



## **ROLLER GIRLS**

We are moms, teachers, business owners, nurses, florists and students. We are all unique, but one thing we share in common is the love for hard-hitting, full-contact roller derby! We are members of the Black-n-Bluegrass Roller Girls, Northern Kentucky's first flat track roller derby league.

The flat track version of roller derby evolved in 2001 and is the fastest-growing sport in the country for female athletes. We are proud to be a part of its revival since 2006. BBRG is a skater-owned league dedicated to the extreme sport of roller derby.

Our 2010 season begins in March with 4 home bouts and 4 away bouts scheduled. Our goals for this year are to continue building the sport, bring awareness and service to local charitable organizations, entertain our diverse and growing audience and partner with exciting new sponsors.

With our new season approaching, we are looking for sponsorship partners at a variety of levels to keep our team moving forward. If you are looking for a unique marketing opportunity—then we are looking to build a relationship with you.

Hits and kisses,

The Black-n-Bluegrass Roller Girls

## stats



### Roller derby is the fastest-growing female sport.

- ★ There are over 350 leagues nationally and 400 worldwide.
- ★ Bouts are professionally announced and ticketed with 300-500 fans attending.
- ★ Roller Derby appeals to a broad demographic with disposable income.
- ★ We give back to our community by raising money and awareness for local and national charities.
- ★ Our website, which is updated weekly, receives an average of 200 hits per day.

### Who attends a roller derby bout?

**Target age: 20-45 years old, Average age: 36.4 years old**

**Male: 47%, Female: 53%**

**Average income: \$40,000 - \$70,000 annually**

\*wftda.com Women's Flat Track Derby Association

# exposure



## Are you seeking extreme marketing exposure?

Roller derby is an extreme sport with a diverse and highly sought-after demographic. Your company can benefit from partnering with our edgy sport that requires speed, strategy and athleticism. Oh...and don't forget about our larger-than-life personalities!

## Why does BBRG need your Sponsorship?

Skater-owned and operated, our skaters do not get paid for competing. We cover our own costs for:

- Venue Rental
- Insurance
- Equipment
- Uniforms
- Web Hosting
- Merchandise
- Printing
- Travel Expenses

**We need sponsors to donate goods, services, and funds to make our league successful.**

# commitment



## ★ Coma Level Sponsorship - \$4000 and above

- 2 BBRG tee shirts and a signed poster
- Ten (10) tickets to all HOME bouts
- Announcement of sponsorship at HOME bouts
- Logo placement on uniforms (4"x4" patch, provided by sponsor)
- Logo placement on BBRG website with link, a full page ad in all HOME bout programs and on bout flyers
- BBRG appearance upon request at 1 event

## ★ Broken Bone Level Sponsorship - \$1000 to \$3999

- Eight (8) tickets to all HOME bouts
- Announcement of sponsorship at HOME bouts
- Logo placement on BBRG website with link and a full page ad in all HOME bout programs

## ★ Stitches Level Sponsorship - \$600 to \$999

- Six (6) tickets to all HOME bouts
- Announcement of sponsorship at HOME bouts
- Logo placement on BBRG website with link and a 1/2 page ad in all HOME bout programs

## ★ Black Eye Level Sponsorship - \$300 to \$599

- Four (4) tickets to all HOME bouts
- Logo placement on BBRG website and in all HOME bout programs

## ★ Bruise Level Sponsorship - \$100 to \$299

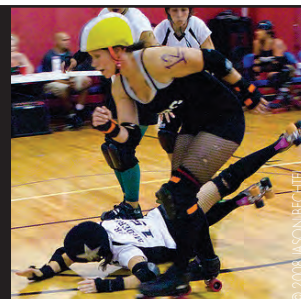
- Two (2) tickets to all HOME bouts
- Logo placement on BBRG website

# hello

## Meet a few of the BBRG girls...



Name: Aine Ass  
Number: 12  
Position: Blocker



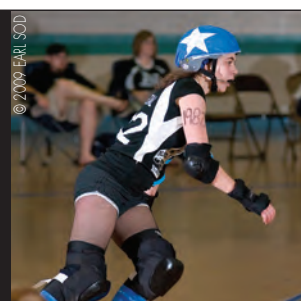
Name: Hot T Molly aka TANK  
Number: 331-TANK  
Position: Pivot/Blocker



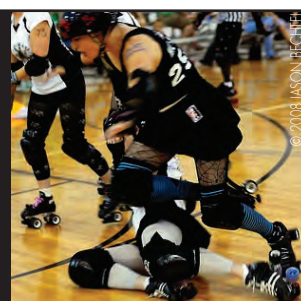
Name: Natural Disaster  
Number: F5  
Position: Blocker/Pivot



Name: Petal to the Metal  
Number: 1982  
Position: Jammer



Name: Florence Nite-n-Hell  
Number: 25 mg  
Position: Blocker/Jammer



# sponsorship

Sponsor Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website URL \_\_\_\_\_

I am interested in sponsoring the Black 'n' Bluegrass Roller Girls at the following level:

- Coma Level Sponsorship - \$4000 and above
- Broken Bone Level Sponsorship - \$1000 to \$3999
- Stitches Level Sponsorship - \$600 to \$999
- Black-Eye Level Sponsorship - \$300 to \$599
- Bruise Level Sponsorship - \$100 to \$299

I would like to waive the following sponsorship benefits for my tier (optional) \_\_\_\_\_

Dollar value of sponsorship \$ \_\_\_\_\_  Check  Cash  Other

If Other, please specify goods or services to be provided \_\_\_\_\_

Make checks payable to **Black-n-Bluegrass Roller Girls, 5040 Old Taylor Mill Rd., Suite 21, Taylor Mill, KY 41015**

By signing below I am acknowledging the following:

- I am entitled only to the benefits listed for the sponsorship tier I have selected
- I retain no rights to the Black 'n' Bluegrass Roller Girls league, logo, information, or other associated items
- I retain no monetary interest ("shares") in the BBRG
- I am making this contribution without coercion and of my own free will
- I understand the possible uses of my donation
- I can rescind my sponsorship involvement at any time, but no refund will be issued and all benefits immediately cease
- I reserve the right to limit the use of my business name/logo, but I must present these limitations to the BBRG in writing 60 days prior to the effective date of limitation
- I understand that all event bookings are scheduled on a first-come, first-served basis and that I may not receive my desired date due to an already booked event
- I understand that I have been granted limited use of the BBRG logo and/or name and may only use it with relation to sponsorship acknowledgement and event promotion

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Sponsorship contact: Damnit Janet**

**513-607-5202**

**janet@black-n-bluegrass.com**

**5040 Old Taylor Mill Rd., Suite 21, Taylor Mill, KY 41015**