



Meet the



We are **Boston's premier all-female roller derby league** and a proud member of the Women's Flat-Track Derby Association (WFTDA), the worldwide governing body of our sport. Founded in 2005, we've grown to include **over 100 skaters** across 4 home teams, A and B level travel teams, and a training and recreation team. We're not just the only league in Boston; we're also the largest and highest-ranked women's roller derby league in New England. We have a loyal fan base, drawing fans from Maine to Connecticut at our home bouts, and our A and B teams travel the country for regional and international competitions, most recently to Oregon for the WFTDA Division 1 playoffs. Going into the 2014 season, our all-star team, the Boston Massacre, is **currently ranked 16th in the world**. At each of our local events you'll find up to **1,500 excited fans** drawn to the extreme athleticism, adventure, and positive environment that makes up Boston's roller derby community.

The Boston Derby Dames bring together **women of all backgrounds, ages, shapes and sizes** to create and build upon an intensely athletic and supportive endeavor. We are skaters but we are also teachers, business owners, engineers, artists, nurses, students, mothers and more. We are lifelong athletes as well as women who've never played a sport before roller derby. We hone our leadership and business skills as much as we hone our athletic abilities. As a skater-owned and operated DIY organization, we all have a role in **running our business**. Each member of our league sits on or runs a committee, such as coaching, marketing, or event production. The league must succeed in order to have what we need to compete, from training space to equipment to travel funds. This is why we need your support!



We are proud to be part of a worldwide revival of one of the most unique and compelling sports. We invite you to be a part of it by reaching our network of devoted fans and skaters with your message. By becoming a sponsor you will gain an opportunity to explore an exciting, new avenue of advertising and marketing.

Invest in your business and in the future of roller derby:
Support the Boston Derby Dames.

➔ www.bostonderbydames.com sponsorship@bostonderbydames.com

More about roller derby

Roller derby is a **full-contact, fast-paced sport** played on an oval flat track by athletes on quad roller skates. Two teams of blockers compete to get their jammer (point-scorer) through the pack of skaters to score points by passing opponents. Both teams play offense and defense at the same time, making a very strategic and thrilling game.

A game is divided into two thirty minute periods that consist of a number of jams (on-the-clock plays) that are two minutes long or less. Blockers may block the opposing jammer by hitting them down or out of bounds, or containing them with a wall of skaters or positional blocking. Blockers may assist their team's jammer in scoring points by blocking or hitting opponents. There is constant **action**, serious **competition**, great **entertainment**, and a lot of **fun** packed into each roller derby bout experience. Our fans range from children to adults of all ages.

We play at two venues: Shriners Auditorium in Wilmington and Simoni Rink in East Cambridge.



A classic American sport invented in the 1930s, roller derby has experienced many changes over the years, starting as an endurance game in the '30s, an evolving into drama-filled '70s entertainment. In 2003, the women of Austin, Texas, reclaimed the sport, creating a **nationwide grassroots revival** that led to the founding of the Women's Flat-Track Derby Association (WFTDA). Currently flat-track roller derby is the fastest growing sport in the United States, and thrives in many countries in the world, with over 1,000 amateur leagues in existence right now.

Modern roller derby is as serious as any **full-contact sport**, with real **athleticism**, skill and risk. We participate in a time-consuming and grueling training program, putting in an average of 6-8 hours of practice each week, in addition to cross-training and rules and game study. Upon joining the league, new skaters participate in months of skills training before being drafted to one of our home teams. Our travel teams represent the best of the league, and compete in the national and world arena. Still, we enjoy team themes and clever skater names, as these campy, quirky characteristics evoke the spirit and history of our sport.

→ www.bostonderbydames.com sponsorship@bostonderbydames.com



2014 Sponsorship Opportunities

REACH UP TO
12,000 PEOPLE IN
THE STANDS
EACH SEASON!

2014 SEASON SCHEDULE

April 19, 2014
Boston vs. Baltimore (Charm City Roller Girls)
Wilmington

May 10, 2014
Boston vs. TBD
Cambridge, Simoni Rink

June 7, 2014
Boston vs. Ohio Roller Girls
Cambridge, Simoni Rink

July 12, 2014
Nutcrackers vs. Wicked Pissahs (single header)
Cambridge, Simoni Rink

August 2, 2014
Cosmonauties vs. Arkham Horrors (single header)
Cambridge, Simoni Rink

September 13, 2014
Home Team doubleheader
Wilmington

October 11, 2014
Home Team doubleheader
Wilmington

November 15, 2014
Home Team Playoffs
Wilmington

December 13, 2014
Golden Fez Championships
Wilmington

THE TAILGATER

\$300

PRINT PACKAGE

- Logo or ad in each event program, all season

THE ROOKIE

\$500

PRINT AND WEB PACKAGE

- Logo on BDD website
- Logo or ad in each event program, all season

THE LEAD JAMMER

\$1,000

PRINT, WEB AND LIVE BOUT COMMERCIALS

- 1 live emcee mention - Logo on scoreboard
- Logo on BDD website - Banner hanging on sidelines
- Logo or ad in each event program, all season

THE ALL-STAR

\$4,000

PRINT, WEB, LIVE BOUT COMMERCIALS AND PROMOTION PACKAGE

- 2 free season passes - Free vendor table
- 2 live emcee mentions - Logo on scoreboard
- Logo on BDD website - Banner hanging on sidelines
- Logo or ad in each event program, all season

THE CHAMPIONSHIP PACKAGE

\$10,000

PRINT, WEB, LIVE BOUT COMMERCIALS, PROMOTION PACKAGE AND MERCHANDISE

- \$250 in free merchandise - Free vendor table
- Autographed team photo - Logo on scoreboard
- 4 free season passes - Logo on BDD website
- 3 live emcee mentions - Banner hangs on sidelines
- Logo or ad in each event program, all season

CUSTOM PROMOTION OPPORTUNITIES

- Vendor tables and booths
- Location-based sponsorships
- Local event collaboration
- Food or hydration sponsorship
- Online and social media promotion
- After party venue sponsorship
- Bout halftime promotion
- Non-profit or charity partnerships

→ *Contact us about custom options!*

DEMOGRAPHIC SURVEY STATS OF FANS

- BDD fan age:
 - < 18: 4%
 - 18-30: 40%
 - 31-45: 35%
 - > 46: 10%
- 61% female, 39% male
- Annual income:
 - Greater than \$50k: 55%
 - Greater than \$75k: 33%

