



# Providence Roller Derby Sponsorship Packet

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Dear Roller Derby Fan and Potential Partner,

Thank you for your interest in being a Providence Roller Derby sponsor for the 2009 season.

Roller derby's popularity continues to explode throughout the country, and PRD is at the forefront of the movement. Help Providence Roller Derby continue to develop the fastest and most exciting contact sport for women.

## 2009 – a new season, a new mission

We are excited to announce that in January 2009, Providence Roller Derby started the process to re-incorporate as a not-for-profit business. We anticipate achieving federal recognition as a charity by year-end, making cash and in-kind 2009 donations to PRD tax-deductable.

Donations to the league thus help to further our mission. Our mission is to be a non-profit organization that is self-governed and dedicated to making a positive impact in the lives of our skaters and community. We do this by participating in local events and activities while working to increase recognition of women's flat track roller derby. We strive to advance our organization by encouraging teamwork, dedication, and cultivating the individual talents and strengths of all of our members.

Our 2009 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.

## Eight Rhode Island bouts in 2009

The league has scheduled home bouts from April to October, each sure to pack the house.

The skaters will compete in interleague play on four dates at the Bank of America Skating Rink in Downtown Providence from May to September, including our September 25th championship bout. The travel team will compete in four WFTDA bouts at the RI Convention Center in Downtown Providence.

<b>2009 HOME BOUT SCHEDULE</b>	
<b>AT BANK OF AMERICA SKATING CENTER</b>	
May 29th	MOB vs. Honeys
July 17th	MOB vs. Rats
August 28th	Rats vs. Honeys
September 25th	Championship Bout

<b>2009 RIVETERS BOUT SCHEDULE</b>	
<b>AT RI CONVENTION CENTER</b>	
April 11th	vs. Harrisburg
May 9th	vs. Maine
August 16th	vs. Detroit
October 17th	vs. CT



PRD 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, and after-party promotions.

## Events, parties, and ceremonies

The skaters and our fans love to party! Each bout after-party rages into the morning hours. After-party sponsors can feed a hungry mob of fans as they mingle and get to know their favorite skaters.

Aside from the after-parties, there are several major fund raising parties planned for 2009:

- **Pre-Screening of the Xpose episode on Providence Roller Derby by Cox Sports**
- **The 'DerbyTaunt Ball,' where rookies are introduced to the fans and assigned to teams**
- **The Viking Party**
- **Rock the Ink**
- **And more!**

Beyond these major shin-digs, there are additional opportunities to support the league and reach our fan base via our highly trafficked web site, our many public appearances (including city parades, blood drives, movie premieres, fashion shows, craft fairs, arts festivals, and live music performances), or in our regular e-mail announcements to our large fan list (with 200+ active e-mail subscribers).

Hugs & Slugs,  
Vicious Stylz  
Lotta Pain  
Rose Creeper  
funkEpunkEmonkE



## Three simple reasons to **SPONSOR** Providence Roller Derby.

★ Between 700 and 800 fans will attend each bout of the fifth season. Our demographic is broad and the **EXPOSURE** is priceless. Providence Roller Derby has been featured all over the local media, from the Providence Journal and Motif Magazine to television news channels and guest spots on WBRU radio.

Roller derby is a **FULL-CONTACT** sport with attitude and style – nothing is faked or staged. With over 287 leagues – and growing – **NATIONWIDE**, the sport of roller derby is loved by all. Nostalgic derby lovers sit shoulder to shoulder with rowdy, twenty-somethings and cheering kids at the Bank of America skating rink, PRD's official summer bouting venue and at the RI Convention Center, the Riveters official bouting venue.

★ Providence Roller Derby is skater-owned and skater-operated. It's a DIY, non-profit organization who is dedicated to delivering a **STRONG** and positive image to the Rhode Island and Southern MA **COMMUNITY**. As a sponsor, your company will be featured alongside and affiliated with our grassroots, positive, athletic **IMAGE**.

★ Providence Roller Derby is committed to achieving financial stability to allow us to give back to the community in the form of participating in and hosting **CHARITABLE** events with local organizations like Habitat for Humanity, the RI Blood Center, the Coalition Against Domestic Violence, and the RI Girl Scouts.



## What are they saying about **Roller Derby**?

★ “Elbows fly. POW! Polyurethane wheels squeak as they skid across the shiny hardwood floor. A skater falls, and her body crashes to the floor. SLAM! She pops back up and returns to skating with the pack... Countless collisions occur within this cyclone of speedy roller skaters, making falling just part of the game. Each bout seems straight out of a comic book.” – **Emily Sweeney | Boston Globe**

★ “I give the girls a lot of my admiration. They’re paying expenses on their own. They’re organizing. If I was 20 years old, I’d probably be right with them.” – **Loretta Behrens | an original Roller Girl**

For videos, photos, press articles, bios and more, go to [www.providencerollerderby.com](http://www.providencerollerderby.com)



## History and Rules

Providence Roller Derby was established in 2004, and was the first all-female, flat-track roller derby league in all of New England! This year, we consist of three fantastic and thematic home teams - Mob Squad, Old Money Honeys, and Sakonet River Roller Rats.

The coaching staff trains them well and sends the best skaters from these teams around the continent to skate against other travel teams. The all star travel team, Rhode Island Riveters, is ranked nationally and defends our Rhode Island pride. We also have a national B-Team, Killah Bees.



PRD was born in 2004 when Sarah "Doom" Kingan #4.0, a Brown University alumna, returned from Tucson Roller Derby while on an internship in Arizona and fell in love with the game! Back in 2004, there weren't too many leagues around us, but now, in 2009, that's a different story. There are now local leagues like Maine Roller Derby, Boston Derby Dames, Connecticut Roller Girls, and New Hampshire's "Skate Free or Die." The number of registered WFTDA leagues continues to grow and we love that! Especially since it gives us an increasing number of teams to bout

against!

The sport of Women's Flat Track Roller Derby that we play is a real sport, and fighting is not allowed. The two most significant differences in the roller derby we play, versus the roller derby seen in the past on TV, are the type of track we skate on and the rules of play. As the first Women's Flat Track Roller Derby League in New England, and the only roller derby league in Rhode Island, Providence Roller Derby is a registered member of the WFTDA, the official Women's Flat Track Derby Association. Pronounced "Wiff-Ta-Da," the association has more than 60 member leagues, and dictates a clear set of rules.





There are many avenues for creative and memorable promotion of your Providence Roller Derby partnership at derby bouts and events. As examples, a sponsoring partner could market to PRD fans via:

- ★ Presenting sponsorship ("Mob Squad vs. River Rats, presented by the Acme Company").
- ★ Signage at bouts
- ★ Sponsorship of individual promotional bout posters
- ★ Sponsorship of full season schedules (fridge magnets, postcards)
- ★ Giveaways of samples for fans as they enter the bout arena
- ★ Gift certificates, samples or coupons in V.I.P. bags for top-tier ticket holders
- ★ On-uniform patches
- ★ Bout and event raffles
- ★ Sponsorship of league updates e-mailed to fan distribution list
- ★ Food/beverage supply at events and at PRD's future practice warehouse for skater snacking
- ★ Jointly branded merchandise
- ★ Halftime promotions
- ★ Video production sponsorship of bout programming for internet or cable broadcast

These higher level options can be discussed further with the Sponsorship Chair and are not included in the packages below.

## New this year:

### Uniform Sponsors

#### **\$1250 – Keep our ladies clothed!**

- Covers entire interleague home teams' uniforms
- Announced 3 times as sponsor at each interleague home game
- Have your banner visible at all PRD interleague home games
- 2 Season Passes for every PRD interleague home game

#### **\$700 – Cover our butts!**

- Covers half an interleague teams' uniforms
- Announced 2 times as sponsor at each interleague home game
- Have your banner visible at all PRD interleague home games
- 1 Season Pass for every PRD interleague home game

### Sponsor a Skater

#### **\$500 – Sponsor a Skater for 1 year!**

- Sponsor a skater of your choice for 12 months and cover their dues
- 2 signed promotional pictures of your skater

#### **\$250 – Sponsor a Skater for 6 months!**

- Sponsor a skater of your choice for 6 months and cover their dues
- 1 signed promotional picture of your skater

PRD has packaged other common and popular options and benefits to create a several levels of sponsor support based on financial commitment on the following pages.



## 2009 Sponsorship Pack-it-up!-ages

Lead Jammer \_\_\_\_\_ \$5000



- Trackside signage\* with your company logo for season bouts
- Full-page ad\* in each 2009 bout program
- Announcer mention during bouts
- Framed, autographed photo of the league
- Your logo to appear on PRD's homepage
- Double-size logo + link on PRD website sponsorship page
- Promotional booth set-up at bouts
- 10 Season tickets
- \$80 at bout Merchandise credit

Jammer \_\_\_\_\_ \$4000

- Trackside signage\* with your company logo for season bouts
- Half-page ad\* in each 2009 bout program
- Announcer mention during bouts
- Your logo to appear on PRD's homepage
- Logo + link on PRD website sponsorship page
- Promotional booth set-up at bouts
- 8 Season tickets
- \$60 at bout Merchandise credit





Pivot \_\_\_\_\_ \$2000



- Signage\* with your company logo for season bouts
- ¼ page ad\* in each 2009 bout program
- Announcer mention during bouts
- Logo + link on PRD website
- 6 Season tickets
- \$40 at bout Merchandise credit

Blocker \_\_\_\_\_ \$1000

- 1/8 page ad\* in each 2009 bout program
- Logo + link on PRD website
- 4 season tickets
- \$20 at bout Merchandise credit



\*To be provided by your company.





## 2009 Build-your-own Skate

### Season Program Ads – All 8 Bouts!

Full Page for all 8 Bouts	<input type="checkbox"/>	\$600
1/2 Page for all 8 bouts	<input type="checkbox"/>	\$300
1/4 Page for all 8 bouts	<input type="checkbox"/>	\$150
1/8 Page for all 8 bouts	<input type="checkbox"/>	\$100
Friend Listing for all 8 bouts	<input type="checkbox"/>	\$60

### Season Program Ads – Per Bout!

Full Page for individual bout	<input type="checkbox"/>	\$100
1/2 Page for individual bout	<input type="checkbox"/>	\$50
1/4 Page for individual bout	<input type="checkbox"/>	\$25
1/8 Page for individual bout	<input type="checkbox"/>	\$15
Friend Listing for individual bout	<input type="checkbox"/>	\$10

### Website Representation – 6 months

Logo	<input type="checkbox"/>	\$200
Logo + Link	<input type="checkbox"/>	\$300

### Bout Booth Representation

One bout	<input type="checkbox"/>	\$300
Full Season	<input type="checkbox"/>	\$2000

### Event Appearances (Negotiable)

2 Rollergirls for three hours	<input type="checkbox"/>	\$100
5 Rollergirls for three hours	<input type="checkbox"/>	\$250

### Represent at our Events (other than bouts)

Your banner at events (1 year)	<input type="checkbox"/>	\$500
Your booth at PRD events (1 event)	<input type="checkbox"/>	\$200



## Deadline and Procedure

### 2009 HOME BOUT SCHEDULE

#### AT BANK OF AMERICA SKATING CENTER

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### PROCEDURE

If you are interested in sponsoring the Providence Roller Derby, please fill out the "Sponsorship Registration" form in the 2009 Sponsorship Package. Mail all registration forms back to the Providence Roller Derby in the self-addressed envelope with your check or money order made out to "Providence Roller Derby". Upon receipt, Providence Roller Derby will confirm your sponsorship agreement via email.

Providence Roller Derby is not obligated to our sponsors until full payment is received for the event. Full payment for each event must be received by the deadline for that event. Spaces are limited so apply early!

### DEADLINES

Deadline for ad submissions is two weeks prior to scheduled event.

### AD REQUIREMENTS

Please submit black and white ad designs. All digital submissions must be tiff, jpg, or pdf files saved with a resolution of at least 300 dpi. Please include support files if needed (for fonts or art).

Send digital ad materials to:

[PRDArtDirector@gmail.com](mailto:PRDArtDirector@gmail.com)

### BANNER REQUIREMENTS

Businesses must provide the banner and drop it off at the event 1 hour before doors open. PRD must have written notice and payment by the advertising deadline. Businesses must contact PRD to arrange pickup after the event. PRD is not responsible for banners 2 weeks after the event has passed.



## Sponsorship Registration Form

Please complete this form, copy and mail original with necessary ad materials & check to:

Providence Roller Derby  
ATTN: Sponsorship  
PO Box 2516  
Providence, RI 02906

Business Name: \_\_\_\_\_

Email: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

PACKAGE(S): \_\_\_\_\_

Individual Items: \_\_\_\_\_

DATE OF EVENT(S): \_\_\_\_\_ TOTAL AMOUNT: \_\_\_\_\_

### Terms & Conditions:

- Providence Roller Derby reserves the right to decline applications, or within 10 days notice, cancel applications, based on existing or new sponsorships and/or exclusivity rights that may be put in place for the event.
- Approval of the application is within the sole discretion of Providence Roller Derby
- Vendors agree to comply with terms and conditions of this Application & Agreement, as well as the event rules and regulations. Violation of the event rules and regulations or any violations of law will result in the forfeiture of Vendor's space, and Vendor expressly agrees to waive any rights to recourse or to demand a refund or to claim damages on such grounds. Vendor will not hold Providence Roller Derby, its directors, officers, employees, representatives, agents, and volunteers responsible for any accident or injury incurred during the event.

By signing below, Vendor agrees to the terms set forth herein and represents that the person signing on Vendor's behalf has the authority to do so.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_