



ROLLER GIRLS



www.Black-n-Bluegrass.com



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 cover our own costs for venue rental, insurance, equipment, uniforms, promotion, printing and travel expenses. In addition to skating, our team works closely with several charities to raise money and awareness for those organizations and causes. 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 sixth season brings much excitement as we will be taking a whole new approach to expanding our fan base across Northern Kentucky. Our five home bouts will be spread across three different venues, our home venue still being The Bank of Kentucky Center at NKU. 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

target



- ✦ There are more than 1100 roller derby leagues worldwide and counting.
- ✦ BBRG has over 4000 facebook fans and the website receives an average of 500 hits per day.
- ✦ Roller derby is an extreme sport with that requires speed, strategy and athleticism.

Reachable Market:

Age:20-54 years old, Average age: 36.4 years old

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

Who plays roller derby? Who watches roller derby?

59% of skaters are 25 to 34 years old

84% have some post secondary education

24% have graduate degrees

30% have children under 18

37% of skaters are married

61% of fans are female

38% of fans are ages 25-34, 41% 35-54

84% of fans have at least some college education

22% have graduate degrees

27% have children under 18 in their household

team



exposure

THE BANK OF KENTUCKY CENTER

HEADLINER Sponsor \$2,500 +

- Exclusive logo placement on 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
- (4) season passes + (4) parking passes to all HOME bouts
- Logo placement on BBRG website with link

STAR PASS Sponsor \$1000 - \$2499

- Digital board display ads during HOME bouts at The Bank of Kentucky Center
- Announcement of sponsorship at HOME bouts
- Half-page as in season bout program
- (2) season passes
- Logo placement on BBRG website with link

POWER JAM Sponsor \$600 - \$999

- Announcement at HOME bouts
- Half-page ad in season bout programs
- (2) season passes
- Logo placement on BBRG website with link

BUMP N BRUISE Sponsor \$300 - \$599

- Announcement at HOME bouts
- Logo placement on BBRG website with link

media



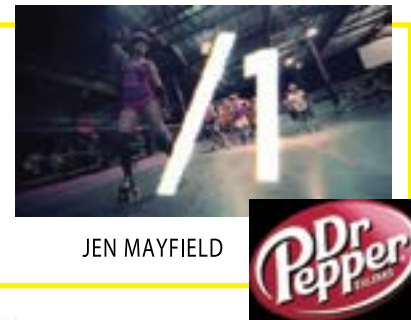
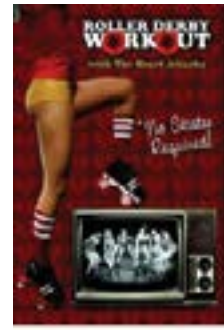
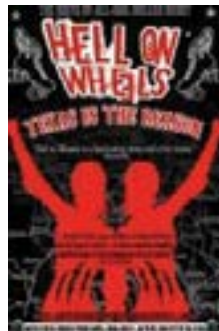
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Link: <http://tinyurl.com/4akudf>



Link: <http://youtu.be/bm8BTcl-MQI>



Link: <http://www.youtube.com/watch?v=ep-uqzXDl20>



Link: <http://www.youtube.com/watch?v=pArxa3EEqyl>

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:

HEADLINER Sponsor \$2,500+

STAR PASS Sponsor \$1000 - \$2499

POWER JAM Sponsor \$600 - \$999

BUMP N BRUISE Sponsor \$300 - \$599

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:

sponsor@black-n-bluegrass.com

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