



DIAMOND STATE ROLLER DERBY

2019

www.DiamondStateRollerDerby.com

BE PART OF THE FASTEST GROWING CONTACT SPORT IN THE WORLD. PARTNER WITH DIAMOND STATE ROLLER DERBY IN 2019.

Diamond State Roller Derby (DSRD) is a "for skaters, by skaters" D-I-Y non-profit organization. Our goal is provide a competitive environment in which athletes (both male and female) can participate in a non-traditional contact sport that embodies an edgy lifestyle. DSRD is part of the WFTDA program and follows 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 DSRD 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. Our DSRD team consists of strong athletes, and our members come from a variety of backgrounds. We are mothers, doctors, lawyers, teachers, and students, consisting of all age ranges that represent every walk of life.

The skaters of DSRD are determined to lead the sport's continued surge in global popularity. DSRD's athletes work tirelessly to entertain the State of Delaware and the surrounding area. Nothing about DSRD 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.

DSRD has had phenomenal years of growth and opportunity for us, both within the organization and in our community. League membership has grown significantly as we have added numerous skaters, referees, officials, and volunteers. As we grow, we are always looking for more ways to become involved in our community, and as a 501(c)(3) non-profit organization, we proudly serve our local area in a variety of ways, including participation in the Adopt-A-Highway program, working with Delaware's Feed The First State Program and partnering with Newark's Hot Pink Project.

Roller Derby is an emerging promotional platform with many opportunities for partners to leverage its positive, athletic, smart and sexy image. Partners can enhance their own brand image by affiliating with a female dominated, 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 athletes. DSRD 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. Businesses would be smart to get the attention of roller derby fans by sponsoring a league. Eighty-two percent of all fans know the businesses that support their local roller derby league, and nearly 95% hold a favorable opinion of these businesses. Seventy-eight percent make a point to patronize businesses that sponsor their local league. Roller Derby fans have spending power. A third (33%) of fans have a household income of at least \$75,000 per year. Ninety-eight percent of all fans agree that roller derby games provide good entertainment value for their money. Many roller derby fans are hard to reach with traditional sports advertising; 32% professed to attending no other live sporting events in the previous year, and 41% percent do not consider themselves fans of traditional major sports. 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. DSRD is expanding our reach by attracting significant numbers to our games and events. These are the same people that will see and hear your business on our sponsorship boards and via personal announcements. Your logo and links to websites or contact information will also be posted to our web page, Facebook Page, and Twitter. We feature a "Sponsorship Table" at each game where we display our sponsor's ads, literature, and business cards, giving our sponsors additional visibility and exposure.

We Work With You: DSRD can schedule promotional events at your business location. We can bring skaters for photograph sessions and create a buzz that your customers will remember.

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.

**All of this means
more exposure
for your business!**

From the Web, to old-fashioned word of mouth.



Home Game Statistics

- * Average Attendance: 150
- * Ticket Prices: \$10 advance purchase, \$12 at the door, kids are free.

CURRENT Sponsors & Partners

- * Bont (Bont.com)
- * Christiana Skating Center (christianaskatingcenter.com)
- * Delcollo & Salvatore Real Estate (DelcolloSalvatoreRealEstate.com)
- * Dogfish Head Craft Brewery Inc. (Dogfish.com)
- * Embrace Home Loans (embracehomeloans.com/lou-centrella)
- * Izmaddy Studios (tholdenatikigod.com)
- * Ward & Taylor
- * DJ Davy Dave

Social Media

- * Over 3,600 likes on Facebook with a post reach of 3,400
- * New presence on Instagram and Twitter which is expected to increase as we enter our regular season

Sponsorship Options

Advertising Sponsor – Single Game

(Blocker – use strategic maneuvering to play offense and defense)..... **\$50**

This is an opportunity to reach the DSRD diverse fan base during one game

Benefits to the sponsor:

- 1) Sponsorship is prominently displayed in our game programs (half page ad)
- 2) Sponsorship is announced before and during the game
- 3) Logo Link to sponsor's website on www.diamondstaterollerderby.com
- 4) Link to sponsor's website on DSRD's Face book page
- 5) Sponsor information (ads, business cards, coupons, etc) displayed on Sponsor Table during a single game
- 6) Includes one (1) ticket for that game

RAFFLE BASKET Sponsor – Single Game.....**\$30** Minimum Value per basket
This is an opportunity to reach the DSRD diverse fan base during one game or more.

Benefits to the sponsor:

- 1) Company will be announced when raffle sales start and when raffle goes off

Game Sponsor – Single Game

(Jammer – wear a star covered helmet, bust through blockers and score).....**\$250**
This is where we tag each game with the name of a sponsor.

For example, "Diamond State Roller Derby vs. Shore Points Roller Derby in, The 'Frightland' Skate of the Dead"
This is an opportunity to reach the DSRD diverse fan base during one game

Benefits to the sponsor:

- 1) All the benefits of an Advertising Sponsor-Single (1) Game
- 2) Plus:
 - a. Sponsorship is prominently displayed on the game flyer and pre-game advertisements
 - b. Banners (supplied by sponsor) are prominently displayed throughout the rink before and during the game
 - c. Sponsorship is announced every time that the game is announced (all press-releases, sponsor credit call outs before and during the game, Tweets, and Face book Invites)
 - d. Includes two (2) Adult tickets to the sponsored home game

Advertising Sponsor – Full Season

(Pivot – wear a striped helmet, lead, and provide last line of defense).....**\$400**
This is an opportunity to reach the DSRD diverse fan base for an entire year!

Benefits to the sponsor:

- 1) All the benefits of the Advertising Sponsor-Single Game for an entire season
 - a. Upgrade to full page ad for additional \$300
- 2) Plus:
 - a. Banner (supplied by sponsor) is prominently displayed throughout the rink before and during each game
 - b. Sponsorship is announced during every credit call out before and during the game
 - c. Sponsor receives the "official" product tag of DSRD
 - d. Two (2) Adult tickets per 2018 home game and championship
 - e. One (1) social media post per month, limited to individual sponsor only, on all social media sites: Facebook, Twitter, Instagram

Time out Sponsorship – Full Season.....**\$300** (per Quarter) or **\$1000** (year)
Your business is named during every official and team time out.

Benefits to the sponsor:

- 1) All the benefits of an Advertising Sponsor-Single Game (for each game DSRD hosts during your sponsorship time)
- 2) Plus:
 - a. Sponsor name and tag-line announced each time an official or team time out is called

Penalty Box Sponsorship – Full Season.....**\$500** (per Quarter) / **\$1600** (year)

The penalty box is named after your business (you choose the name); each time a skater enters the penalty box, your business is announced. For example, "Skater # now entering the Bling Box sponsored by XXX Jewelers.."

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

Benefits to the sponsor:

- 1) All the benefits of an Advertising Sponsor – Single Game for each game DSRD hosts during your sponsorship time
 - a. If penalty box sponsored for full season, ad will be upgraded to full page
- 2) Plus:
 - a. Sponsor logo or banner (provided by sponsor) displayed above the penalty box
 - b. Penalty box named after the Sponsor (sponsor choice)
 - c. Sponsor name and tag-line announced each time someone enters the penalty box.
 - d. Four (4) season tickets per 2018 home game and championship – yearly sponsor
 - e. Two (2) social media post per month, limited to individual sponsor only, on all social media sites: Facebook, Twitter, Instagram – quarterly sponsor
 - f. Two (2) tickets per 2018 home game and championship – quarterly sponsor
 - g. One (1) social media post per month, limited to individual sponsor only, on all social media sites: Facebook, Twitter, Instagram – quarterly sponsor
 - h. Two (2) t-shirts specially made for them with our logo and their name on the back
 - i. Use of Derby Girls to help advertise them for any events (as long as we don't have a game the same day)

The Pack – Full Season

(largest number of skaters from both teams in proximity to each other).....**\$1,500**

This is the ultimate Roller Derby sponsorship package!

Benefits to the sponsor:

- 1) All the benefits of an Advertising Sponsor-Full Season
 - a. Ad will be full page (upgraded from half-page)
- 2) Plus:
 - a. Four (4) season tickets per 2018 home game and championship
 - b. Two (or more) Diamond State Roller Derby skaters to appear at one of your business events (this can be as participants at a 5K, greeters at a local festival, etc.)
 - c. Opportunity to sell merchandise or distribute promotional materials at each home game
 - d. Title sponsorship of one of our raffle offerings at each game
 - e. Two (2) social media posts per month, limited to individual sponsor only, on all social media sites: Facebook, Twitter, Instagram

There are many other cross-promotional opportunities and Diamond State Roller Derby is more than happy to work with you to tailor a package that will meet your needs. Diamond State Roller Derby also accepts in-kind donations in exchange for advertising.



Diamond State Roller DERBY 2019 Sponsorship Contract

Sponsor Level: _____

Sponsor Name: _____

Tagline: _____

Primary Contact: _____

Mailing Address: _____

FB Page: _____

Twitter: _____

Instragram: _____

Telephone #: _____

Email Address: _____

Website: _____

Checks should be made payable to "Diamond State Roller Derby" or "DSRD"
and mailed to:



Diamond State Roller DERBY, Inc.

League Sponsorship

P.O. Box 5625

Wilmington, DE 19808

We look forward to working with you! If you have additional questions
please contact us at dsrdsponsorship@gmail.com.