

"Derby is all-encompassing. You get a taste of it and it swallows you up. It's engaging on a physical level, obviously. It's a contact sport, and there are not a lot of contact sports for women. It's engaging on a community level, because it's connected to the culture of Providence. It's grassroots. It's tied to RISD and the arts scene here, and the very DIY (do-it-yourself) spirit that is big in derby, but especially in Providence."

- Craisy Dukes in the Providence Phoenix



# Sponsorship

2010 REAL. STRONG. ATHLETIC. REVOLUTIONARY.

**Rhode Island Riveters VS. Main Port Authorities**

**PROVIDENCE ROLLER DERBY**

**SATURDAY MAY 9TH**  
DOORS: 6PM, SKATE: 7PM

**TICKETS:**  
\$10 PRESALE, \$12 AT DOOR  
KIDS 5-12 HALF OFF  
WWW.BROWNPAPERTICKETS.COM

**HALF TIME ENTERTAINMENT: THE SEX SLAVES**

benefitting the Gloria Gemma Foundation please wear PINK and show your support for Breast Cancer Awareness!

Featuring: DJ's Breeze and the Count kickin out the jams

**WWW.PROVIDENCEROLLERDERBY.COM**

**PROVIDENCE ROLLER DERBY**  
SATURDAY APRIL 11TH

**RHODE ISLAND RIVETERS VS. NUCLEAR KNOCKOUTS**

FROM PENNSYLVANIA'S HARRISBURG AREA ROLLER DERBY

**@ R.I. CONVENTION CENTER**  
1 SABIN ST. PROVIDENCE

**TICKETS:**  
\$10 PRESALE, \$12 AT DOOR  
KIDS 5-12 HALF OFF  
WWW.BROWNPAPERTICKETS.COM

**HALF TIME ENTERTAINMENT BY: SASQUATCH AND THE HOLY HELLRAISERS**

**WWW.PROVIDENCEROLLERDERBY.COM**

**LIVE ROLLER DERBY! LIVE LOCAL ACTS!**

**RUMBLE IN THE URBAN JUNGLE CHAMPIONSHIP**

**MOB SQUAD VS. OLD MONEY HONEYS**

**Motif MAGAZINE**

**BANK OF AMERICA SKATE CENTER**  
2 KENNEDY PLAZA - DOWNTOWN PROVIDENCE, RI

**FRIDAY SEPTEMBER 21ST**

**ADVANCE \$9**  
CHILDREN 12 & UNDER \$5  
CHILDREN UNDER 6 FREE  
BOUT DAY \$12

**WWW.BROWNPAPERTICKETS.COM**  
DOORS 7PM BOUT 8PM  
RAINDATE SUNDAY SEPTEMBER 23RD  
DOORS AT 5PM - BOUT STARTS AT 6PM

**PROVIDENCE ROLLER DERBY PRESENTS**

**CANDY LAND MASSACRE**

**FRIDAY JULY 17**  
DOORS: 7PM, SKATE: 8PM  
AT: BANK OF AMERICA RINK  
12 KENNEDY PLAZA, PROVIDENCE  
RAINDATE: 7/19 DOORS: 6PM, SKATE: 6PM

**TICKETS:**  
\$10 PRESALE \$12 AT DOOR  
KIDS: 5-12 yrs old HALF PRICE  
WWW.BROWNPAPERTICKETS.COM

**HALFTIME PERFORMANCE BY: OFF THE GROUND**  
BOUT DJS: BREEZEE AND THE COUNT

**MOB SQUAD**  
**The Rats**

**WWW.PROVIDENCEROLLERDERBY.COM**

**PROVIDENCE ROLLER DERBY 2010 SEASON**

**SUNDAY, APRIL 18**  
RI RIVETERS VS. LONDON BRAWLING  
DOORS: 2:00 PM BOUT: 3:00 PM

**SATURDAY, MAY 22**  
RATS VS. OWH  
DOORS: 6:00 PM BOUT: 7:00 PM

**SATURDAY, JUNE 12**  
RI RIVETERS VS. SUBURBAN ROLLER DERBY  
BONUS BEEZ BOUT 5PM, DOORS 6, BOUT 6:30

**SATURDAY, JULY 10**  
OWH VS. MOB  
DOORS: 6:00 PM BOUT: 7:00 PM

**SATURDAY, AUGUST 14**  
RI RIVETERS VS. DC ROLLERGIRLS  
BONUS BEEZ BOUT 5PM, DOORS 6, BOUT 6:30

**SATURDAY, OCTOBER 2**  
MOB VS. RATS  
DOORS: 6:00 PM BOUT: 7:00 PM

**SATURDAY, NOVEMBER 6**  
HOME TEAM CHAMPIONSHIP  
TEAMS TBD  
DOORS: 6:00 PM BOUT: 7:00 PM

**ALL BOUTS TAKE PLACE AT THE RHODE ISLAND CONVENTION CENTER 1 SABIN ST., DOWNTOWN PROVIDENCE**

**FOR TICKETS & INFORMATION, VISIT WWW.PROVIDENCEROLLERDERBY.COM**

**rhode island's own providence roller derby**

**the old money honeys vs. the rats**

**RINK OF FIRE**

**best OF ROLLER DERBY**

**live outdoor rinkrash roller derby**  
**August 28**

**FRIDAY** gates at 7 skate at 8

**Tickets \$10** presale \$12 at door children 12 and under half price  
Bout  
Halftime entertainment by Pariah Beat music by DJ Breeze and The Count

**Bank of America Rink**  
2 Kennedy Plaza Downtown Providence  
presale tickets [www.brownpapertickets.com](http://www.brownpapertickets.com)  
[www.providencerollerderby.com](http://www.providencerollerderby.com)



# Be a Part of the Roller Derby Phenomenon!

Roller derby is an emerging promotional platform with many opportunities for partners to leverage its positive, athletic, hip, smart and sexy image. Partners can enhance their own brand image by affiliating with the all-female, skater-operated sports league which consistently delivers captivating and memorable fan experiences unlike anything else in Providence.

Now is the time to cement your relationship with this high-profile sport that Bob Dotson of NBC Nightly News has called "the fastest growing sport in America."

Flat-track roller derby has captured the hearts and minds of a diverse and highly-sought demographic. With disposable incomes, an insatiable appetite for life, and an intense dedication to the lifestyle of knock-your-socks off excitement, larger-than-life personalities, and the work hard/play hard ethic of extreme sports, roller derby fans and players alike are a demographic you want.

To learn more about specific sponsorship opportunities with the Providence Roller Derby, contact us at [prdsponsorship@gmail.com](mailto:prdsponsorship@gmail.com).



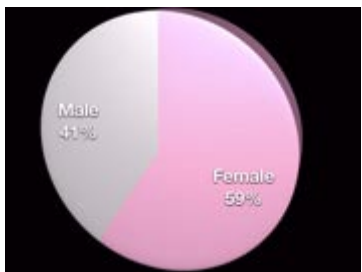
"The players wear miniskirts and fishnets with their knee pads, helmets, and mouth guards. They go by names like Jetta von Diesel, Rhode Kill, and Sass E. McNasty, and called their last home-team bout CarniMaul 2009. There are brawls from time to time, and the music and announcers are loud and raucous. Yet the audience is as much suburban families as punks, artists, and hipsters. A Girl Scout troop came to cheer for a team at a recent bout. *Rhode Island Monthly's* "Best of Rhode Island" issue featured Providence Roller Derby not only as a great game, but as the best role model for young girls."

- The Providence Phoenix, Hell on Wheels, 2009

# Demographics

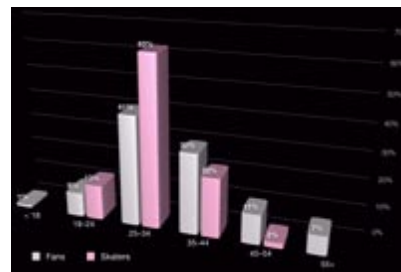
According to a 2010 survey conducted online by the WFTDA over the course of four weeks, with 9,781 respondents, fans are...

## Gender



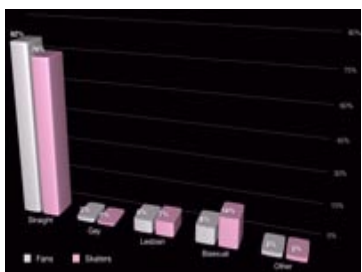
*Slightly skewed toward a female audience: 59% female, 41% male*

## Age



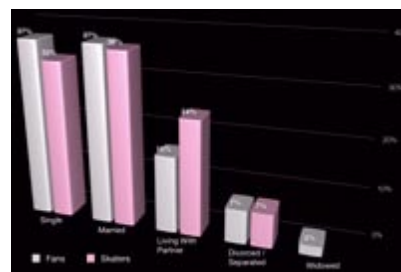
*Young, with 41% between 25 and 34 years old (and an additional 41% between 35 and 54 years old)*

## Sexual Orientation



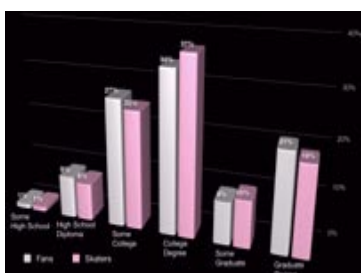
*About 80% of fans identify as straight; the remaining identify as gay, lesbian, bisexual or other*

## Marital Status



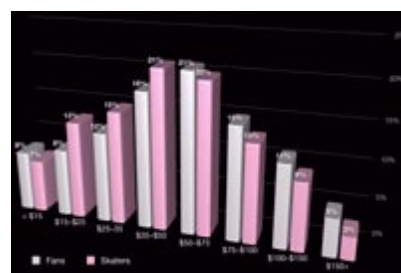
*37% are single, 37% are married, and 16% live with a partner*

## Education Level



*91% have at least some college education*

## Household Income

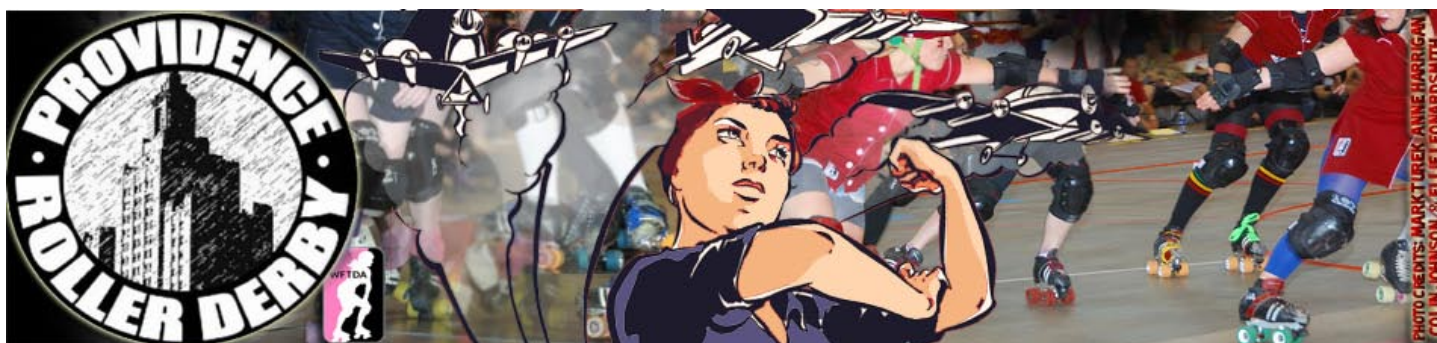


*Even distribution of household incomes, with most falling between \$35,000 and \$75,000 per year*



Two thirds of all fans know the businesses that support their local derby league, and nearly 90% hold a favorable opinion of these businesses as a result. Over 60% have patronized businesses that sponsor their local league. Devoted derby fans make even more of an effort to support sponsoring businesses—84% know who the sponsors are and almost 80% have patronized those businesses.

Don't miss the opportunity to partner with women's flat track roller derby while the sport is young and growing. For more information on sponsorship opportunities contact [prdsponsorship@gmail.com](mailto:prdsponsorship@gmail.com)







## 2010 HOME BOUT SCHEDULE

May 29 <sup>th</sup>	Rats vs. Honeys
July 10 <sup>th</sup>	Mob vs. Honeys
October 2 <sup>nd</sup>	Rats vs. Mob
November 6 <sup>th</sup>	Championship

## 2010 RIVETERS BOUT SCHEDULE

April 18 <sup>th</sup>	Riveters vs. London
June 12 <sup>th</sup>	Riveters vs. Suburbia
August 14 <sup>th</sup>	Riveters vs. DC

# Providence Roller Derby Sponsorship Levels

Providence Roller Derby sponsorship packages are designed to highlight our relationships with athletic and lifestyle-relevant businesses. Partnering with the Providence Roller Derby to promote your organization includes benefits such as logo placement on website and in promotional material, program ads, announcer mentions, prominent banner visibility, VIP tickets, title tournament sponsorship, vendor booths, product placement and promotion, skater appearances, product endorsement, and multimedia branding and visibility.

For information on packages and pricing, or to build a customized sponsorship, email us at [prdsponsorship@gmail.com](mailto:prdsponsorship@gmail.com).



# The PRD Audience and Media Coverage

In “real life”, the skaters of the WFTDA are artists, business owners, public speakers, scientists, PR and marketing specialists, mothers, volunteers, public servants, rock stars, teachers, accountants and professors, and when they step on the track their friends and family are in the front row.

Modern roller derby appeals to people from all walks of life, from aging fans of the banked track, to 20-something hipsters who, before roller derby, wouldn't have been caught dead at a sporting event. Our demographics cut a wide swath across gender, race and age, with the average fan in the middle-to upper middle-class tax bracket and between 20-45 years old.

We provide quality, family-friendly entertainment with an edgy component that captures the imagination of fans and the media. The 2010 bouts offer an outstanding opportunity for our sponsors to gain incredible visibility with skaters and fans.

The roller derby resurgence receives great local and national media exposure; with multiple television and other media deals in the works, Providence Roller Derby is poised to continue their exponential growth.

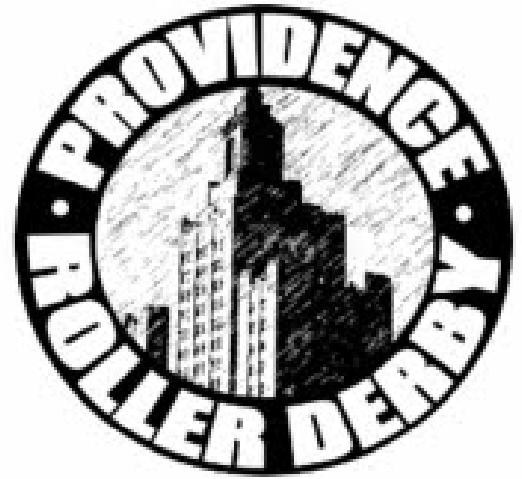


“Dressed in short shorts and fishnet stockings and sporting monikers like Craisy Dukes and Rhode Kill, we thought these were the kind of women we should keep away from our impressionable young daughters. We were wrong. Our preschool testers love the friendliness, fast-paced action and easy-to-grasp rules, while we swoon for the athletic prowess and sheer guts on display. At \$10 a ticket, it's a bargain for the whole family.”

- Rhode Island Monthly, Best Role Model for young girls, August 2009

For more videos, other news articles and more media, please visit [ProvidenceRollerDerby.com](http://ProvidenceRollerDerby.com)

REAL.  
STRONG.  
ATHLETIC.



REVOLUTIONARY

Vicious Stylz

(aka Jessica Cohen)

Sponsorship Chair

prdsponsorship@gmail.com

funkEpunkEmonkE

(aka Amanda Suzzi)

Sponsorship Sales Manager

(401) 475-1344

funkepunkemonke@gmail.com