

2019-2020 Sponsorship Opportunities

# Dub City Roller Derby

A 501(c)3 Organization



## We are West Palm Beach's only WFTDA team

(Women's Flat Track Roller Derby Association)



Photo credit: Keith Ridge

### A big big thank you!

Without support from businesses like you, we would not be able to do what we do. Your business has the opportunity to gain exposure into one of the fastest growing sports in America. Roller derby athletes are well known, very accessible to their fans and are 100% driven by their love for the sport. All sponsorship dollars are used to pay for many expenses, including insurance, promotion, security, and facility rentals.

# Dub City Roller Derby

## Don't see a package that suits your needs?

We'll be happy to help you mix-and-match options to customize a package to fit your needs and budget. Don't hesitate to ask!

<b>ROLLER DERBY 101</b>	<b>Game Breakdown:</b>
<p><b>What is Roller Derby?</b></p> <p>Roller derby is a full-contact skating sport, played on a flat, oval track, in which points are scored when the designated skater laps members of the opposition. A team consists of up to 15 skaters, with up to 5 from each team on the track at any given time.</p>	<ul style="list-style-type: none"> <li>★ Two 30-minute periods</li> <li>★ 2 minute plays = “jam”</li> <li>★ 30 seconds between jams</li> <li>★ 3 timeouts per game</li> <li>★ 7 trips to the penalty box = Player Ejection</li> </ul>
<p><b>How is the game played?</b></p>	
<p>We operate under the nationally recognized Women’s Flat Track Derby Association (WFTDA) set of rules and regulations. WFTDA is the governing body for roller derby in the United States, much like the NFL and NBA. <i>The WFTDA Summarizes the game as:</i> <a href="https://rules.wftda.com">https://rules.wftda.com</a></p>	
<p>“The game of Flat Track Roller Derby is played on a flat, oval track. Play is broken up into two 30-minute periods, and within those periods, into units of play called “Jams,” which last up to two minutes. There are 30 seconds between each Jam.</p> <p>During a Jam, each team fields up to five Skaters. Four of these Skaters are called “Blockers” (together, the Blockers are called the “Pack”), and one is called a “Jammer.” The Jammer wears a helmet cover with a star on it.</p> <p>The two Jammers start each Jam behind the Pack, and score a point for every opponent they lap, each lap. Because they start behind the Pack, they must get through the Pack, then all the way around the track to be ready to score points on opposing Blockers.</p> <p>Roller derby is a full-contact sport; however, Skaters cannot use their heads, elbows, forearms, hands, knees, lower legs, or feet to make contact to opponents. Skaters cannot make contact to opponents’ heads, backs, knees, lower legs, or feet.</p>	<p><b>Game Positions:</b></p> <p><b>Jammer</b></p> <ul style="list-style-type: none"> <li>★ Helmet cover with star</li> </ul> <p> The Jammer is the point-scorer and earns one point for their team every time they lap a member of the opposition.</p> <p><b>Pivot</b></p> <ul style="list-style-type: none"> <li>★ Helmet cover with a stripe</li> </ul> <p> A specialized class of Blocker who can receive a ‘star pass’ to become the Jammer.</p> <p><b>Blocker</b></p>

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<p>Play that is unsafe or illegal may result in a Skater being assessed a penalty, which is served by sitting in the Penalty Box for 30 seconds of Jam time.</p> <p>The team with the most points at the end of the game wins.”</p>	<p>★ No helmet cover</p>  <p>Blockers assist and protect their Jammer and impedes the opposing Jammer. Blockers play both offense and defense as needed.</p>
<h2>WHO ARE WE!? DUB CITY!</h2>	<h2>WFTDA</h2>
<h3>League History</h3> <p>Founded in March 2010, Dub City is a 501(c)(3) organization run by skaters. We are West Palm Beach's only WFTDA team (Women's Flat Track Roller Derby Association)</p> <ul style="list-style-type: none"> <li>★ Our mission is to further the sport of women's flat track roller derby, as well as the personal growth and development of our fellow derby sisters by fostering community, sportswoman-ship, and athleticism.</li> <li>★ We strive to instill a sense of sisterhood, loyalty, hard work, and competitiveness, and to foster empowerment of women of all races, colors, national origins, ages, religious beliefs, sexual orientation, and body types by providing positive athletic role models.</li> <li>★ As a 501(c)3 non-profit organization Dub City Roller Derby will foster community outreach by supporting local charities through fundraising and volunteer services. Through our actions and dedication, we hope to inspire the members of Dub City and the community.</li> <li>★ Our league is made up of 60+ dedicated skaters, coaches, staking officials (referees), non--skating officials and volunteers.</li> </ul>	<p>Founded in 2005, the Women's Flat Track Derby Association (WFTDA) promotes and fosters the sport of women's flat track roller derby by facilitating the development of athletic ability, sportswomanship, and goodwill among member leagues.</p> <p>The governing philosophy of the WFTDA is “by the skaters, for the skaters.” Female skaters are primary owners, managers, and/or operators of each member league and of the association. Operational tasks include setting standards for rules, seasons, and safety, and determining guidelines for the national and international athletic competitions of member leagues.</p> <p>All WFTDA member leagues have a voice in the decision-making process and agree to comply with the governing body's policies.</p>

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## Important Demographics

- ★ Our fan base is 61% female, 39% male
- ★ 10% of fans are 24 years old or younger. The 25 to 34 year-old demographic comprises 38% of fans, while 35 to 54 year-olds make up another 45%. The average age among all fans is 37.
- ★ 84% of fans have at least some college education; 63% have earned a degree.

### Buying Power

- ★ 1/3 of our fans have a household income of \$75,000+

### Live Coverage

- ★ Did we mention that the 2015, 2016 & 2017 WFTDA Playoffs were broadcast live on



## SPONSORSHIP PACKAGES 2018-2019

<p><b>Lead Jammer</b></p> <p><b>\$6,000</b></p>	<ul style="list-style-type: none"> <li>★ Your Company name on the back of the Dub City Resistance jerseys</li> <li>★ Full page ad in each home bout program</li> <li>★ \$100 credit toward Dub City merchandise</li> <li>★ At least eight Company shout outs at all home bouts</li> <li>★ Six season tickets to home games with danger zone (front row) seating</li> <li>★ 2'x3' banner hung at home games and events (sponsor provides banner)</li> <li>★ Logo/banner with link on Dub City website</li> <li>★ Logo on promotional materials</li> <li>★ 8x10 team photo, framed and autographed</li> </ul>
<p><b>Jammer</b></p> <p><b>\$3,000</b></p>	<ul style="list-style-type: none"> <li>★ Your Company name on the back of any newly printed Dub City Home Team jerseys</li> <li>★ Half page ad in each home bout program</li> <li>★ \$50 credit toward Dub City merchandise</li> <li>★ At least six Company shout outs at all home bouts</li> <li>★ Four season tickets to home games</li> <li>★ 2'x3' banner hung at home games and events (sponsor provides banner)</li> <li>★ Logo/banner with link on Dub City website</li> <li>★ Logo on promotional materials</li> <li>★ 8x10 team photo, framed and autographed</li> </ul>
<p><b>Pivot</b></p>	<ul style="list-style-type: none"> <li>★ Quarter page ad in each home bout program</li> </ul>

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<p><b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>★ \$25 credit toward Dub City merchandise</li> <li>★ At least four Company shout outs at all home bouts</li> <li>★ Two season tickets to home games</li> <li>★ 2'x3' banner hung at home games and events (sponsor provides banner)</li> <li>★ Logo/banner with link on Dub City website</li> <li>★ Logo on promotional materials</li> <li>★ 8x10 team photo, framed and autographed</li> </ul>
<p><b>Blocker</b> <b>\$750</b></p>	<ul style="list-style-type: none"> <li>★ Quarter page ad in each home bout program</li> <li>★ \$25 credit toward Dub City merchandise</li> <li>★ Logo/banner with link on Dub City website</li> <li>★ Your Company is promoted at the beginning of half time of each home game</li> <li>★ 8x10 team photo, framed and autographed</li> </ul>
<p><b>Frontline Militia Member</b> <b>\$150</b></p>	<ul style="list-style-type: none"> <li>★ One Season ticket to all home games</li> <li>★ Your Company name on the Dub City website</li> <li>★ Dub City T-shirt</li> </ul>
<p>Optional Add-Ons:</p>	
<p><b>Jammer Line</b> <b>\$500</b></p>	<ul style="list-style-type: none"> <li>★ Your company name is mentioned at the start of each jam throughout the game (e.g. "Both teams are lined up on the Company X Jammer line")</li> <li>★ Four Season tickets to all home games</li> <li>★ Half page ad in the program</li> </ul>
<p><b>Penalty Box</b> <b>\$300</b></p>	<ul style="list-style-type: none"> <li>★ Your company name is mentioned throughout the game (e.g. "She is sent to the Company X penalty box for that low block")</li> <li>★ Two Season tickets to all home games</li> <li>★ Half page ad in the program</li> </ul>
<p><b>Sponsorship Table</b></p>	<ul style="list-style-type: none"> <li>★ You get a space outside of the track where you can set up a table for promoting your business</li> </ul>

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**\$50/bout**

★ Quarter page ad in the program

## Meet the Teams:



### The Resistance

Dub City's WFTDA all-star team. Currently ranked 56th in the international WFTDA (Women's Flat Track Roller Derby Association). The Resistance travels all over the country representing the League in various tournaments and games.



### The Militia

Dub City's "B" level or junior varsity team. The Militia plays a mix of competitive home and away bouts throughout Florida.



### Home Teams

Derby Riot  
The Other Team

## Sponsorship Commitment for 2019-2020

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

Company: \_\_\_\_\_

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# Dub City Roller Derby

Address:	_____		
Phone:	_____	Email:	_____
Website:	_____		
<b>Make checks payable to Dub City Roller Derby</b>			

## I would like package:

<b>Lead Jammer</b>	<input checked="" type="checkbox"/>		
<b>Jammer</b>	<input checked="" type="checkbox"/>	<b>Add-On:</b>	
<b>Pivot</b>	<input checked="" type="checkbox"/>	<b>Jammer Line</b>	<input checked="" type="checkbox"/>
<b>Blocker</b>	<input checked="" type="checkbox"/>	<b>Penalty Box</b>	<input checked="" type="checkbox"/>
<b>Frontline Militia</b>	<input checked="" type="checkbox"/>	<b>Sponsorship Table</b>	<input checked="" type="checkbox"/>

## Looking for something different?

If you do not see what you are looking for or you have an idea that we don't have listed, please let us know. Our goal is to create mutually beneficial partnerships, as well as think outside the track. We are also open to in-kind donations and trades. All trades and in-kind donations are subject to approval.

Notes:

\_\_\_\_\_

\_\_\_\_\_

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

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