



Diamond State Roller Girls 2011 Sponsorship Packages

**BE PART OF THE FASTEST GROWING CONTACT SPORT IN THE WORLD.
PARTNER WITH DIAMOND STATE ROLLER GIRLS IN 2011.**

The Diamond State Roller Girls (DSRG) is a “for skaters”, “by skaters” D-I-Y non-profit organization. Our goal is provide a competitive environment in which non-traditional female athletes can participate in a sport that embodies an edgy lifestyle. DSRG is part of the WFTDA apprenticeship program and follow all WFTDA rules and guidelines. We are Real, We are Strong, We are Athletic and We are Revolutionary. Come join the Roller Derby Revolution!

As DSRG continues to grow, your business has the opportunity to grow with us. Roller Derby is synonymous with hard-hitting, fiercely competitive women’s sports action which is both addictive and affordable.

The skaters of DSRG are determined to lead the sport’s continued surge in global popularity. DSRG’s athletes work tirelessly to entertain the State of Delaware and the surrounding area. Nothing about DSRG action is staged or scripted; the league’s loyal fans enjoy honest, genuine, and exhilarating competitive action, which creates an intense and unique fan experience and has attracted international media attention since 2004.

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 Delaware.

What’s in it for you?

Roller Derby offers a positive outlet for female athletes. DSRG fans are a diverse group of people – from young adults to career professionals and families. Our fan base is not found at traditional sporting events – Our fan base reaches across generations and genders. Your sponsorship will reach this diverse and growing market.

Exposure:

When people make a connection to your business through our Sponsorship program, you have the opportunity to turn a sale into a relationship. DSRG is expanding our reach by attracting significant numbers to our bouts and events. These are the same people that will see and hear your business on our sponsorship boards and via personal announcements.

We Work With You:

DSRG can schedule promotional events at your business location. We can bring skaters for photograph sessions and create a buzz that your customers will remember.

More Exposure:

We’ve already mentioned the personal exposure at our bouts and events, but we will also post your logo and link to your web site on our web page and Facebook page.

Complimentary Tickets:

Have you ever seen Roller Derby? This is your chance. Or, you could use complimentary tickets as prizes for you own contests within your business.



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**All of this means more exposure for your business!
From the Web, to old-fashioned word of mouth.**

2010 Home Bout Statistics

- Average Attendance: 300
- Ticket Prices: \$10 advance purchase, \$12 at the door

2010 Sponsors & Partners

- Planned Parenthood
- Rudechix.com
- Rollergirlskates.com
- Christiana Skating Center
- Cupcake Kaboom
- All About Events
- Seedy Sam The Seed Man
- Out on a Limb Landscape Rescue
- Lush
- Hot Topic
- Horace Shellhammer's

Facebook

- 1009 (as of 2/7/11) Fans on Facebook (<http://www.facebook.com/diamondstaterollergirls>)

Demographics

- Male / Female: 40% / 60%
- Single / Married or Co-habiting: 50% / 41%
- Living with children / No kids: 10% / 84%
- College or graduate degree: 75%
- Household income \$50,000 or lower: 33%
- Household income \$50,000 or higher: 66%
- Age 24 or lower: 9%
- Age 25-34: 42%
- Age 35-44: 29%
- Age 45+: 14%
- Straight/GLBT: 73% / 22%

Source: WFTDA Demographic Survey, Feb 2010



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Sponsorship Options

Roller Girl Sponsorship

\$500

Is there a better way to attract customers than by having an athlete spokesperson/model? This is an opportunity for your business to sponsor a Roller Girl, Referee, or Non-Skating Official. By sponsoring an individual your business also becomes a sponsor of the entire league.

Benefits to the sponsor:

- 1) Sponsor and tag-line announced multiple times at each home bout
- 2) Sponsor logo on the Roller Girl's uniform
- 3) Roller Girl to represent sponsor at sponsor events, and provide product endorsements or testimonials (negotiated between the sponsor and the Roller Girl)
- 4) Sponsor listed on Roller Girl profile on-line and in bout-day programs
- 5) Link to sponsor's website on www.diamondstaterollergirls.com
- 6) Link to sponsor's website on Roller Girl's Facebook page
- 7) Link to sponsor's website on DSRG's Facebook page

Bout Sponsor

\$250

This is where we tag each bout with the name of a sponsor. For example, "The Diamond State Roller Girls vs Shore Points Roller Derby in, The 'Frightland' Skate of the Dead"

Benefits to the sponsor:

- 1) Sponsorship is prominently displayed on the bout flyer and pre-bout advertisements
- 2) Banners (supplied by sponsor) are prominently displayed throughout the rink before and during the bout
- 3) Sponsorship is announced every time that the bout is announced (all press-releases, sponsor credit call outs before and during the bout, Tweets, and Facebook Invites)
- 4) Logo Link to sponsor's website on www.diamondstaterollergirls.com
- 5) Link to sponsor's website on DSRG's Facebook page



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Advertising Sponsor

\$500

This is an opportunity to reach the DSRG diverse fan base for an entire year!

Benefits to the sponsor:

- 1) Sponsorship is prominently displayed on all bout programs
- 2) Banner (supplied by sponsor) is prominently displayed throughout the rink before and during the bout
- 3) Sponsorship is announced during every credit call out before and during the bout
- 4) Sponsor receives the "official" product tag of DSRG
- 5) Logo Link to sponsor's website on www.diamondstaterollergirls.com
- 6) Link to sponsor's website on DSRG's Facebook page

DSRG Partner

\$1,000

This is the ultimate Roller Derby sponsorship package and includes everything in the Advertising Sponsor package PLUS:

Additional Partner Benefits:

- 1) Two season tickets for home bouts
- 2) Two (or more) Diamond State Roller Girls to appear at one of your business events (this can be as participants at a 5K, greeters at a local festival, etc.)
- 3) Opportunity to sell merchandise or distribute promotional materials at each home bout
- 4) Title sponsorship of one of our raffle offerings at each bout.

There are many other cross-promotional opportunities and the Diamond State Roller Girls are more than happy to work with you to tailor a package that will meet your needs.



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Sponsor Level: _____

Tagline: _____

Sponsor Name: _____

Primary Contact: _____

Mailing Address: _____

Telephone #: _____

Email Address: _____

Website: _____

Checks should be made payable to "Diamond State Roller Girls" or "DSRG" and mailed to:
Diamond State Roller Girls, Inc.
League Sponsorship
1200 Greenway Road
Wilmington, DE 19803

If you have additional questions please call Rob Hurst at 302-367-4709 or email at (seedysam@diamondstaterollergirls.com).