

Sacred City Derby Girls 2012 Sponsorship Offerings



Ala Carte Options	Full Season	Per Bout
Business Card ad in program	\$200	\$60
1/4 page ad in bout program	\$275	\$75
1/2 page ad in bout program	\$375	\$95
Full page ad in bout program	\$500	\$150
Large Banner hung up at bout		\$100
Medium Banner hung up at bout		\$75
Your company logo on bout poster		\$100
Your company announced at opening, break, and close by MC at one bout		\$100
Rotating banner ad on Sacred City Derby Girls Website Homepage	\$1000	
Large banner ad on Sacred City Derby Girls Website Sponsors page	\$500	
Medium banner ad on Sacred City Derby Girls Website Sponsors page	\$375	
One public appearance/photo shoot with at least 5 derby girls at your company's event. PLUS, an announcement on Sacred's Facebook, Twitter, and Webpage events	\$750	

Who attends a Roller Derby bout? Target Age: 20-45 years old, **Average Age:** 36.4 years old **Female:** 53%, **Male:** 47% **White:** 80%, **African-American:** 15%, **Other:** 5%, **Average income:** \$40,000 – \$70,000 annually, **Straight:** 75%, **GLBT:** 25%. **Average Website Hits Per Day** 3,000+ unique users. **Social Media Site Fans/"Friends":** 6,759+, **Average Bout Attendance:** 1000+

2012 Sponsorship Packages

	Sweet Heart \$500	Heart to Heart \$1000	Bleeding Heart* \$2000	Sacred Hearts* \$3500	Holy Heart* \$5000
Bouts mentioning your company name by MC (before, after, Halftime)	1	2	2	All	All
Size of Ad in Bout Programs; Number of Programs per season	1/4 page 3 programs	1/4 page all programs	1/2 page all programs	1/2 page all programs	Full Page all programs
Banner Ad on Sacred City Derby Girls Website Sponsor page	Small	Medium	Medium	Large	Large
Logo on Pre-Show and Half-Time Scoreboard Bouts			All	All	All
Public Appearance/Photo Shoot with at least 5 derby girls at your company's event**			1	2	2
Posters where company Logo will appear			2	2	All
VIP Season Passes	2	2	2	4	6
General Admission bout tickets			8	14	20
Merchandise	Autographed League Photo	Autographed League Photo	Autographed League Photo, 2 Sacred shirts, 2 Sacred hats	Autographed League Photo, 4 Sacred shirts, 4 Sacred hats, additional promo items	Autographed League Photo, 4 Sacred shirts, 4 Sacred hats, additional promo items
Bonus Features	<i>Advertising at bouts (announcements, scoreboard, bout programs, and banner placement) apply only to bouts during the 2012 season. Banners are to be provided by the sponsor, and size orientation of banners will be defined in the sponsorship agreement. The term of the sponsorship agreement is limited to the 2012 season.</i>				Section for your company's promotional items at bar or merch booth
Advertisement at bouts	<i>*Bleeding Heart, Sacred Hearts, and Holy Heart Packages include: Account manager will touch base monthly insuring sponsorship assets with Sacred City Derby Girls are maximized to our audience, and providing bout updates, sponsorship package reminders, and info on promo opportunities with the team.</i>				Prominently placed company banner at all bouts
Additional Sacred City Derby Girls Website Advertisements	<i>** Public Appearances include announcements on the Sacred City Derby Girls Website, Facebook, Twitter, and Social Networking outlets announcing the event! Custom packages, smaller donations of goods and services upon negotiation.</i>				Rotating banner on Sacred City Derby Girls main homepage

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