \$5000 in cash or in kind  
merchandise or trade**

1. Company logo on the TCRG scoreboard and trackside signage with your company logo for all regular season games. Logo to appear minimum of once each halftime show and once each period. Track signage at this time is defined at venue approved locations, e.g., off the Referee table, the announcer booth, etc. Location to be determined as it's dependent on the venue. All signage must be provided by the sponsor, and size and specs must be approved by the facility.
2. Full page ad in the four 2010 bout programs.
3. Announcer mentions at each bout. Mentions would take place a minimum of once each halftime show and once each period.
4. TCRG homepage "Featured Sponsor" logo (to be cycled monthly during the bout season).
5. Logo and Link on TCRG website in Sponsorship section: [www.terminalcityrollergirls.com/sponsors](http://www.terminalcityrollergirls.com/sponsors)
6. Logo on bout scoreboard to appear minimum of once each halftime show and once each period.
7. Trackside seating for 5 General Admission tickets for the season.
8. Negotiable promotional offerings of Sponsor's product and/or booth at 1-2 bouts (non-TCRG staffed, subject to venue approval).
9. Negotiable promotional logo on bout flyers and posters.



## TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC Sponsorship 2010



### Silver Season Sponsor \$2500 in cash or in kind merchandise or trade

1. Signage posted at bouts in secondary location (e.g., concession, lobby, bleachers). Location to be determined as it's dependent on the venue. All signage must be provided by the sponsor, and size and specs must be approved by the facility.
2. 1/2 page ad in the four 2010 bout programs.
3. Logo and link on TCRG website in Sponsorship section: [www.terminalcityrollergirls.com/sponsors](http://www.terminalcityrollergirls.com/sponsors)
4. Trackside seating for 3 General Admission tickets for the season.
5. Negotiable promotional logo on bout flyers and announcer mentions at TCRG bouts. Mentions would take place a minimum of once each halftime show and once each period.

### Bronze Season Sponsor \$1000.00 in cash or in kind merchandise or trade

1. 1/4 page ad in the four 2010 bout programs.
2. Logo and link on TCRG website in Sponsorship section: [www.terminalcityrollergirls.com/sponsors](http://www.terminalcityrollergirls.com/sponsors)
3. 2 General Admission tickets for the season.
4. Negotiable announcer mentions at some TCRG bouts. Mentions would take place a minimum of once each halftime show.

[www.terminalcityrollergirls.com](http://www.terminalcityrollergirls.com)

A screenshot of the Terminal City Rollergirls website. The header features the team's logo on the left and a photo of roller derby skaters in action on the right. Below the photo is the tagline "Reach out and whip someone!". The navigation menu includes News, About, Events, Teams, Merch, Media, Get Involved, Sponsors, and Forum. The main content area has two columns. The left column is titled "Upcoming Events" and lists "Riot Girls vs. Eves of Destruction" (Victoria, BC March 20, 2010) and "TCRG All-Stars vs Toronto Roller Derby's CN Power" (Toronto, ON March 27, 2010). The right column is titled "News" and features a section called "Not-So-Fresh Meat" with a list of new skaters. Other news items include "Bad Reputations vs. Faster Pussycats" and "TCRG Season Opener!! Riot Girls vs. Bad Reputations, Faster Pussycats vs. Guests". The footer contains links for "How Derby Works", "Riot Girls", and "Free Agents". On the right side, there's a sidebar for "TCRG Tweets" showing a recent tweet about the Olympic torch, a "Help the All-Stars!" section with a logo, and a "TCRG Newsletter" sign-up form.

Terminalcityrollergirls.com

**TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC**  
**Sponsorship 2010**



**À la carte Tailor your own package with the TCRG À la carte for the 2010 Season:**

1. \$2000 \_\_\_\_\_ Co-host one event with TCRG (our choosing). Co-hosting would allow the sponsor to have a 'TCRG and \_\_\_\_\_ presents Bad Reps vs. Riots Girls' credit.
2. \$2000 \_\_\_\_\_ Full page outside ad in the four 2010 bout programs.
3. \$1000 \_\_\_\_\_ Trackside signage with your company logo for all regular season games. Track signage at this time is defined at venue-approved locations, e.g., off the Referee table, the announcer booth, etc. Location to be determined as it's dependent on the venue. All signage must be provided by the sponsor, and size and specs must be approved by the facility.
4. \$1000 \_\_\_\_\_ Negotiable promotional offerings of Sponsor's product and/or booth at 1-2 bouts (non-TCRG staffed, subject to venue approval).
5. \$1000 \_\_\_\_\_ Halftime show sponsor allows company to present/sponsor halftime show and distribute product as prizes (non-TCRG staffed, subject to venue and bout committee approval).
6. \$1000 \_\_\_\_\_ TCRG homepage "Featured Sponsor" logo (to be cycled monthly during the bout season).
7. \$1000 \_\_\_\_\_ Full page ad in bout program for entire season.
8. \$625 \_\_\_\_\_ 1/2 page ad in bout program for entire season.
9. \$500 \_\_\_\_\_ Logo and link on TCRG website in Sponsorship section for the 2010 Season: [www.terminalcityrollergirls.com/sponsors](http://www.terminalcityrollergirls.com/sponsors)
10. \$500 \_\_\_\_\_ Company logo to appear on the TCRG scoreboard for all regular season games. Logo to appear minimum of once each halftime show and once each period.
11. \$250 \_\_\_\_\_ Announcer mentions at each bout for all regular season games. Mentions would take place a minimum of once each halftime show and once each period.
12. \$500 \_\_\_\_\_ Negotiable promotional logo on bout flyers and posters.
13. \$375 \_\_\_\_\_ 1/4 page ad in bout program for entire season.
14. \$300 \_\_\_\_\_ Trackside VIP seating for 10 General Admission tickets for the season.
15. \$250 \_\_\_\_\_ 1/8 page ad in bout program for entire season.
16. \$150 \_\_\_\_\_ "Friend" listing on TCRG website.





**TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC**  
**Sponsorship 2010**

**Derby Buddy** No Company? No Problem.  
You can still be a Derby Sponsor!

**\$400 TCRG BFF**

1. 2 GA tickets to 5 bouts
2. "Friend" listing on TCRG website
3. TCRG T-shirt
4. \$15 TCRG Gift Certificate

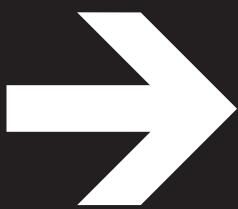
**\$250 TCRG BUD**

- 2 GA tickets to 3 bouts
- "Friend" listing on the TCRG website
- \$10 TCRG Gift Certificate

**\$150 TCRG PAL**

1. 2 GA tickets to 2 bouts
2. "Friend" listing on TCRG website
3. \$5 TCRG Gift Certificate

Sponsorship packages subject to change at the discretion of TERMINAL CITY ROLLERGIRLS. Sponsor packages are only applicable to the 2010 Season. All accommodations at bouts, including trackside signage and announcer mentions, are subject to venue morality clause (alcohol, tobacco) and venue approval.



# TERMINAL CITY ROLLERGIRLS - FLAT TRACK ROLLER DERBY - VANCOUVER BC

## Sponsorship 2010



Submit this form along with a cheque made payable to:

**Terminal City Rollergirls**  
2519 Cypress street  
Vancouver BC, V6J 3N1

**IN-KIND AND TRADE PROPOSAL:** please include a description and estimated value of your barter with this form. In Kind sponsorships and evaluations are subject to league approval.

ADVERTISING AGREEMENT FOR SEASON 4, BOUT \_\_\_\_\_

TERMINAL CITY ROLLERGIRLS (PUBLISHER): \_\_\_\_\_ DATE \_\_\_\_\_

COMPANY NAME (ADVERTISER): \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

### THE FOLLOWING ADVERTISEMENT INSERTION IS HEREBY ORDERED

(Please Check) indicate your level of interest:

- |  |   |
|--|---|
| <input type="checkbox"/> Derby Hero - \$25,000               | <input type="checkbox"/> AD - Full Outside Back |
| <input type="checkbox"/> Corporate - \$12,000                | <input type="checkbox"/> AD - Full Page         |
| <input type="checkbox"/> Platinum - \$7,000                  | <input type="checkbox"/> AD - 1/2 Page          |
| <input type="checkbox"/> Gold - \$5,000                      | <input type="checkbox"/> AD - 1/4 Page          |
| <input type="checkbox"/> Silver - \$2,500                    | <input type="checkbox"/> AD - 1/8 Page          |
| <input type="checkbox"/> Bronze - \$1,000                    |   |
| <input type="checkbox"/> TCRG Friend - cash gift below \$500 |   |

**GENERAL TERMS AND CONDITIONS:** All Sponsorship Agreements are subject to the Terminal City Rollergirl's (herein referred to as the Publisher) approval and acceptance. All Sponsorship Agreements are subject to the Terminal City Rollergirls' (herein referred to as the Publisher) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and in the current Sponsorship Rate Card (attached as 'Schedule A') and that this Agreement is subject to all such terms which are expressly made a part of this Agreement.

Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Publisher, and must be received on or before the Sponsorship Closing Date for the applicable issue. **The Closing date for Season 3, shall be March 30 2010 at 5pm PST.**

The Publisher will schedule, run, and invoice all contracts in possession on the advertising closing date of a scheduled issue. **THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE PUBLISHER.** Advertisers/Sponsors are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due and payable within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter.

The advertiser/sponsor agrees to indemnify and hold harmless Publisher with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2010

**Advertiser:**

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Sponsor/Advertiser's Name (please print)

**Terminal City Rollergirls:**

\_\_\_\_\_  
Representative Signature

\_\_\_\_\_  
Representative Name (print)