



**2017  
SPONSOR  
KIT**



Photo courtesy of Gil Cromeens



# 2017 SPONSOR KIT

## A NOTE FROM US

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### Dear Roller Derby Fan and Potential Sponsor,

Thank you for your interest in becoming a West Texas Roller Derby sponsor for the 2017 season. As we gear up for our tenth hard-hitting season, West Texas Roller Derby (WTRD) is looking for sponsors to help support the growth of this stimulating, fast-paced sport in Lubbock, TX. Women's flat track roller derby is the fastest growing sport in the nation and WTRD has been very successful in giving local women an opportunity to be part of this exciting community sport.

Our league is comprised of women (and a few men) of all ages in many different walks of life. Some are stay-at-home moms, scientists, professional business women, blue collar workers, and students. Our goal is to showcase a strong, positive, athletic female image through individual athletic ability, teamwork, self-discipline, and character. Unlike the theatrical, choreographed roller derby of the 1970s, roller derby is now a true sport with rules and regulations. It involves athleticism and dedication. In our league, the dedication includes both the sport and the betterment of our community.

Unlike some teams, West Texas Roller Derby does not pay our skaters. Your money benefits the team by allowing us to hold bouts, travel to play other leagues across the state, attend national conferences and tournaments, cover typical business operating expenses, advertise, purchase new training supplies, cover insurance fees, and attend workshops and training events.

Please find information about our sponsorship and advertising packages enclosed.

Thank you again for your interest!

Sincerely,  
**West Texas Roller Derby**  
(806) 319-5783  
[westtxrollerderby@gmail.com](mailto:westtxrollerderby@gmail.com)



# 2017 SPONSOR KIT

## ABOUT WEST TEXAS ROLLER DERBY

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### OUR MISSION

"...To provide athletic opportunities for women and recreational entertainment for the community while perpetuating the popularity of women's flat track roller derby and the integrity of the league."

### OUR HISTORY

West Texas Roller Derby (WTRD) is Lubbock's premier, contact roller derby organization. Founded in 2007, each season sees new skaters and spectators, events, web traffic and media coverage. WTRD is a diverse group of strong-minded, spirited, and skilled women who love the sport of flat track roller derby and are determined to see it take a permanent hold in Lubbock.

However, WTRD is more than just a sports club. We foster leadership in our skaters and believe in giving back to the community that supports us. Our vision is to deliver a powerful and positive image to the South Plains Community.

### WHY SPONSOR US?

WTRD is a skater owned and operated league who is striving to gain non-profit status. Thus, WTRD relies heavily on sponsorship from companies like yours to provide affordable entertainment to the Lubbock

community. All proceeds from sponsorships, donations, monthly dues, ticket sales, and merchandise sales are used to cover costs such as bout production, advertising, and printed materials, travel expenses, uniforms, and rental of our practice facility. Your sponsorship can bring new customers to your business and help keep a wildly successful group of athletes rolling for another season.

As the only flat track roller derby league in Lubbock, West Texas Roller Derby is poised to make an impact on the South Plains. WTRD hosted events are extremely fun, well promoted, and very well organized. Our fans include a large cross section of people in the Lubbock and South Plains area. As part of our community involvement, our league shares the spotlight with our favorite charities by donating time and a portion of our bout proceeds.

We continually work to increase league awareness with personal appearances at community events and fundraisers throughout the year. We keep a growing fan base included in all activities using Facebook, email, and more. As one of our sponsors, you can reap the benefit of all that extra attention, plus the undying love of our skaters and volunteers (not to mention our loyal fans).

# AUDIENCE STATISTICS

Average  
fan age

37  
years

82%

Straight

Male



39%

18%

LGBT

Female



61%

84%

Some college  
education

A donut chart with a purple center and a white ring. The white ring contains the text "55%" in black.

greater than  
**\$50,000**



Annual  
household  
Income

A donut chart with a purple center and a white ring. The white ring contains the text "33%" in black.

greater than  
**\$75,000**



# 2017 SPONSOR KIT

## GOALS FOR THE SEASON

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WTRD has several goals for the 2017 season and beyond. They include:

1. Gaining 501(c)3 non-profit status by the end of 2018. Achieving this will allow us to have a more substantial impact on the Lubbock community.
2. Covering travel expenses for our team as we travel to other cities to compete for the 2017 season.
3. Recruiting additional team members to have several teams for competition at all levels (Freshmeat, Intermediate, and Elite).
4. Providing training clinics for our skaters (and surrounding area skaters) to continue to improve their skill level.
5. Finding a local space where we can practice more frequently (warehouse space is optimal).





# 2017 SPONSOR KIT

## SPONSORSHIP PACKAGES AVAILABLE

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Cost	The Lethal Whoopin'	Grand Slam	Whip	Hip Check	Shoulder Check	Fan Favorite
	\$1,500	\$750	\$500	\$250	\$100	\$50

### PRE-EVENT EXPOSURE

Logo on fliers as presenting sponsor (QTY = 1,500) (per bout)	Yes	Yes	-	-	-	-
Logo/Link on Website for One Year	Yes	Yes	Yes	Yes	-	-
Company name and link on Facebook events (per bout)	1	-	-	-	-	-
Event Appearance by three roller girls (2 hours) (per season)	1	-	-	-	-	-

### SOCIAL MEDIA (2500+ Facebook fans)

Facebook Mentions (approximately 1 per month or as decided by you)	12	12	4	4	-	1
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### IN-EVENT EXPOSURE (Bouts and other events)

Company name on program sponsor page (QTY = 200) (per bout)	1	1	-	-	-	-
Booth Space (Per Bout)	1	1	1	-	-	-
Announcements (Per Bout)	4	3	2	1	1	-
Banner placed in visible location (Per Bout; Sponsor to Supply)	1	1	1	1	-	-
Company logo on scoreboard	1	-	-	-	-	-

### TICKETS

Season Tickets	4	2	-	-	-	-
Bout Tickets	-	-	4	2	2	2

### PROGRAM ADVERTISEMENTS (Full page is 8" X 5")

Full Page / Black and White (Per Bout)	1	-	-	-	-	-
½ Page / Black and White (Per Bout)	-	1	-	-	-	-
¼ Page / Black and White (Per Bout)	-	-	1	-	-	-

### IN KIND

From time to time, sponsors choose to donate products or service to WTRD. Products or services may include things like uniforms, bus rental, printing services, t-shirt screen printing, or specialized training.



# 2017 SPONSOR KIT

## THE AGREEMENT

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1. This agreement indicates a firm commitment (non-cancelable) of the sponsorship for West Texas Roller Derby's 2017 bouting season, in accordance with the corresponding sponsorship registration forms. All signed agreements are binding.
2. Sponsor agrees that the activities contemplated by this agreement have a specific and limited scope and are an exchange of goods. Nothing in this agreement should be construed to imply or convey West Texas Roller Derby's approval, endorsement, certification, acceptance, or referral of any Sponsor product or service. No materials developed or intended for use in connection with the sponsorship activities will be distributed or otherwise used prior to West Texas Roller Derby's advance review and approval. According to the specified sponsorship, West Texas Roller Derby will provide appropriate acknowledgment and recognition of the Sponsor as agreed upon in the sponsor registration, sponsorship package and/or sponsorship à la carte options sheet.
3. Sponsor agrees to indemnify and hold harmless West Texas Roller Derby, its officers, directors, employees, agents, and players from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys' fees, costs, and other expenses, incurred in any way in connection with Sponsor's acts, omissions, or breach of contract.
4. Sponsor acknowledges and agrees that West Texas Roller Derby may terminate the Agreement at any time, for any reason in its sole discretion.
5. In certain cases, the date and/or time of an event may need to be changed, or the event may need to be cancelled. West Texas Roller Derby reserves the right to change or cancel the event with notice to the sponsor, and such notice of change or cancellation may be given by telephone or e-mail.
6. West Texas Roller Derby and/or sponsor/advertiser are liable should one or the other default. Any 3<sup>rd</sup> party agency signing on behalf of the sponsor/advertiser will be held responsible for the fulfillment of this non-cancelable contract.
7. Any claim or dispute arising under this agreement shall be adjudicated exclusively under the laws of Texas, in the courts of Texas, without regard to conflict of laws or principles. Each party hereby submits and waives all objection to personal jurisdiction in Texas.
8. Sponsor will not disclose or use for its own benefit any sensitive information related to West Texas Roller Derby business, sponsorship program, or manner of operation. Sensitive information includes, but is not limited to prices, marketing, information (including marketing contacts), any information that is designated confidential or that the sponsor or West Texas Roller Derby guards as confidential. All e-mails or other written correspondence between West Texas Roller Derby and Sponsor will be treated as confidential and will not be published or distributed outside of West Texas Roller Derby and/or sponsor's organization without the written consent of the other party.
9. This contract contains all terms of the agreement and no verbal commitments will be of any force or effect. West Texas Roller Derby's liability for errors in advertising is expressly limited to the value of the ad space occupied by such error. No adjustment is applicable to any free sponsorship or advertisement. WTRD is not obligated to proof ad materials provided by the sponsor prior to printing, or to review printed materials with the sponsor prior to distribution. Accuracy of advertisement produced by WTRD is the responsibility of the Sponsor. Reproduction quality of photographs or artwork provided cannot be guaranteed. Full payment is due upon receipt. If legal action is required to enforce the terms of this agreement, the



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## THE AGREEMENT

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prevailing party shall be entitled to attorney's fees in addition to any other relief to which the prevailing is entitled.

10. Sponsor agrees that they will not send out any press release(s) regarding this sponsorship or any event(s) without first submitting the press release(s) to West Texas Roller Derby and receiving approval of the press release.

11. No modification of this agreement will be valid unless in writing and executed by both parties, with the League President of West Texas Roller

Derby signing on behalf of West Texas Roller Derby.

12. Sponsor understands that certain benefits of sponsorship require information or input by the sponsor. Failure to provide such information or input by dates required by WTRD may result in the forfeiture of the benefits for which it was required.

13. WTRD has the right, upon request, to require Sponsor to provide an independent appraisal of the value of certain in-kind donations prior to acceptance of such donations

### USE OF THE WTRD LOGO(S)

Sponsors are prohibited from using West Texas Roller Derby's (WTRD) logo(s) without prior written approval by the executive committee President of WTRD. WTRD may withhold its consent to use the mark for any reason it deems necessary.

### AD & PAYMENT DEADLINE

Six weeks prior to bout: January 14th for bout on February 25<sup>th</sup>, January 28th for bout on March 11<sup>th</sup>, April 15<sup>th</sup> for bout on May 27<sup>th</sup>, July 1<sup>st</sup> for bout on August 12<sup>th</sup>, July 29<sup>th</sup> for bout on September 9<sup>th</sup>, September 9<sup>th</sup> for bout on October 21<sup>st</sup>.

### AD FORMAT & DELIVERY

Sponsors are responsible for their own black and white ad designs. Please submit files made in Photoshop or Illustrator preferably in PDF, JPG, or PNG, with a minimum resolution of 300 dpi. Please use your business name for the ad file name. You can email ad submissions to [westtxrollerderby@gmail.com](mailto:westtxrollerderby@gmail.com).

### VENDOR INFORMATION

Vendors provide merchandise and/or business information, table, chairs, and staff. Each vendor space is not to exceed 10' X 10'. Due to variations in layout at each venue, your space may be smaller than the maximum dimensions. Vendor space is reserved in the order in which your contract and payment are received. Priority is given to sponsors and vendors who make an annual commitment. A limit of two staff members per vendor space is encouraged. Tickets for additional staff are available for purchase. Your vendor space purchase includes a "shout out" by our announcers at the bout. Please arrive to set up one hour before the doors open. House lights at our events are dimmed while our skaters are on the track to enhance the fan experience. You may bring supplemental lighting; please let us know in advance if an electrical outlet is needed and we will do our best to accommodate your request.



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## REGISTRATION

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Please complete this page in its entirety, and return with a check or money order made payable to West Texas Roller Derby. We accept PayPal, checks, and cash. Send PayPal payments to [donate.wtrd@gmail.com](mailto:donate.wtrd@gmail.com). You may give your payment and form to your WTRD league contact. Forms can also be emailed to [westtxrollerderby@gmail.com](mailto:westtxrollerderby@gmail.com). You may also email this address to arrange payment.

Business Name:	Contact Name:		
Street Address:	City:	State:	Zip Code:
Phone Number:	Email Address:		
Website:			
<i>I agree to the terms of the sponsorship agreement and have enclosed payment.</i>			
Signature: <u>X</u>	Date:	Received (WTRD ONLY):	

### CORPORATE SPONSORSHIP PACKAGES

____ The Lethal Whoopin'	..... \$1,500
____ Grand Slam.....	\$750
____ Whip.....	\$500
____ Hip Check.....	\$250
____ Shoulder Check.....	\$100
____ Fan Favorite.....	\$50

### MEET THE SKATERS OF WTRD

\_\_\_\_ Have 3 roller girls at the event of your choice (2 hours - \$185)

### ADVERTISING RATES

____ Full Page Advertisement.....	<input type="checkbox"/> Per Bout (\$25)	<input type="checkbox"/> Season (\$200)
____ ½ Page Advertisement.....	<input type="checkbox"/> Per Bout (\$20)	<input type="checkbox"/> Season (\$150)
____ ¼ Page Advertisement.....	<input type="checkbox"/> Per Bout (\$15)	<input type="checkbox"/> Season (\$100)
____ Company Logo/Link on Website.....		<input type="checkbox"/> Season (\$100)

### TARGETED MARKETING PROGRAMS

____ Vendor Space (vendor provides table, chair, and personnel).....	<input type="checkbox"/> Per Bout (\$50)	<input type="checkbox"/> Per Season (\$350)
____ Banners (sponsor provided).....	<input type="checkbox"/> Per Bout (\$25)	<input type="checkbox"/> Per Season (\$175)

**MAKE ME AN MVP!**  Please contact me about creating a custom brand integration package.

PHOTO BY GIL CROMMENS

# LIVE ROLLER DERBY

FEB 25TH

MARCH 11TH

MAY 27TH

AUGUST 12TH

SEPTEMBER 9TH

OCTOBER 21ST



## 2017 SEASON

1904 E 4TH ST. LUBBOCK, TX

DOORS OPEN @ 6:30PM | ACTION STARTS @ 7PM

\$10 FOR ADULTS | \$7 W/ COLLEGE OR MILITARY ID | KIDS 10 & UNDER

FREE W/ ADULT PURCHASE