

2015



ROLLER GIRLS



www.Black-N-Bluegrass.com



Since 2006, the Black-N-Bluegrass Roller Girls have been a skater owned and operated league dedicated to the full-contact 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.

Skaters do not get paid for competing and they cover their own expenses including venue rental, insurance, equipment, uniforms, promotion, printing, and travel expenses. In addition to skating, the team works closely with several local 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 an awesome sport that promotes women in a family friendly environment.

Roller Derby is not only back but it is in your backyard. The Black-n-Bluegrass Roller Girls compete in beautiful Northern Kentucky partnering with many businesses on both sides of the Ohio River and we would love to make you an addition to our derby family!

The skaters of the Black-n-Bluegrass Roller Girls are athletic with big hits and even bigger hearts! There are bound to be a few bumps and bruises along the way but with your help this season is sure to be a success. Please help to ensure that roller derby stays in Northern Kentucky and request a sponsorship packet today!

 **The Black-N-Bluegrass Roller Girls**

Silverose

SilverBBRG@gmail.com

www.Black-n-Bluegrass.com

target.



Roller derby is the fastest-growing female sport.

- ★ There are more than 1,400 roller derby leagues worldwide and counting.
- ★ BBRG has over 4,600 facebook fans and the website receives an average of 800 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
27% have graduate degrees
30% 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

- ★ 79% of fans know the businesses that support their local roller derby league, and nearly 95% hold a favorable opinion of these businesses.
- ★ Over 72% have patronized businesses that sponsor their local league.

team.



WWW.NKYROLLERDERBY.COM



sponsorship packages.



- ★ **HEADLINER Sponsor \$1,500 +**
 - Exclusive logo placement on all materials as "Bout Presenting Sponsor"
 - Signage ads during HOME bouts
 - Announcement as "Bout Presenting Sponsor" at all HOME games
 - (4) passes to each home bout
 - Logo placement on BBRG website with link
 - Mention on BBRG social media sites with link
 - Option to participate in BBRG marketing and promotional events

- ★ **STAR PASS Sponsor \$800 - \$1499**
 - Announcement of sponsorship at HOME bouts
 - Half page ad in season bout programs
 - (2) passes to each home bout
 - Logo placement on BBRG website with link
 - Mention on BBRG social media sites with link
 - Option to participate in BBRG marketing and promotional events

- ★ **POWER JAM Sponsor \$500 - \$799**
 - Announcement at HOME bouts
 - Half-page ad in season bout programs
 - (2) passes to each home bout
 - Logo placement on BBRG website with link

- ★ **BUMP N BRUISE Sponsor \$300 - \$499**
 - Announcement at HOME bouts
 - Logo placement on BBRG website with link
 - ¼ page ad in season bout program (\$350 and up)



thank you for supporting us!



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 \$1,500+
- ___ STAR PASS Sponsor \$800 - \$1499
- ___ POWER JAM Sponsor \$500 - \$799
- ___ BUMP N BRUISE Sponsor \$300 - \$499

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: Silverose
SilverBBRG@gmail.com

5040 Old Taylor Mill Rd., Suite 21, Taylor Mill, KY 41015
859.474.0809

ad space on bout day.

PROMOTE YOURSELF, YOUR BUSINESS, OR JUST SEND OUT A SPECIAL MESSAGE.

Your ad will appear in our 5.5" x 8.5" programs, which are distributed at all of BBRG's 2015 season home games!

FILE SUBMISSION GUIDELINES

- Vector format preferred (EPS)
- PDF files that are prepared for press with all fonts outlined and images embedded
- High resolution JPG or TIF

AVAILABLE SIZES

1/4 Page Ad- width 2.25" x height 3.5"

1/2 Page Ad- width 4.75" x height 4"

RATES

Entire Season- 1/4 page ad \$175

Entire Season- 1/2 page ad \$275

An additional fee of \$20 will apply to all ads designed by BBRG. This fee applies only to ads purchased individually, and not ads that are included in the purchase of a sponsorship package.

Make checks payable to:

Black-N-Bluegrass Rollergirls
5040 Old Taylor Mill Rd. Suite 21
Taylor Mill, KY 41015

Email files to:

Silverose, BBRG PR/Marketing Director
SilverBBRG@gmail.com

