

HOW WE ROLL

The Rubber City Rollergirls are a diverse group of women built for hard hits and speed! Playing at the John S. Knight Center in the heart of downtown Akron, the team represents the sport of roller derby in Akron and surrounding areas, offering fun times and excitement the whole family can enjoy!

STATS AND FACTS

- The Rubber City Rollergirls were voted #1 by Beacon Journal readers in the 2009 and 2011 Beacon's Best.
- Bouts are family friendly and suitable for all ages.
- Spectators are drawn primarily from Summit county, as well as Portage, Stark, Medina and Cuyahoga counties.
- Average Bout Attendance: 800 per bout
- Average monthly website visits: 8,800 per month during bout season, 7,900 per month during off-season (based upon 2011 website stats)
- Facebook Fans: 4,200 and counting
- Who watches roller derby? According to fan responses to a 2011 demographic survey*:
 - o 66% are female
 - o 42% are ages 25-34; 41% are 35-54
 - o 86% of fans have at least some college education; 63% have earned a degree
 - o 27% have children under 18 years old in their household

PARTNER WITH US!

Partnering with the Rubber City Rollergirls allows your company to gain exposure in a unique and exciting way! Through corporate sponsorship, you will reach our demographic through a variety of channels, which include our live audience, website, email and social media campaigns, and print advertisements.

*WFTDA Stats & Facts Courtesy of WFTDA: www.wftda.com



SPONSORSHIP 2012

CORPORATE SPONSORSHIP PACKAGES

★ PRESENTER LEVEL – \$500 PER EVENT

As the official “Event Presenter”, you will receive:

- **Recognition at the bout**
 - Your company’s name announced as Event Presenter throughout the entire evening
 - Your banner on display at the bout (sponsor must supply)
 - Information table space at the event (6 ft. table will be provided for sponsor)
 - Recognition in the printed full-color bout program
 - Your company’s name & logo printed on outside cover
 - Your full page ad in the program (sponsor must supply artwork file)
 - Your company acknowledged as a sponsor and thanked for its support
- **Media Announcements**
 - Your company listed/announced on Rubber City Rollergirls Facebook and Twitter pages, beginning two weeks prior to your sponsored event
 - Inclusion in all email announcements and press releases for the event
 - Your company’s logo and website link displayed on the “Partners” page at www.rubbercityrollergirls.com, through December 31, 2012
- **Event Tickets**
 - Free admission for four (4) to your sponsored bout
 - Option to purchase 20 additional tickets at 50% off for your sponsored bout

★ MARQUIS LEVEL

Your name in lights! Your company’s name will be displayed on John S. Knight Center outdoor marquis for two full weeks leading up to the event.

- **\$200 Add-On Option** – Available to Presenter Level sponsors as an add-on feature. Your company will be listed as the official “Event Presenter” on the marquis.
- **\$400 Stand-alone Option** – Available as a standalone sponsorship. Your company will be listed as an “Event Supporter” on the marquis.

★ PENALTY BOX SPONSORSHIP – \$100 PER BOUT, \$175 PER DOUBLE HEADER

Penalties happen, and why shouldn’t you reap the reward? Purchase this unique sponsorship package and we will announce your company’s name every time a derby girl enters the penalty box!

ONE SIZE DOES NOT FIT ALL!

If you do not see a package that suits your needs, contact us at SPONSORSHIPS@RUBBERCITYROLLERGIRLS.COM. RCRG will work to create a package just for you.

Interested in a sponsorship for trade? RCRG can swap sponsorship for goods and services. Contact us for more information at SPONSORSHIPS@RUBBERCITYROLLERGIRLS.COM.



SPONSORSHIP 2012

CORPORATE SPONSORSHIP PACKAGES (CONTINUED)

2012 CORPORATE SPONSORSHIP FORM

BUSINESS NAME _____ TYPE OF SERVICE/PRODUCTS _____

CONTACT NAME _____ ADDRESS _____

PHONE _____ EMAIL _____ WEBSITE _____

PAYMENT METHOD (CHECK ONE):

- CHECK** (CHECKS MUST BE MADE PAYABLE TO "RUBBER CITY ROLLERGIRLS")
- CREDIT CARD** (WE WILL EMAIL YOU AN INVOICE FOR CREDIT CARD PAYMENT)

PLEASE INDICATE YOUR LEVEL OF INTEREST :

- PRESENTER - \$500**
- MARQUIS**
 - \$200 ADD-ON OPTION**
 - \$400 STAND-ALONE OPTION**
- PENALTY BOX - \$100 (SINGLE BOUT), \$175 (BOTH BOUTS)**

HOME BOUT DATES (CHECK ONE):

- 3/10/12** **7/14/12**
- 4/14/12** **8/11/12**
- 5/12/12** **9/22/12**
- 6/16/12**

SIGNATURE _____ DATE _____

MAIL COMPLETED FORM/PAYMENT TO: RUBBER CITY ROLLERGIRLS, P.O. BOX 9415, AKRON, OHIO, 44305

QUESTIONS? CONTACT SPONSORSHIPS@RUBBERCITYROLLERGIRLS.COM

RUBBER CITY ROLLERGIRLS, INC. IS A 501(C)(3) CHARITY (TAX ID 26-2984753). A PORTION OF YOUR SPONSORSHIP MAY BE CONSIDERED A TAX-DEDUCTIBLE, CHARITABLE CONTRIBUTION (CONSULT YOUR TAX ADVISOR). PLEASE RETAIN A COPY OF THIS COMPLETED FORM AS YOUR TAX RECEIPT.



SPONSORSHIP 2012

INDIVIDUAL SPONSORSHIP PACKAGE

★ ADOPT A ROLLERGIRL – \$150

Individual sponsorship funds are instrumental in helping our skaters afford to participate in the sport of roller derby. The Rubber City Rollergirls are a “pay to play” organization, and 100% of your sponsorship dollars will be set aside for your sponsored skater to help her defray the cost of league membership, helping her pay for such things as safety gear, skates, uniforms, league dues and annual WFTDA supplemental accident insurance.

You will receive:

- **Two Season Passes**
- **One Public Shout Out of Your Business Name at Each Home Bout, For a 12-month Period**
- **A Listing/Website Link on Your Sponsored Skater’s Bio Page, For a 12-month Period**
- **League Photo**

FINE PRINT

AS AN INDIVIDUAL SPONSOR YOU MAY ONLY RECEIVE ONE INDIVIDUAL SPONSORSHIP PACKAGE BENEFIT PER SKATER, PER 12-MONTH PERIOD. YOU MAY SPONSOR MULTIPLE SKATERS, IN WHICH CASE YOU WILL RECEIVE MULTIPLE PACKAGE BENEFITS (LIMITED TO ONE PER SKATER, PER 12 MONTH PERIOD). YOU MAY SPONSOR FOR MORE THAN THE STANDARD \$150 PACKAGE PRICE; HOWEVER, INDIVIDUAL SPONSORSHIP PACKAGE BENEFITS ARE LIMITED TO THOSE SHOWN ABOVE. AN INDIVIDUAL SPONSOR MUST BE A BUSINESS AND MAY NOT BE A BUSINESS OWNED BY THE SKATER BEING SPONSORED OF HER SPOUSE.

2012 INDIVIDUAL SPONSORSHIP FORM

SKATER BEING SPONSORED _____ BUSINESS NAME _____

TYPE OF SERVICE/PRODUCTS _____ CONTACT NAME _____

ADDRESS _____ PHONE _____

EMAIL _____ WEBSITE _____

PAYMENT METHOD (CHECK ONE):

CHECK (CHECKS MUST BE MADE PAYABLE TO “RUBBER CITY ROLLERGIRLS”)

CREDIT CARD (WE WILL EMAIL YOU AN INVOICE FOR CREDIT CARD PAYMENT)

SIGNATURE _____ DATE _____

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