



We were the girls who never drew inside the lines. The ones other girls called “fast”. We saw the fork in the road and just went off of it. Now we hang in packs and take it out on the track. We are NOT your average women. We have jobs, school and families—but we find the time to practice 3 times a week and play the sport we love...roller derby!

Since 2006, the Black-n-Bluegrass Roller Girls have been a skater-owned league dedicated to the extreme sport of roller derby. Our goals are to continue building the sport, bringing awareness and service to local charities, entertaining our audience and partnering with exciting sponsors.

We do not get paid for competing and we have to cover our own costs for venue rental, insurance, equipment, uniforms, promotion, printing and travel expenses. We need sponsorship partners to provide goods, services, and money to make our league successful and to continue growing this awesome sport for women.

Our fifth season brings much excitement as we will be bouting in a new, larger venue at **The Bank of Kentucky Center at NKU**. We have 5 home bouts and a state-wide Kentucky tournament planned for 2012. We also have plans to begin a Junior Roller Derby League for young hopefuls. If you are looking for a unique marketing opportunity—then we are looking to build a relationship with you.

The Black-n-Bluegrass Roller Girls
www.Black-n-Bluegrass.com

target

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Roller derby is the fastest-growing female sport.

- ★ There are over 900 roller derby leagues worldwide and counting.
- ★ BBRG has over 3500 facebook fans and the website receives an average of 300 hits per day.
- ★ Roller derby is an **extreme sport** with that requires speed, strategy and athleticism.

Reachable Market:

Age: 20-45 years old, Average age: 36.4 years old

Male: 34%, Female: 66%, Average income: \$40,000 - \$70,000 annually

Who plays roller derby?

60% of skaters are 25 to 34 years old

86% have some post secondary education

31% have children under 18

37% of skaters are married

Who watches roller derby?

66% of fans are female

42% of fans are ages 25-34

86% of fans have at least some college education

27% have children under 18 in their household

team



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exposure



★ **HIGH ROLLIN' Sponsor \$10,000+**

- BBRG appearance upon request at 1 event promoting your company
- Pre-game Meet-n-Greets with skaters at venue reception
- Exclusive logo placement on printed all materials as "Season Presenting Sponsor"
- VIP Party Deck Seating at The Bank of Kentucky Center
- Logo placement on uniforms (4"x4" patch, provided by sponsor)
- Digital board display ads during HOME bouts at The Bank of Kentucky Center
- Announcement as "Season Presenting Sponsor" at HOME bouts at The Bank of Kentucky Center
- Full-page color ad in all HOME bout programs distributed 6 times
- (4) season passes + ten (10) tickets to all HOME bouts
- Logo placement on BBRG website with link

★ **STAR PASS Sponsor \$5000 - \$10,000**

- Pre-game Meet-n-Greets with skaters at venue reception
- Exclusive logo placement on printed all materials as "Bout Presenting Sponsor"
- VIP Party Deck Seating at The Bank of Kentucky Center
- Digital board display ads during HOME bouts at the Bank of Kentucky Center
- Announcement as "Bout Presenting Sponsor" at HOME bouts at The Bank of Kentucky Center
- Full-page color ad in all HOME bout programs distributed 6 times
- (4) season passes + ten (10) tickets to all HOME bouts
- Logo placement on BBRG website with link

★ **POWER JAM Sponsor \$2500 - \$5000**

- Digital board display ads during HOME bouts at The Bank of Kentucky Center
- Announcement of sponsorship at HOME bouts at the Bank of Kentucky Center
- Half-page ad in all HOME bout programs distributed 6 times
- (2) season passes + six (6) tickets to all HOME bouts at The Bank of Kentucky Center
- Logo placement on BBRG website with link

★ **CRASH ZONE Sponsor \$1000 - \$2500**

- Announcement at HOME bouts at The Bank of Kentucky Center
- Half-page ad in all HOME bout programs distributed 6 times
- Six (6) tickets to all HOME bouts at The Bank of Kentucky Center
- Logo placement on BBRG website with link

★ **BUMP N BRUISE Sponsor \$300 - \$1000**

- Announcement at HOME bouts at The Bank of Kentucky Center
- Two (2) tickets to all HOME bouts at The Bank of Kentucky Center
- Logo placement on BBRG website with link



media

The New York Times

Expect the World[®]

Aggression on Wheels, With Bruises as Badges



Grass Turbo celebrated after her team won a Gotham Girls Roller Derby bout. More Photos >

By RACHEL LEE HARRIS
Published: February 6, 2010

AS a child of the 1970s, I spent a number of birthday parties in striped tube socks and bright white roller skates, whizzing around a place called Skate Country in New Orleans. I loved the freedom of doing figure eights to Olivia Newton John or couples skating to the Bee Gees. But when I entered the Hunter College gym this spring for

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TIME Magazine U.S.

Sport: Roller Derby

Monday, Feb. 03, 1936

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In 1928 it was tree-sitting. In 1930 it was dance. In 1932 it was Walkathons. Last week it appeared in the U. S. appetite for preposterous endurance sports took an even more eccentric form: the Roller Derby. In 1936 the U. S. men & women were roller-skating in circles around a track. They had been doing so since Christmas Day. In 1936 the Roller Derby held in the U. S. since last August

Link: <http://tinyurl.com/4x124z6>

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By Craig Rubadoux, Florida Today

By Rick Neale, USA TODAY

MELBOURNE, Fla. — The wooden banked tracks have vanished into history, along with the choreographed flying clotheslines and cartoonish body slams.

But an all-female roller derby renaissance is gaining steam — now as sport, not spectacle.

About 250 grassroots roller derby leagues are now competing on rinks and basketball courts from coast to coast, says Mercy Less, spokeswoman for the Women's Flat Track Derby Association (WFTDA).

PHOTO SLIDESHOW: The sport and spectacle of the all-female roller derby

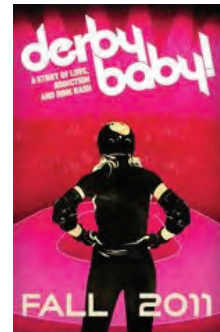
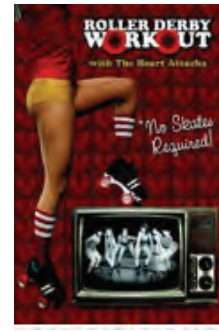
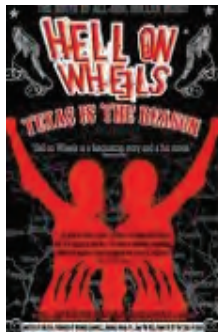
Brandishing helmets, elbow pads and surly attitudes, skaters race in circles around an 88-foot oval track, trying to knock enemy jammers and blockers on their butts.

"This is absolutely, statistically, the fastest-growing sport in the United States," says Less (Kristin Hendrick, a skater, nursing student and mother of two from Albuquerque). "Back in 2005, there were a maximum of 60 leagues in existence. In 2006, that number doubled. And then by 2007, we had gone over 200."

The sport's growth spurt has attracted Hollywood attention. Draw Barrymore will make her directorial debut in *Whip It*, a roller derby movie now in pre-production. No release date has been set, says Candice Graboia, marketing director for Mandate Pictures.

The film stars Oscar nominee Ellen Page of *Juno* fame as a girl in a dead-end Texas town who

Link: <http://tinyurl.com/4akudf>



ESPN

2011

THE BODY ISSUE

SUZY HOTROD

ALEVE



Link: <http://youtube/bm8BTcL-MQI>

Cheerios



Link: <http://www.youtube.com/watch?v=ep-uzqXDI20>

NIKE



Link: <http://www.youtube.com/watch?v=pArxa3EEqyI>

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:

- HIGH ROLLIN' Sponsor \$10,000+
- STAR PASS Sponsor \$5000 - \$10,000
- POWER JAM Sponsor \$2500 - \$5000
- CRASH ZONE Sponsor \$1000 - \$2500
- BUMP N BRUISE Sponsor \$300 - \$1000

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