

SPONSOR THE ROSE CITY ROLLERS



Anouncer Mentions

Ad in Pre-Game
Slide Show
Scoreboard
ad HERE

Scoreboard
Surround

Track Bumper

Official
Penalty Box
Sponsor
HERE

Team Benches

Premium Banner
Placement

VIP Section
HERE

Explore ALL the Possibilities!

WHY SUPPORT RCR

Supporting Rose City Rollers means that you're investing in Portland's future. Your sponsorship allow us to keep roller derby accessible to any woman, girl, or non-binary athlete who aspires to strap on skates as they discover how strong they can be individually, as part of a team, and as a member of a diverse, inclusive, and dynamic community. We currently do this through Scholarships and our Gear Lending Library, with plans to field a mobile truck that will partner with other organizations and schools to take derby directly to communities across the city.

Let's determine how you can engage & reach out to skaters, volunteers and fans in our community. Through our intuitive packages, we can bring you and our audience closer together while helping you achieve your goals.

PICK YOUR BASE

☐ 8'x3' Banner + Logo on RCR.com Sponsor Page + Announcer Shout Out \$1,000

-OR-

☐ 4'x3' Banner + Logo on RCR.com Sponsor Page + Announcer Shout Out \$750

*Banner provided by sponsor. Logo placement based on total spend.
Brand mentioned 1x/game.*

ROSE CITY ROLLER STATS

501c3 Charitable Non-Profit
3x WFTDA World Champs
41,000+ Facebook Likes
11,000+ Instagram Followers
8,000+ Twitter Followers
20,000+ Annual Bout Attendees
6,000+ Newsletter Subscribers
300+ RCR Skaters, Ages 18-55
300+ RCR Skaters, Ages 7-18
800+ Dedicated Volunteers



The following pages include all the Add-Ons that we have to offer, broken down by section. We have TWO separate types of Add-Ons. Here are the types:

PHILANTHROPIC SPONSOR

With this Add-On, you will receive a donation letter for your sponsorship minus the market value of items received. Materials should not contain comparative or qualitative descriptions.

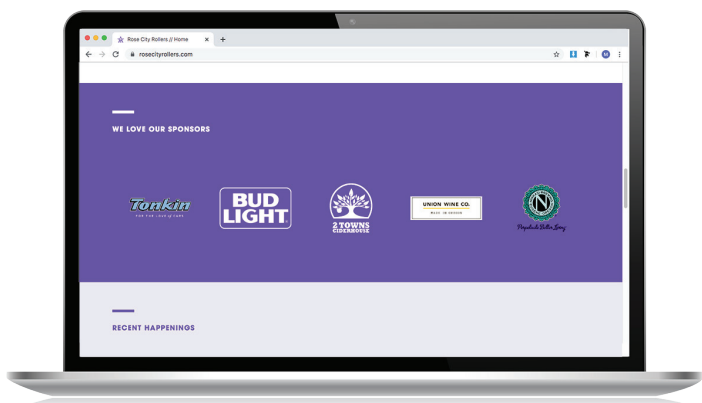
ADVERTISING SPONSOR

This Add-On is for advertising purposes and cannot be considered a donation. This is any message or other programming material which includes an endorsement or an inducement to purchase or use your company, service, facility, or product.



PRIMARY AUDIENCE STATS

W 67%, M 29% NB 3%
Median Age: 40
Median Income: \$75-150K
LGBTQ: 29%
College Educated: 68%



LOGO RECOGNITION

Logo Link RCR.com Interior **\$375**

Logo on rosecityrollers.com/sponsors/ based on total spent

Logo on RCR.com Home Page* **\$500**

Available to \$3K+ sponsors, logo on home page

1" Logo on All Posters* **\$250**

Available to \$3K+ sponsors, 3,000+ postings around PDX

*These add-ons are available for packages over \$3,000.

IN-ARENA ASSETS

Products Sold at Concessions **\$1,500**

Your product sold in-arena

Scoreboard Ad **\$750**

Digital ad rotates on scoreboard (max 4 sold)

Best Seats **\$500**

Logo above seat + promo on eBay auction each bout

Premium Banner Placement **\$250**

Banner on the primary (north) wall facing the audience

Extra Banner (Standard) **\$250**

An additional banner hung in-arena on non-primary wall

Photobooth Background (1 mo.) **\$750**

Logo on background of digital images for a month of bouts

VIP Section + Drink Tickets **\$1,500**

Name on 8'x3' VIP section banner + on VIP drink tickets

Reserved Seating Section **\$3,000**

Name on passes, tickets, box office site + 3 mentions/game

Ad in Pre-Game Slide Show **\$500**

10'x10' still ad in pre-game scoreboard slide show, rotates 1 hr

Scoreboard Surround **\$2,000**

Printed signage attached to scoreboard surround

Fans **\$750**

Mentions as, "The air is brought to you by....."

Team Benches **\$1,000**

2'x30' banner above a team benches (two available)

Track Bumper **\$250**


1'x4' logo displayed on foam bumper surrounding track



This icon denotes the ADVERTISING SPONSOR add-ons.

SOCIAL MEDIA

All RCR Social Channels 3x \$1,000

Promote your event/brand on RCR FB, Insta and Twitter, 3x/year 


Social: Facebook Promo 3x \$500

Promote your event/brand on RCR Facebook 3x/year (41K) 

Social: Instagram Promo 3x \$500

Promote your event/brand on RCR Instagram 3x/year (13K) 

Social: Twitter Promo 3x \$500

Promote your event/brand on RCR Twitter 3x/year (9K) 

"Your Brand" Move of the Week \$3,000

Posted to RCR social media Monday, sponsor tagged

UNIQUE BRAND PROMOTIONS

Beer Garden (seasonal) \$750

Signage, sampling, activities – great for product launches

In-Arena TBD Event 3x \$500

Brand specific halftime activity executed 3xs (Franz Bread Toss, Fat Tire Tric Race, etc.)

"Your Brand" MVP Awards (4 games) \$1,000

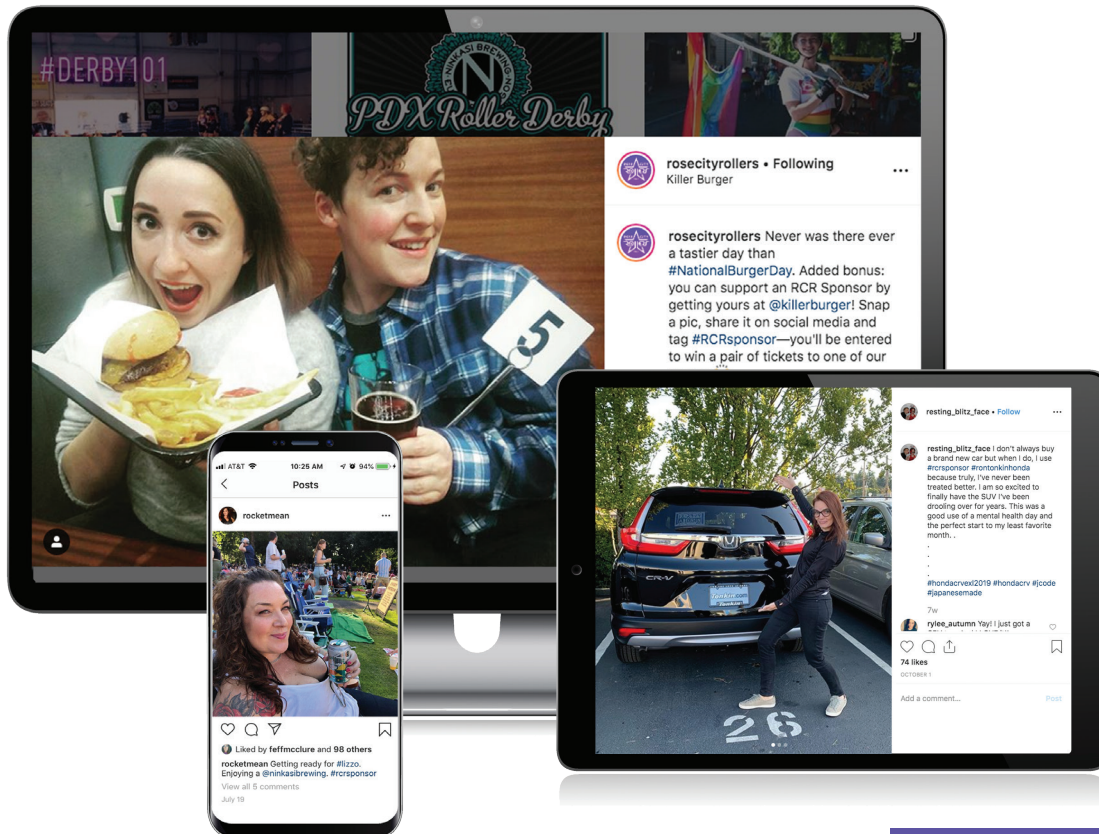
Pick 4 games, announced when MVP awards given, provide 4 gift certificates per game for MVPs

"Your Brand" Gold Star Volunteer Awards \$750

Announced during monthly halftime Gold Star presentation, sponsor provides 12 gift certificates for winners

Team Sponsor \$250

Logo on team webpage, on team VIP list, team appearance



This icon denotes the ADVERTISING SPONSOR add-ons.



<p>ROSE CITY ROLLERS 2019</p> <p>ROSE CITY ROLLERS DISCOUNT CARD</p> <p>FOOD & DRINK</p> <p>Ate-Oh-Ate 10% off</p> <p>Buffalo Gap Saloon 20% off food + Beverages (no Happy Hour or specials)</p> <p>Kay's Bar 25% off beer, wine, liquor (must have card)</p> <p>Killer Burger Free Fries w/ burger purchase</p> <p>Nightlight Lounge 25% food, \$1 PBR's, \$5 Knuckleberry Punches</p> <p>Por Que No? Happy Hour prices always</p> <p>SERVICES</p> <p>Black Cat Plumbing Discount on remodeling/construction - schedule 2 weeks out. BC will provide referrals for service/repair calls.</p> <p>K Fit Studio Intro 4/\$25; 5/\$55; 10/\$100</p>	<p>Myoptic 10% off a combo of exams, frames or lenses. Not valid w/ insurance or contact lenses.</p> <p>Tonkin Car Dealerships Go to Tonkin.com, get stock numbers of cars you like, email John Basso JohnnyB@west.com. Don't go straight to dealerships</p> <p>Trailhead Credit Union \$10 deposit with new account opening</p> <p>Portland Acupuncture/ Overview Effect \$50 for any treatment</p> <p>Deb Counts-Tabor Deb will help you buy or sell 503.913.1103 deb@welcometopdx.com</p> <p>RETAIL</p> <p>Heather Bee's Sweet deal on beautiful flowers - https://www.heatherbees.biz/</p> <p>Laurelhurst Theater Free small popcorn with admission</p> <p>Oaks Park 15% off admission + skate rental during any Open Skate Session, 15% off skate shop purchase of \$15+</p> <p>S-One Helmets 30% off 6+ helmets in one order. Must go through Oaks Park.</p> <p>She Bop 10% off in store</p>
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NAMING RIGHTS & ANNOUNCER MENTIONS

Official Timeout Sponsor \$1,000

Announcer mention each occurrence

Official Penalty Box Sponsor \$1,000

Signage + mention most occurrences

Official Jam Line Sponsor \$1,000

Announcer mention most occurrences, at least 6x/game

1 (one) 10-word Mention per Game \$500

Your custom 10-word mention announced 1x/game 📺

Additional Mention per Game* \$250

Available to \$3K+ sponsors, additional 10-word mention/game 📺

"Your Brand" Apex Jumps \$1,000

Mention when a skater jumps the apex during play

"Your Brand" Lead Jammer \$3,000

Mentions when Lead is established, at least 6x/game

"Your Brand" Star Pass \$1,000

Mention when Jammer passes the Star during play

TRAFFIC DRIVERS

Coupon Distribution 3x \$500 📺

Sponsor provided coupons distributed to 450 pp/game 3 games

In-Arena :15 Live Commercial 3x \$500 📺

Your :15 ad script announced from center arena 3 games/yr, acted by announcers or someone you choose

:30 Commercial \$600 📺

Sponsor provided :30 commercial aired in RCR live streams

RCR Discount Card \$FREE 📺

Sponsor provided discounts: cards used by entire league

PROGRAMMATIC ASSETS

Junior Summer Camp Brought to You By "Your Brand" \$5,000

Logo on all print and digital advertising + in-arena mentions



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A LITTLE ABOUT US

Our league consists of 4 home teams, our world champion adult travel team, 2 junior derby programs and a recreational program with over 550 skaters ranging in age from 7 to 60 years old. As an almost entirely volunteer-run organization, the Rose City Rollers offer opportunities for skaters and community volunteers to learn professional skills. Our volunteers work hard to support local non-profit organizations whose missions resonate and reflect the RCR mission.

The work of our volunteers is evident in the professional quality of our events. We make every effort to provide our fans with a fun, safe, and friendly experience. The sport itself is exciting, the competition is fierce, and our special attention to lighting, announcers, video, DJ, merchandise, entertainment, giveaways, raffles, fan interaction and helpful staff make the fan experience memorable and entertaining. Our sold-out crowds are a testament to the fact that RCR puts on an awesome show!



Our Mission Statement

The Rose City Rollers mission is to serve women and girls who want to play the team sport of roller derby, connect with an inclusive community, and realize their power both on skates and off.

Our Vision Statement

RCR's vision is to train the best roller derby athletes and teams in the world, to lead the growth of the sport locally and internationally, and to increase access for members and fans alike.



2020 SEASON DATES

- 1/4 Home Team SEASON 15 OPENER:
Heartless Heathers vs. Guns N Rollers
Break Neck Betties vs. High Rollers
- 1/24 Season 15: Break Neck Betties vs. Heartless Heathers
- 1/25 Season 15: High Rollers vs Guns N Rollers
- 2/7 Season 15: Break Neck Betties vs. Guns N Rollers
- 2/8 Season 15: Heartless Heathers vs. High Rollers
- 2/29 Rose City Wreckers (Team A) vs. Rose City Wreckers (Team B)
- 3/6 Season 15: High Rollers vs. Break Neck Betties
- 3/7 Season 15: Heartless Heathers vs. Guns N Rollers
- 3/8 Rose City Juniors All Stars Bout Day
- 3/28-29 Bridgetown Riot: Junior Roller Derby Tournament
- 4/3 Season 15: High Rollers vs. Guns N Rollers
- 4/4 Rose City Wheels of Justice: Wheels vs. Justice
- 4/17 Rose City Wreckers vs. TBD
- 4/18 Season 15: Break Neck Betties vs. Heartless Heathers
- 5/15 Season 15: Heartless Heathers vs. High Rollers
- 5/16 Season 15: Break Neck Betties vs. Guns N Rollers
- 5/29-31 Hometown Throwdown: A WFTDA Recognized Tournament
- 6/6 Season 15 Home Team CHAMPIONSHIP
- 6/7 Rose City Juniors All Stars Bout Day
- 8/14 Rose City Wreckers vs. TBD
- 8/15 Rose City All Stars Double Header
- 9/12 Whose Jam Is It Anyway!? A Zany Derby Fundraiser
- 9/13 Rose City Juniors: Home Teams SEASON OPENER
- 10/2 Rose City Wreckers vs. TBD
- 10/3 Heartless Heathers Fundraiser Game
- 10/4 Rose City Juniors: Home Teams Double Header
- 10/24 PNW Pile-Up Wreckers Tournament
- 10/25 Rose City Juniors: Home Teams Double Header
- 11/7 Guns N Rollers Fundraiser Game
- 11/8 Rose City Juniors: Home Teams Double Header
- 11/21 Break Neck Betties Fundraiser Game
- 11/22 Rose City Juniors: Home Teams Double Header
- 12/12 High Rollers Fundraiser Game
- 12/13 Rose City Juniors: Home Teams CHAMPIONSHIP

Bout Dates Subject to Change