



**SPONSORSHIP  
PACKAGE**

Roller derby is alive and well in Moncton, and we would like to invite you to sponsor this exciting sport!

The Muddy River Rollers have spent the last year establishing the league, promoting roller derby, and building a large fan base and positive reputation in Moncton. We have been working to create lasting relationships with local charities and are now looking to do the same with you. Our skaters have been training hard and are ready to compete. We need your help to reach our goals!

Please take a few minutes to review the material contained in this sponsorship package. There are plenty of opportunities for exposure at our bouts and events, and we are confident that you will find something to meet your needs.

For more information, please call Kate Doyle at (506) 961-4237, email [sponsorship@muddyriverrollers.com](mailto:sponsorship@muddyriverrollers.com), or visit our website at [www.muddyriverrollers.com](http://www.muddyriverrollers.com).

Thank you for your consideration. We look forward to working with you.

Sincerely,

Muddy River Rollers

## **Muddy River Rollers Fact Sheet**

Formed in 2010 by Carole Maillet (AKA Burn N' RubHer), the Muddy River Rollers is an all female flat track roller derby league based out of Moncton, New Brunswick. Membership is open to all interested women 19 years of age or older. Men, 19 years of age or older, may be members of the league in the capacity of referee, coach, or volunteer.

The Muddy River Rollers provide an outlet for healthy competition, for building self-confidence, and for blowing off daily stresses. We pride ourselves on being a safe, yet thrilling avenue for women of all shapes, sizes, ages, and athletic ability to unite through alternative sport. The Muddy River Rollers take an active and visible role in our community through volunteer work and fundraising.

We are proud to be a self-taught, self-run, non-profit organization. All funds that come in to our league go toward defraying the costs of renting practice space, putting on bouts, creating merchandise and marketing materials, helping with insurance, and any incidental expenses that may arise.

The Muddy River Rollers are current members of the Canadian Women's Roller Derby Association (CWRDA), and are working hard to join the Women's Flat Track Derby Association (WFTDA). The WFTDA is the international governing body of women's flat track roller derby. Membership will allow us to have a voice in setting standards for rules, seasons, safety, and guidelines for the national and international athletic competitions of member leagues.

### **Goals**

- Solicit strong community and corporate sponsors to help promote the league
- Promote the sport of flat track roller derby
- Promote and recognize the athletes involved
- Learn from established sister leagues
- Create a strong and thriving league for future generations of rollergirls

### **Proceeds and Sponsorship**

Your support will help to fund practice and bout space, skill development camps, the travel team, uniforms, equipment, advertising, and help to ensure sustainability for years to come.

## Muddy River Rollers 2010 Media Coverage

June 1, 2010	Times and Transcript
July 2, 2010	Times and Transcript
September 8, 2010	Times and Transcript
October 7, 2010	HERE Magazine
November 7, 2010	Radio-Canada TV – <i>Luc et Luc</i>
December 3, 2010	CBC Radio One - <i>Information Morning</i>
December 6, 2010	Times and Transcript

### Here's why you should sponsor us

It's no wonder that roller derby has been called the "fastest growing sport in America" by NBC Nightly News - it's fast paced, hard-hitting and uniquely explosive. With over 450 leagues across the world it is quickly becoming a fan favourite among all demographics.

We know that as a sponsor you're going to want the bang for your buck. The 2010 WFTDA demographic survey shows that two-thirds of people knew what businesses supported their local league and 90% said that they looked favourably at those sponsors because of their involvement.

### So, who is going to roller derby bouts?

Overall, most are female (59% to 41% male). Avid fans (those who have attended 3 or more bouts in the past year) are evenly split between genders. The coveted 25 and 34 year old demographic comprises 41 percent of fans. 35 to 54 year olds make up another 41 percent. The average fan is just over 36 years old. Roller derby truly is a sport that attracts people of all ages, male and female. Your brand can be delivered to an incredibly comprehensive group of people in an attention-grabbing setting.

<b>Sponsorship Packages</b>		
<b>Level</b>	<b>Benefits and Services</b>	<b>Rate</b>
Mud Puddle	<ul style="list-style-type: none"> <li>• 1/4 page ad in 1 official bout program</li> <li>• Placement of a banner at 1 bout</li> <li>• 2 VIP passes to 1 bout</li> <li>• Your company mentioned once at 1 bout by the announcer</li> </ul>	\$250
Mud Slinger	<ul style="list-style-type: none"> <li>• 1/4 page ad in 3 official bout programs</li> <li>• Logo on MuddyRiverRollers.com with a link to your website</li> <li>• Placement of a banner at 3 bouts</li> <li>• 2 VIP passes to 3 bouts</li> <li>• Your company mentioned once at 3 bouts by the announcer</li> </ul>	\$500
Tidal Bore	<ul style="list-style-type: none"> <li>• 1/4 page ad in each official bout program for the season</li> <li>• Logo on MuddyRiverRollers.com with a link to your website</li> <li>• Placement of one banner at all bouts for the season</li> <li>• 2 VIP season passes to regular bouts</li> <li>• Your company mentioned once at each bout by the announcer</li> <li>• Professional 8x10 photo opportunity with the Muddy River Rollers (framed &amp; autographed)</li> </ul>	\$1000
Tidal Surge	<ul style="list-style-type: none"> <li>• 1/4 page ad in each official bout program for the season</li> <li>• Logo on MuddyRiverRollers.com with a link to your website</li> <li>• Placement of one banner at all bouts for the season</li> <li>• Booth and/or permission to distribute promotional materials to the audience and visiting team(s)</li> <li>• 4 VIP season passes to regular bouts</li> <li>• Your company mentioned twice at each bout by the announcer</li> <li>• Professional 8x10 photo opportunity with the Muddy River Rollers (framed &amp; autographed)</li> </ul>	\$2000
Tidal Wave	<ul style="list-style-type: none"> <li>• Your company's logo on all bout promotional materials such as posters, handbills, and flyers</li> <li>• 1/2 page ad in each official bout program for the season</li> <li>• Logo on MuddyRiverRollers.com with a link to your website</li> <li>• Placement of one banner at all bouts for the season</li> <li>• Booth and/or permission to distribute promotional materials to the audience and visiting team(s)</li> <li>• 6 VIP season passes to regular bouts</li> <li>• Your company mentioned twice at each bout by the announcer</li> <li>• Professional 8x10 photo opportunity with the Muddy River Rollers (framed &amp; autographed)</li> <li>• \$25 Muddy River Rollers merchandise pack</li> </ul>	\$3000

<b>Sponsorship Packages (cont'd)</b>		
<b>Level</b>	<b>Benefits and Services</b>	<b>Rate</b>
Muddy River Rafter	<ul style="list-style-type: none"> <li>• Your company's logo on all bout promotional materials such as posters, handbills, and flyers</li> <li>• Full page ad in each official bout program for the season</li> <li>• Logo on MuddyRiverRollers.com with a link to your website</li> <li>• Inclusion in press releases</li> <li>• Placement of two banners at all bouts for the season</li> <li>• Booth and/or permission to distribute promotional materials to the audience and visiting team(s)</li> <li>• 8 VIP season passes to regular bouts with afterparty access</li> <li>• Your company mentioned twice at each bout per season by the announcer</li> <li>• Professional 8x10 photo opportunity with the Muddy River Rollers (framed &amp; autographed)</li> <li>• \$50 Muddy River Rollers merchandise pack</li> </ul>	\$5000
Muddy River Keeper	<ul style="list-style-type: none"> <li>• Muddy River Rollers will agree to hold at least one league meeting per month at your establishment</li> <li>• Your company's logo on all bout promotional materials such as posters, handbills, and flyers</li> <li>• Full page ad in each official bout program for the season</li> <li>• Logo on MuddyRiverRollers.com with a link to your website</li> <li>• Inclusion in press releases</li> <li>• Placement of two banners at all bouts for the season</li> <li>• Booth and/or permission to distribute promotional materials to the audience and visiting team(s)</li> <li>• 10 VIP season passes to regular bouts with afterparty access</li> <li>• Your company mentioned twice at each bout per season by the announcer</li> <li>• Professional 8x10 photo opportunity with the Muddy River Rollers (framed &amp; autographed)</li> <li>• \$50 Muddy River Rollers merchandise pack</li> </ul>	\$7500

## **Other Sponsorship Opportunities**

### **Adopt a Derby Girl**

Roller derby is an expensive sport that requires each girl to purchase safety equipment, skates, insurance, and pay for league dues. Whether you are a business or an individual, you can help out with this. As a sponsor, you may contribute anywhere from \$100 to \$500. Each derby girl can be sponsored for a maximum of \$500 per year. This will pay for all of her yearly fees and some of her equipment. In exchange, you will receive an autographed picture of your derby girl, 2 tickets to a local bout, and your name (or your company's name) will be mentioned when she is introduced at each local bout she plays. You will also be giving yourself the opportunity to see your favourite girl continue to skate by easing her financial strain.

### **A La Carte Options**

- Autographed poster of the league or your favourite team - \$20
- Autographed picture of you and your favourite derby girl - \$25
- Photo opportunity with the entire league or your favourite team - \$50
- Booth for your promotional materials at a bout - \$100
- Banner at event (provided by you) - \$175/bout, \$300/season
- Full page 8"x5" program ad - \$150/bout, \$500/season
- Half page 4"x5" program ad - \$85/bout, \$350/season
- Quarter page 4"x2.5" program ad - \$50/bout, \$250/season
- Name in sponsor list - \$25/bout, \$125/season

### **Custom Exchange**

The Muddy River Rollers wish to help promote your business in exchange for what you would like to contribute to our non-profit organization. We are open to the exchange of products, discounts, and services for the listed or discussed promotional options. Some of the things we need are bout and practice venue rental, first aid supplies, sound and lighting equipment, safety gear, skates, uniforms, water, printed material, league merchandise, chiropractors and physiotherapy, photography services, and items to raffle.

Please contact Kate Doyle at (506) 961-4237 or email [sponsorship@muddyriverrollers.com](mailto:sponsorship@muddyriverrollers.com).

Thanks again for taking the time to review our package. See you on the track!