

# BRANDYWINE ROLLER DERBY



## SPONSORSHIP PACKAGE

# WHO ARE WE? B-R-D!



Established in 2010, Brandywine Roller Derby (BRD) is Chester County's first and only, all-women's, flat track roller derby league. We are owned and operated by the skaters, for the skaters. We strive to develop women of strength, athleticism and passion to play the hard-hitting sport of roller derby on the flat track.

## **Community-Focused**

BRD is dedicated to serving our community through volunteering, activities, and charity partnerships. Similar to many roller derby leagues around the country, we spend time volunteering locally at events and fundraisers. We strive to be positive role models in the community as well, believing that all women can become leaders in their communities regardless of age, race, size, sexual orientation, religious beliefs, or athletic ability.

## **Self-Organized and Self-Funded**

We are all amateur (unpaid) skaters who not only practice regularly, but also do everything needed to keep the league running. This includes paying for practice and game space, planning and hosting events, fundraising, creating all our promotional materials and merchandise, public relations, web design and much more.

In addition, we are responsible for purchasing and maintaining our own gear and uniforms, which costs a skater an average of \$500 a year. All of our volunteers (our league coach, referees, officials, and production staff) are also unpaid and help us because they love the sport and know how rewarding it is to be part of something amazing!

# SPONSOR AN INTERNATIONALLY RECOGNIZED TEAM



## **Downingtown is now on the radar for roller derby.**

In 2016, our Brandywine Roller Derby A-Team, the Belligerents, fought their way to the WFTDA (Women's Flat Track Derby Association) Division 2 Championships, held in Portland, OR. Playing alongside international teams live on ESPN3, our Belligerents skated their way to win silver. They were witnessed throughout the globe by over 50,000 viewers. Currently we are ranked 43rd in the world, the highest position we have ever held. You have the opportunity to support a team that is internationally-recognized and a member of the fastest growing sport, conveniently right in your backyard!

Brandywine Roller Derby is also a 501(c)3 non-profit and all donations to our organization are tax deductible. By investing in our organization you're not only supporting strong athletic women, you're also contributing to our local community.

All photographs courtesy of Andrew Keyes (<http://andrewkeyes.zenfolio.com/rollerderby>).

[WWW.BRANDYWINEROLLERDERBY.COM](http://WWW.BRANDYWINEROLLERDERBY.COM)

# SPONSORSHIP OPPORTUNITIES

## GRAND SLAM

\$5,000

- ◆ Logo sticker on helmets (provided by company)
- ◆ Full page color advertisement in home bout programs
- ◆ Four announcer mentions\* during each home bout
- ◆ Logo image displayed on projector scoreboard during each home bout
- ◆ Logo on the BRD website home page under "featured sponsors" as well as logo/link to website on the sponsor page
- ◆ Skater appearances for business events (2 max per season - subject to skater availability)
- ◆ Trackside banner (provided by company) with logo displayed at all home bouts
- ◆ Complimentary booth at all home bouts
- ◆ Monthly social media shout-outs\* throughout the season
- ◆ Complimentary BRD T-shirts (5)
- ◆ Ten season passes (VIP)

*BRD can provide promotional materials (bout flyers, stickers, buttons) if requested*

\*Sponsor to provide verbiage for announcer and social media

## LEAD JAMMER

\$2,000

- ◆ Full page advertisement in home bout programs (black and white)
- ◆ Three announcer mentions\* during each home bout
- ◆ Complimentary BRD T-shirts (4)
- ◆ Logo on the BRD website sponsor page
- ◆ Skater appearances for business events (1 per season - subject to skater availability)
- ◆ Trackside banner (provided by company) with logo displayed at all home bouts
- ◆ Monthly social media shout-outs\* throughout the season
- ◆ Six season passes (VIP)
- ◆ Complimentary booth at all home bouts

*BRD can provide promotional materials (bout flyers, stickers, buttons) if requested*

\*Sponsor to provide verbiage for announcer and social media



# PIVOT

\$1,000

- ◆ Monthly social media shout-outs\*
- ◆ Company ad in bout booklet (1/2 page, black and white)
- ◆ Company announced during all BRD home bouts\*
- ◆ Skater appearances for business event (1 per season - subject to skater availability)

- ◆ Trackside banner (provided by company) with logo displayed at all home bouts
- ◆ Logo on BRD website sponsor page
- ◆ Complimentary BRD T-Shirts (2)
- ◆ Season Tickets (4 adult)

*BRD can provide promotional materials (bout flyers, stickers, buttons) if requested*

\*Sponsor to provide verbiage for announcer and social media

# BLOCKER

\$500

- ◆ ¼ page ad in 2017 home bout programs
- ◆ Logo displayed on the BRD website sponsor page
- ◆ Four (4) anytime tickets for home bouts (must request tickets 2 weeks in advance)

- ◆ Two announcer mentions\* during each home bout
- ◆ Facebook and Twitter mentions\* throughout the season

*BRD can provide promotional materials (bout flyers, stickers, buttons) if requested*

\*Sponsor to provide verbiage for announcer and social media

# SUPER FAN

\$250

- ◆ 1/8-page ad in home bout programs (black and white)
- ◆ Facebook and Twitter mentions\* throughout the season

- ◆ Logo on the BRD website sponsor page
- ◆ Two (2) anytime tickets for home bouts (must request 2 weeks in advance)

*BRD can provide promotional materials (bout flyers, stickers, buttons) if requested*

\*Sponsor to provide verbiage for announcer and social media



# BRANDYWINE BELLIGERENTS OFFICIAL SPONSOR

**\$3,500**

*This is EXCLUSIVE sponsorship of Brandywine Roller Derby's Belligerents. One sponsor per season.*

- ◆Named official sponsor of the Belligerents on:
  - BRD website home page (with link to website)
  - All home bout posters (all teams included)
  - All home bout programs (average of 5 per season)
- ◆Full page program advertisement (color)
- ◆Company banner displayed at home bouts (provided by company)
- ◆Monthly social media shout-outs\* throughout the season
- ◆Complimentary booth for your company at all home bouts
- ◆Skater appearance for business event (1 per season - subject to skater availability)
- ◆Business announcement at BRD home bouts
- ◆8 season passes to all BRD home bouts (VIP)
- ◆Company logo on skater attire (logo on jersey, pants, helmet or t-shirts)
- ◆Business advertisement on scoreboard for all BRD home bouts

*BRD can provide promotional materials (bout flyers, stickers, buttons) if requested*

*\*Sponsor to provide verbiage for announcer and social media*

Brandywine Roller Derby is comprised of three home teams: the Belligerents (A-Team), the Brawlers (B-Team) and the Brute Squad (C-Team). The Belligerents compete in WFTDA (Women's Flat Track Derby Association) sanctioned bouts and tournaments across the country. The Belligerents led an impressive 2016 season, winning first at WFTDA's Division 2 competition and winning second at WFTDA's Championships for Division 2. The team is now ranked 43rd in the world!

Your sponsorship contributes directly to specialized training, travel and accommodation expenses, rink practice time, and uniform expenses. Make a meaningful donation that has a direct impact!



# A LA CARTE SPONSORSHIP

## ADS

Ads are in black and white. Sponsors need to provide artwork or logos for program ads. Please send graphics to [brdsponsor@gmail.com](mailto:brdsponsor@gmail.com)

### Per Home Bout

Full Page.....\$100  
1/2 Page.....\$50  
1/4 Page.....\$25  
1/8 Page.....\$15

### Full Season\*

Full Page.....\$450  
1/2 Page.....\$225  
1/4 Page.....\$100  
1/8 Page.....\$50

*\*Buy a full season and get a discount! Numbers based on 5 home bouts per season.*

## A LA CARTE OPTIONS

### Table Space Rental

*\$25 per home bout*

Personally promote your organization or business at one of our bouts!

We will provide a 6 foot table space on the rink (highest traffic area) for the duration of the bout of your choice.

### Banner Placement

*\$50 per home bout*

We'll hang your banner (provided by sponsor) in a prominent location at the rink. Increase your sponsorship amount to include shout-outs!

### Timeout Sponsor

*\$100 per home bout (only one available each game - please specify which one)*

Hear your company name an average of 10 times per night during ref or team timeouts. Includes banner placement in a prominent location.

(Banner provided by sponsor)

### Penalty Box Sponsor

*\$150 per home bout (only one available each game - please specify which one)*

Hear your company name announced an average of 30+ times per night during skater penalties. Includes banner placement in a prominent location. (Banner provided by sponsor)

### Jam Line Sponsor

*\$200 per home bout (only one available each game - please specify which one)*

Your company name will be announced at the beginning of every jam. That's an average of 50 times per night!

Includes banner placement in a prominent location near the jam line (banner provided by sponsor).

### BRD Skater Appearance

Jazz up your company event by having BRD skaters make a personal appearance. Contact us to discuss cost, terms and availability.

# SPONSORSHIP FORM

Contract between Brandywine Roller Derby (BRD) and Sponsor: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

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

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Package	Cost	Check One
Grand Slam	\$5,000	[ ]
Lead Jammer	\$2,000	[ ]
Pivot	\$1,000	[ ]
Blocker	\$500	[ ]
Superfan	\$250	[ ]
Belligerents	\$3,500	[ ]

A La Carte Item	One Time	Full Season	Cost
	[ ]	[ ]	
	[ ]	[ ]	
	[ ]	[ ]	
	[ ]	[ ]	
	[ ]	[ ]	
	[ ]	[ ]	

### **In Kind Sponsorship**

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

Product or service: \_\_\_\_\_

Market Value: \_\_\_\_\_

Amount to credit towards package (to be approved by BRD Board): \_\_\_\_\_

**Total Sponsorship Value:** \_\_\_\_\_ **Monthly Payment (A La Carte):** \_\_\_\_\_ **Due Date:** \_\_\_\_\_ (Payment due in full one month after signing\*\*)

**Sponsor Representative Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**BRD Representative Signature:** \_\_\_\_\_

\*BRD 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.

\*\*Failure to pay any portion of your contribution on or before the date due as indicated on any invoice sent to you by BRD may result in the forfeiture of your sponsorship rights. Sponsor is entitled to the rights and benefits associated with the level of sponsorship indicated on this Contract. BRD reserves the right to make non-material modifications to those benefits from time to time. Sponsor understands that certain benefits of sponsorship require information or input by the sponsor. Failure to provide such information or input by the dates required by BRD may result in the forfeiture of the benefits for which it was required.