

2017

DCRD Sponsorship Packet



demolitioncity@gmail.com

Contact Information:

Name:

Phone:

E-mail:

Who Are We?



- We are athletes and fierce competitors.
- We are dedicated members of the Tri-State Community.
- We are moms, students, wives, teachers, successful business and health professionals, neighbors, and friends.
- We are charter members of the Women's Flat Track Derby Association (the international governing body of flat track roller derby).
- We are volunteers at local charities and organizations.

Who are we? We are DCRD.

Your sponsorship helps us keep rolling, volunteering, and connecting with our community.

Join us for our 10th Anniversary Season and bring new customers to your business while gaining the undying love of our skaters, volunteers, and fans.



DCRD members throwing bowls as part of Evansville's Empty Bowls fundraiser which raises money for local hunger based charities.

Home Bout Advertising

Black & White Ads

Buy a full season and get a 10% discount.*

NOTE: Logos and finished artwork for program ads are to be furnished by sponsors.

Ad Size	Per Home Event	*Full Season
Full Page	\$60	\$162
Half Page	\$40	\$108
Quarter Page	\$20	\$54



2017 Sponsorship Options:

You have several sponsorship packages from which to choose and each home event consists of two exciting bouts.

Lead Jammer Package: \$750

- Large company logo on 30 exclusive DCRD T-shirts to be thrown to crowd at our 2017 home bouts
- Full page ad in all 2017 home bout programs
- 12 company shout-outs at all home bouts
- 25% discount on any other à la carte sponsorship options (excluding Wrecking Crew and Skater Warm-Up packages)
- Company logo scrolling across scoreboard during all home bouts
- Banner placement at all home bouts
- Acknowledgment on DCRD's Facebook page
- Logo and link on the sponsor page of DCRD's website

Down and Derby Package: \$500

- Small company logo on 30 exclusive DCRD T-shirts to be thrown to crowd at our 2017 home bouts
- Half page ad in all 2017 home bout programs
- 10 company shout-outs at all home bouts
- 20% discount on any other à la carte sponsorship options (excluding Wrecking Crew and Skater Warm-Up packages)
- Company logo scrolling across scoreboard during all home bouts
- Banner placement at all home bouts
- Acknowledgment on DCRD's Facebook page
- Logo and link on the sponsor page of DCRD's website

Black and Bruised Package: \$350

- Name listed on 30 exclusive DCRD T-shirts to be thrown to crowd at our 2017 home bouts
- Quarter page ad in all 2017 home bout programs
- 8 company shout-outs at all home bouts
- 15% discount on any other à la carte sponsorship options (excluding Wrecking Crew and Skater Warm-Up packages)
- Company logo scrolling across scoreboard during all home bouts
- Banner placement at all home bouts
- Acknowledgment on DCRD's Facebook page
- Logo and link on the sponsor page of DCRD's website

Zebra Package: \$100

- Name listed on 2017 Sponsorship page in all 2017 home bout programs
- Company logo scrolling across scoreboard during all home bouts
- Acknowledgment on DCRD's Facebook page
- Logo and link on the sponsor page of DCRD's website

2017 Limited Availability
Sponsorship Package:

This sponsorship package may have limited availability but it will have high impact on your business.

DCRD Wrecking Crew Sponsor: \$500 (1 available)

- Company logo on the back of exclusive DCRD Season Pass Holder t-shirts
- Company logo above the exclusive "Wrecking Crew" season pass holder seating area
- At least 10 additional company shout-outs at all home bouts
- Company logo scrolling across scoreboard during all home bouts
- Acknowledgment on DCRD's Facebook page
- Logo and link on the sponsor page of DCRD's website

Don't see a package that suits your needs or budget? We'll be happy to help you mix-and-match elements to customize a package to fit your needs. Just ask!



À la Carte Sponsorship Opportunities

Table Space Rental:

\$100 per home bout. 6 ft. table space in high-traffic areas of home bouts for your company to promote products and/or services (3 available dates)

Timeout Sponsor:

\$200 for the season (only one available). Hear your company promotion an average of 15+ times per night during ref or team timeouts. Will include a by-event sentence promo of your choice

Penalty Box Sponsor:

\$250 for the season (only one available). Company logo on the penalty box sign and company name announced an average of 30 times per night

Jammer Line Sponsor:

\$300 for the season (only one available) Company name will be announced at the beginning of the jams. That's an average of 40 times per night!

In-Kind Trades:

Some sponsorship options are available for trade. Ask us for details!

NOTE: Logos and finished artwork for program ads are to be furnished by sponsors.



DCRD assisting at WNIN's annual televised auction.

Roll With Us - Be a Sponsor

Lots of Exposure

That is what your business will receive with your DCRD sponsorship. Becoming a sponsor is one of the most unique and exciting ways to reach a diverse audience with expendable income. You have a variety of sponsorship packages to choose from – details are on the following pages. We are also ready to help you mix-and-match any of the package or à la carte options to suit your business needs. All of this is available to you for a very affordable and effective investment.

We are Connected

We continually work to increase league awareness with personal appearances at community events and fundraisers throughout the year. We have a growing fan base included in all activities using our website, Facebook, email, and more. As one of our sponsors, you WILL reap the benefit of that extra attention, plus the undying love of our skaters, volunteers, and loyal fans.

Help Keep Us Rolling

DCRD relies on the generosity of our sponsors, donors and fans to help our season be a successful one. We pay monthly dues and recruit volunteers to bring this affordable, family-friendly entertainment to the Tri-State. All proceeds from sponsorships, donations, monthly dues, ticket sales, and merchandise sales are used to cover costs such as bout production, advertising and printed materials, travel expenses, uniforms and rental of our practice facility. Your sponsorship can bring new customers to your business and help keep a wildly successful group of athletes rolling for another season.

We Are...Simply The Best!

The fastest growing competitive sport in the world exploded onto Evansville's athletic scene in 2007 with Demolition City Roller Derby (DCRD): The first all-female flat track roller derby league to strap on skates in the Tri-State! Our commitment to fiercely competitive athletic excellence and community wellness is evident as our skaters work tirelessly on and off the track. We are an extraordinary group of women dedicated to bringing you the best in fast-paced, hard-hitting flat track roller derby action. We are moms, students, wives, successful business and health professionals, community volunteers and friends. The All-Star Dynamite Dolls compete nationally with some of the best to move up the rankings chart, while our Destruction Dames continue to make a strong name for themselves across the derby community. Both are backed by our non-rolling support crew of 50+ volunteers that is second to none.

WFTDA & DCRD

Since 2010, DCRD has been a full member of the Women's Flat Track Derby Association (WFTDA), the international governing body for women's flat track roller derby. Full membership is awarded only to leagues that have completed a rigorous apprentice program and have achieved the highest standards of athleticism and league management. As of today, there are over 1,300 women's flat track leagues worldwide. The WFTDA currently consists of 355 full member leagues as well as 71 apprentice leagues. DCRD trains hard and skates hard. We are proud to be a member of WFTDA and continue to uphold the rigorous standards they set for their association members.

We Give More than Our Best

Our commitment to training hard and winning often is matched only by our dedication to supporting local charities and community service organizations. We give from the heart. From the very beginning, DCRD has given back to our community by making contributions, promoting public awareness and volunteering our services to local charities and organizations.

We Brought International Derby to Evansville

In September of 2014, body checks and hard hits met speed skating and athletic endurance at the Ford Center in Evansville, IN. Ten teams from the USA, Canada, and the United Kingdom met in matches that were part of the Women's Flat Track Derby Association Division 1 playoffs, which were hosted by Evansville's own Demolition City Roller Derby. In 2015, DCRD traveled to Cleveland, Ohio, for the first round of Women's Flat Track Derby Association Division 2 playoffs. The Dynamite Dolls took second place and earned a trip to the international championships in St. Paul, Minnesota. At the championship tournament, DCRD brought home third place, avenging their first round loss to Kansas City in the process.

