SPONSOR THE ROSE CITY ROLLERS

Explore ALL the Possibilities!
WHY SUPPORT RCR
Supporting Rose City Rollers means that you're investing in Portland's future. Your sponsorship allows 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.

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.

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

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

contact: sponsorship@rosecityrollers or 503-784-1444
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

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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

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This icon denotes the ADVERTISING SPONSOR add-ons.
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
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