



SPONSORSHIP
2020

BOSTON ROLLER DERBY ***ABOUT US***

We are Boston's only roller derby league, and the largest women's roller derby league in New England.

Roller derby is the fastest-growing sport in America, and has evolved from its theatrical roots into an intense sporting event that requires high levels of athleticism and years of training. Roller derby is now played by more than 1,000 leagues worldwide, and media coverage has been steadily increasing on local, national, and international levels.

Roller derby games (or "bouts") are an emerging promotional platform, and you will find that there are many opportunities for all of our partners to showcase their brands! In addition to bout-day advertisements, we love to talk, tweet, and post online about our sponsors. Partner with Boston Roller Derby and let us bring home the win for your brand and business!



2020 **SEASON SCHEDULE**

JAN 11 Home Team
Double Header

FEB 29 Home Team
Double Header

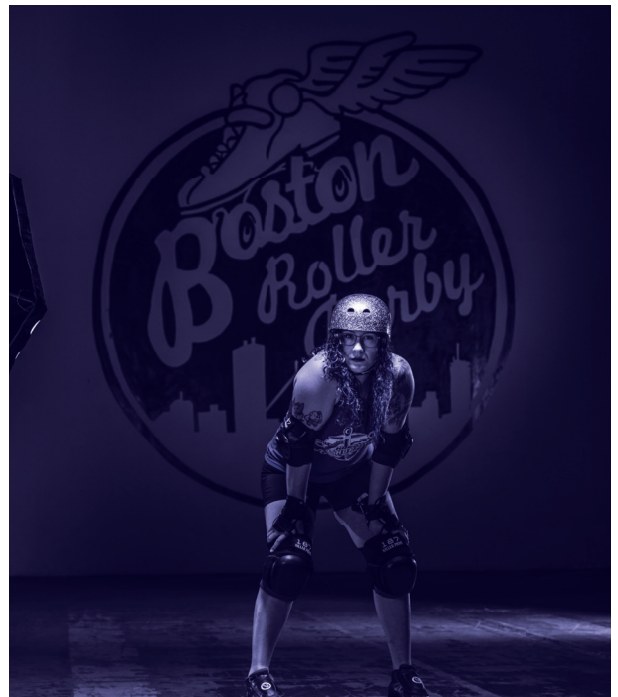
MAR Lobstah Roll
14 & 15 Tournament

APR 11 Home Team
Double Header

MAY 16 Home Team
Playoffs

JUN 20 Home Team
Championship

*All games are played at Shriner's Auditorium
just outside the city in Wilmington, MA.*



SPONSOR PACKAGES

All sponsors have the ability to create their own sponsorship package, but we have some to help you get started. To discuss your needs, please contact our sponsorship representative directly by emailing:

sponsorship@bostonderby.com

Unless otherwise noted, benefits listed apply for ALL home games throughout 2020.

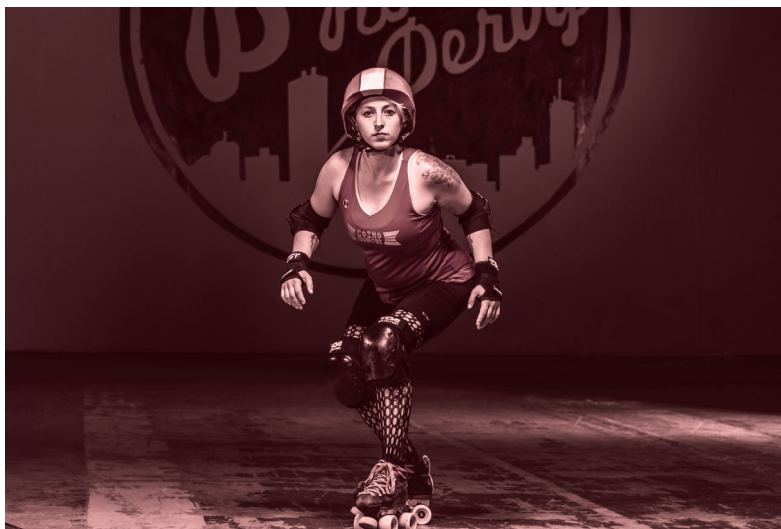
SPONSORSHIP TYPE:	BENCH WARMER	ROOKIE	ALL-STAR	MVP
	\$250	\$500	\$1,000	\$2,000
Comp Tickets at Will Call (per game)	2	4	6	8
Logo & Link on BRD Website	★	★	★	★
Advertisement in Bout Program	¼ page	½ page	Full page, interior	Full page, back cover
Inclusion in Social Media Mentions	★ one time	★ 3x/year	★ monthly	★ bi-monthly
Logo on Scoreboard	★	★	★	★
Gameday Shoutouts by Announcer	★ one time	★ 3x	★ 4x	★ 5x
Banner Displayed at Venue	★	★	★	★
Vendor or Merch Table at Venue		★	★	★
Inclusion in Print Collateral			★	★
Sponsor the After Party			★	★
Sponsor the Penalty Box or Jammer Line				★

ADD-ON BENEFITS:

- \$50: One-time ¼ page program ad
- \$100: Promo table at one bout
- \$100: One-time ½ page program ad
- \$150: Single bout shout-outs by announcer
- \$250: One additional banner at our bouts or practice space
- \$500: Jammer line -OR- penalty box sponsorship (each mentioned approx. 30 times per bout)
- \$2,500: Bout sponsor

OTHER OPPORTUNITIES:

- Event or Advertising Appearances • Social Media Feature/Contests • Exclusive Product Endorsement
- Product Sampling at Bouts • Promotional MVP Awards • T-shirts & Merchandise • Street Team Promotion •
- Co-Branded Fan Giveaway/Raffle • Advertising at Training Facility



HAVE AN IDEA NOT LISTED HERE?

Let us know — we will work with you!



OUR LEAGUE

Since its beginning in 2005, Boston Roller Derby has been run by skaters who also hold league jobs.

Our All-Star travel teams are the Boston Massacre and the Boston B-Party.

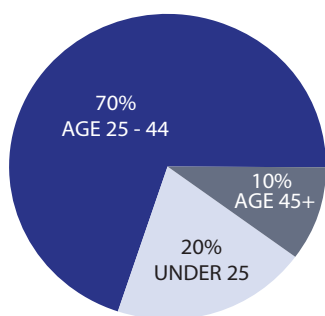
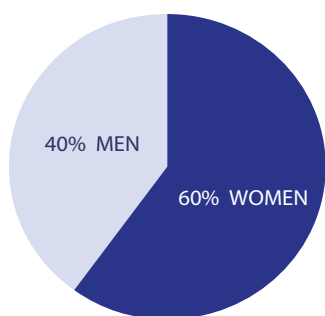
Our A team, the Boston Massacre, is ranked in the top 40 worldwide!

Our 4 home teams are the Cosmonauties, Harbor Horrors, Nutcrackers, and Wicked Pissahs.

The Boston Common is an interleague recreation and future All-Stars training team.

We have over 150 league participants, including our competing skaters, recreational skaters, officials, and off-skates volunteers.

OUR AUDIENCE



1,500 fan capacity at our Shriners venue

85% have some undergraduate education

50% have annual household incomes above \$100,000

SOCIAL MEDIA STATS

 10,700+ Facebook followers

 6,500+ Twitter followers

 4,100+ Instagram followers

 SEE INSIDE FOR SPONSORSHIP OPPORTUNITIES!

Boston Roller Derby, Inc., a 501(c)3 non-profit corporation, is the successor to Boston Roller Derby, LLC. We are the city's premier flat-track roller derby league and a proud member of the Women's Flat Track Derby Association.

BOSTONDERBY.COM

SPONSORSHIP@BOSTONDERBY.COM

