



## **BULL CITY ROLLER DERBY SPONSORSHIP INFO**

### **What will your sponsorship of Bull City Roller Derby fund?**

Your gift will support inclusive athletic leadership in Durham.

Your gift will enable us to welcome new skaters with bi-annual “booty camp” recruitment events and available gear.

Your gift will help make uniforms accessible to all of our current and future teammates.

Your gift will subsidize our away travel adventures. With extra expenses of transportation, lodging, and meals, we need your support to take our Durham spirit out into the world.

Your gift will allow us to host public programs that promote inclusion and celebrate diversity in derby and the Durham community.

Your gift will provide us the opportunity to expand our youth engagement efforts throughout the community, with a focus on athletic leadership.

Your gift will help us start saving towards long-term league goals, including establishing a dedicated space for practice, scrimmages, and home bouts.

In recognition of unique financial barriers that may impact women, POC, and/or LGBTQ+ business owners, BCRD is committed to discussing flexible sponsorship package rates that allow everyone to support the athletic community we are building.

## **BULL CITY ROLLER DERBY SPONSORSHIP PACKAGES**

### **NEW! FULL SEASON SPONSOR**

**\$5,000 – exclusive to one sponsor in 2019**

Help us take our Durham spirit on the road! BCRD is steadily building our regional reputation as league and we need you on our team to make it happen.

As our largest single supporter, the BCRD Full Season Sponsor makes our competitive season possible. This gift supports uniforms for new team members and travel expenses for participation in regional bouts.

The Full Season Sponsor receives all sponsorship benefits, as well as a full-page ad in our home bout program and a 6x4 ft. banner at our home bout (July 2019).

### **NEW! HOME BOUT SPONSOR**

**\$2,000 – exclusive to one sponsor in 2019**

Let's bring derby to Durham! In July 2019, BCRD will host Durham's first ever derby bout. We plan to showcase our Bull City talent and pride with an intergenerational halftime show and a charity raffle supporting community partners.

As Home Bout Sponsor, you make this event more accessible and inclusive by allowing free admission to all City of Durham residents. Support your local roller derby league and the Bull City community with this generous gift!

The Home Bout Sponsor receives all sponsorship benefits, as well as a half-page ad in our bout booklet.

### **\$1,000 package**

Social media exposure – Facebook, IG

- Explicit references and product placement

Website presence – listing, links and logo

4 VIP passes/tickets to open scrimmages and away bouts

Choice of two access options –

- trackside play-by-play from a BCRD team member
- event appearances by BCRD members\*
- an hour at the Durham skate park with BCRD members, BYO skates and gear, signed waiver(s) required  
OR an hour skate lesson by BCRD members at Wheels, Weds. night, skates and gear included, signed waiver(s) required

### **\$500 package**

Social media exposure – Facebook, IG

- Explicit references and product placement

Website presence – listing, links and logo

2 VIP passes/tickets to open scrimmages and away bouts

Choice of one access option –

- event appearances by BCRD members\*
- an hour at the Durham skate park with BCRD members, BYO skates and gear, signed waiver(s) required  
OR an hour skate lesson by BCRD members at Wheels, Weds. night, skates and gear included, signed waiver(s) required

### **\$250 package**

One time social media gratitude – Facebook, IG

Website presence – listing and links

2 VIP passes/tickets to open scrimmages and away bouts

Choice of one access option –

- an hour at the Durham skate park with BCRD members, BYO skates and gear, signed waiver(s) required  
OR an hour skate lesson by BCRD members at Wheels, Weds. night, skates and gear included, signed waiver(s) required

### **\$75 package**

One time social media gratitude – Facebook, IG

Website presence – listing and links

Access options –

- social media selfie w/a BCRD team member

BCRD bumper sticker

### **\$50 Friends and Family package**

One ticket to open scrimmages

Thank you note signed by league members

BCRD bumper sticker

### **A-la-Carte, details to be negotiated at time of sponsorship**

advertisements in our home bout program

- \$100 for a full page ad
- \$50 for a half-page ad
- \$25 for a quarter page ad
- current sponsors (with \$75 package and up) receive a 50% discount on program ads

banner at home bouts

- \$300 for a banner up to 6x4 feet, banner to be provided by sponsor
- \$200 for a banner up to 4x2 feet, banner to be provided by sponsor

tabling option at home events

- \$500 for non-alcohol sales, sponsor keeps all profits

event appearances by BCRD members\*

an hour at the Durham skate park with BCRD members

an hour skate lesson by BCRD members at Wheels, Weds. night, skates and gear included

social media selfie w/a BCRD team member

\*Event appearances by BCRD members are subject to league approval at time of sponsorship contract.

### **Create Your Own**

We're excited to work with individuals and organizations to develop a customizable sponsorship opportunity that meets unique interests and marketing goals.

### **In-Kind Option**

We understand that support comes in all shapes and sizes. For individuals and organizations interested in sharing their time and talents to help build our league.