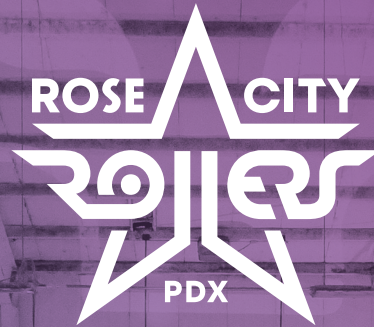


# SPONSOR THE ROSE CITY ROLLERS



Announcer  
Mentions

Ad in Pre-Game  
Slideshow  
Scoreboard  
Ad HERE

Scoreboard  
Surround

Team Bench

Official  
Penalty Box  
Sponsor  
HERE

Premium Banner  
Placement

Team Bench

VIP Section  
HERE

Track  
Bumper

Explore ALL the Possibilities >>>



## A LITTLE ABOUT US

Rose City Rollers (RCR) was founded on the mantra, "by the skater, for the skater." Our sport has led the way in celebrating body-diversity, LGBTQIA+ skaters, and creating safe spaces for junior and adult skaters to be their most authentic selves. Keeping with our history, RCR continues to break down barriers to sports by making skating accessible to all. As a largely volunteer-run organization, skaters and community volunteers are heavily involved in decision making, running programs, participating in our DEI committee, and making RCR a passionate, fun, and inclusive community. The sport is exciting, the competition is fierce, and fans can count on a dynamite experience!

## 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.

## OUR MISSION STATEMENT

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



## WHY SUPPORT RCR

Supporting Rose City Rollers means that you are investing in Portland's future. Your sponsorship allows us to keep roller derby accessible to any woman, girl, or gender-expansive 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. RCR is a strong community partner, joining with nonprofits, businesses, and organizations alike to continue breaking down barriers by making skating accessible to all.



## ROSE CITY ROLLERS PROGRAMS

17 total teams and programs  
4 adult home teams  
Reigning world champion all-star team  
2 youth all-star teams  
Recreational program (200 people)  
2 recreational regional travel teams

## ROSE CITY ROLLERS STATS

501c(3) Charitable Non-Profit  
4x WFTDA World Champs  
41,400+ Facebook Followers  
14,600+ Instagram Followers  
8,400+ Twitter Followers  
20,000+ Annual Bout Attendees (Pre COVID)  
17,000+ Newsletter Subscribers  
400+ Skaters age 7-60  
800+ Dedicated Volunteers



## AUDIENCE STATS

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

## ROSE CITY ROLLERS SKATER STATS

W 78%, M 14%, NB 5%  
Median Age: 39  
LGBTQ+: 42%



## PHILANTHROPIC SPONSOR

With this package, you will receive a donation letter for your sponsorship minus the market value of items received. Materials should not contain comparative or qualitative descriptions. For in-kind donation inquiries, [visit this link.](#)



## ADVERTISING SPONSOR

This package 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.



## BUILD YOUR CART

RCR's sponsorship package is A La Carte to let you build your package the way you want, in the way that's best for you.

\*Sponsorship minimum is \$1,000.

## ALL SPONSORS AUTOMATICALLY RECEIVE:



Logo link on RCR's sponsorship page online



Included in invitations to RCR's special events



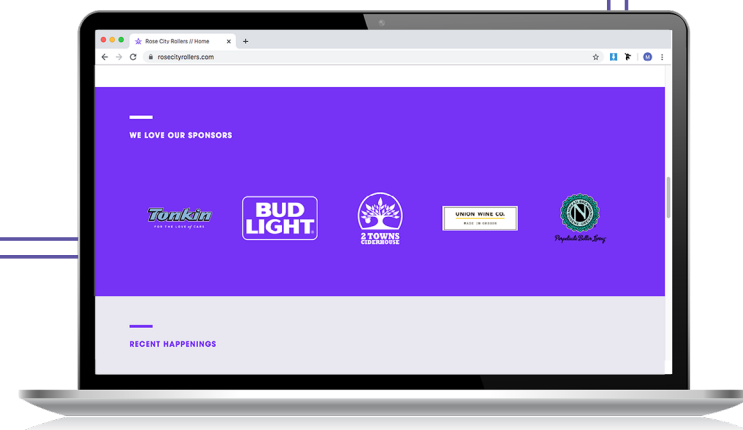
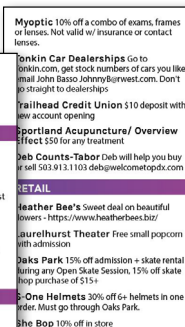
Feature in RCR's quarterly "support those who support us" internal eblast



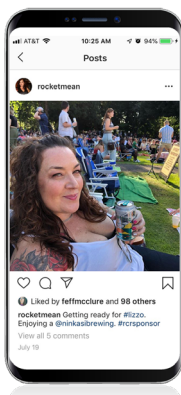
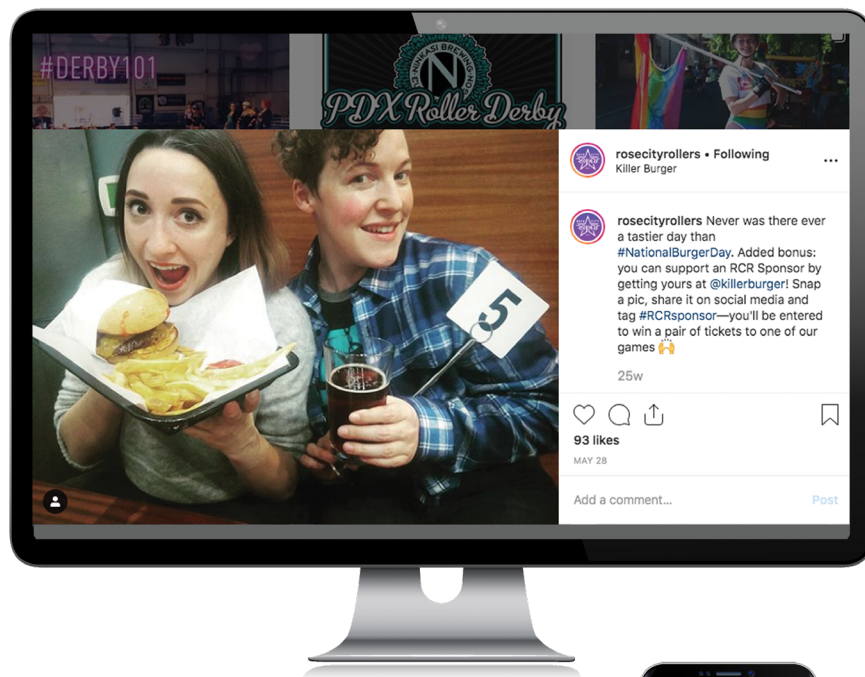
Every sponsor gets a shoutout at every game for one year



Option to be included on RCR's member discount card (must offer a promotion)



CONTACT: [sponsorship@rosecityrollers](mailto:sponsorship@rosecityrollers) or 503-784-1444



## SOCIAL MEDIA & WEB PROMOTION

### Newsletter Mention **\$200** 📺

Sponsor feature in RCR's routine newsletter, sent to 17,000 subscribers

### Dedicated Eblast **\$500** 📺

One email dedicated solely to your brand, sent to 17,000 subscribers

### One (1) Post to Facebook **\$350** 📺

One post to RCR's Facebook of 41k followers  
(post provided by sponsor or created by RCR)

### One (1) Post to Instagram **\$200** 📺

One post to RCR's Instagram of 14k followers  
(post provided by sponsor or created by RCR)

### One (1) Post to Twitter **\$100** 📺

One post to RCR's Twitter of 8k followers  
(post provided by sponsor or created by RCR)

### One (1) Post to Facebook, Instagram, and Twitter **\$600** 📺 (Recommended Deal!)

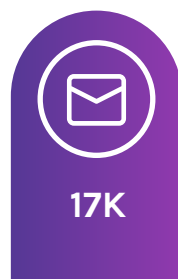
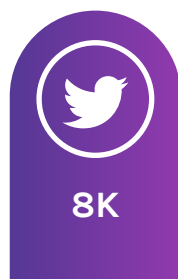
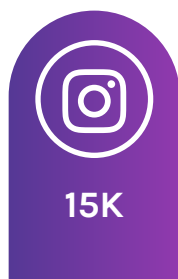
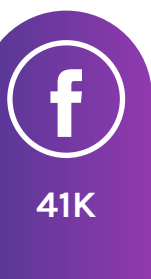
One post on RCR's social platforms, with a combined following of 63k  
(total of 3 posts)

### Two (2) Posts to Facebook, Instagram, and Twitter **\$1,200** 📺

Two posts on RCR's social platforms, with a combined following of 63k  
(total of 6 posts)

### Three (3) Posts to Facebook, Instagram, and Twitter **\$2,000** 📺

Three posts on RCR's social platforms, with a combined following of 63k  
(total of 9 posts)



This icon denotes the ADVERTISING SPONSOR add-ons.

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## BRAND ACTIVATION

### Thirty-Second Commercial **\$500**

Sponsor provided 30-second commercial aired in RCR live streams

### Coupon/Product Distribution and 15-Second Feature **\$750** (Recommended Deal!)

Sponsor provided coupon distributed to 450 people at 1 game  
(or in conjunction with programmatic asset)

### Game Activation Package **\$1,500** (Recommended Deal!)

One social post across platforms before the event, a 15-second announcer mention, logo on the ticketing page, slides in the pre-game slideshow, and product sampling/coupon distribution (great for product launches!)

### Event Activation Package **\$1,500** (Recommended Deal!)

One social post across platforms before the event, and an event-takeover (previous sponsors have done beer-gardens, distributed coupons/products/samples, held mid-event activities, movie premieres, beverage launches, and more). We will go above and beyond to activate your brand!

### Junior Summer Camp **\$5,000**

Logo on all print and digital advertising and in-arena mentions, brought to you by "your brand" (1 year)



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## IN-ARENA ASSETS

(Good for a season of 30x Bouts)

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

Your product sold in-arena for 30 guaranteed games

**Scoreboard Ad \$750**

Digital ad rotates on scoreboard (max 4 sold)

**Best Seats \$1,000**

(Recommended Deal!)

Logo above seats, promo on eBay auction page, announcer mention each time the best seats are mentioned at least 4x a game

**Banner Placement \$750**

Banner (8x3) in rink. Banner provided by sponsor, placemat based on total spend.

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

Name on 8x3 VIP section banner and on ~100 VIP drink tickets

**Reserved Seating Section \$5,000**

(Recommended Deal!)

Branded reserved seating section (~100 seats), name on passes, name on season passes, name on tickets, logo on all print and digital media for every game, box office site, and 3+ mentions/game

**Ad in Pre-Game Slideshow \$500** 

10x10 still ad in pre-game scoreboard slide show, rotates 1 hr, shown at 30 games

**Team Benches \$1,000**

(Recommended Deal!)

2x30 banner above team benches (two available), premium visibility, shown at 30 games

**Track Bumper \$250**

1x4 logo displayed on foam bumper surrounding track



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## CONTACT INFORMATION

### Email:

[sponsorship@rosecityrollers.com](mailto:sponsorship@rosecityrollers.com)

### Phone:

(503) 784-1444

### Facebook:

[facebook.com/rosecityrollers](https://facebook.com/rosecityrollers)

### Instagram:

[instagram.com/rosecityrollers](https://instagram.com/rosecityrollers)

### Twitter:

[twitter.com/RoseCityRollers](https://twitter.com/RoseCityRollers)

### Mailing Address:

Rose City Rollers  
PO Box 86885  
Portland, OR 97286

## NAMING RIGHTS & ANNOUNCER MENTIONS

### Official Timeout Sponsor **\$1,500**

*(Recommended Deal!)*

Announcer mention each occurrence (~10x/game for 30 games)

### Official Penalty Box Sponsor **\$1,500**

*(Recommended Deal!)*

Signage and mention most occurrences (~10x/game for 30 games)

### Official Jam Line Sponsor **\$1,500**

*(Recommended Deal!)*

Announcer mention most occurrences (~10x/game for 30 games)

### One (1) Ten-Word Mention Per Game **\$500**

Your custom 10-word mention announced 1x/game

### "Your Brand" Apex Jumps **\$750**

Mention when a skater jumps the apex during play  
(at least 1x/game for 30 games)

### "Your Brand" Lead Jammer **\$1,500**

Mentions when Lead is established (~10x/game for 30 games)

### "Your Brand" Star Pass **\$750**

Mention when Jammer passes the Star during play  
(at least 1x/game for 30 games)



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