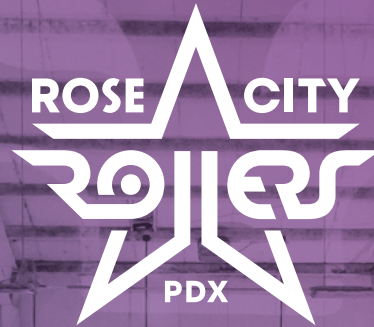


# SPONSOR THE ROSE CITY ROLLERS



Announcer  
Mentions

Ad in Pre-Game  
Slideshow  
Scoreboard  
Ad HERE

Scoreboard  
Surround

Track  
Bumper

Team Bench

Official  
Penalty Box  
Sponsor  
HERE

Premium Banner  
Placement

Team Bench

VIP Section  
HERE

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 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.

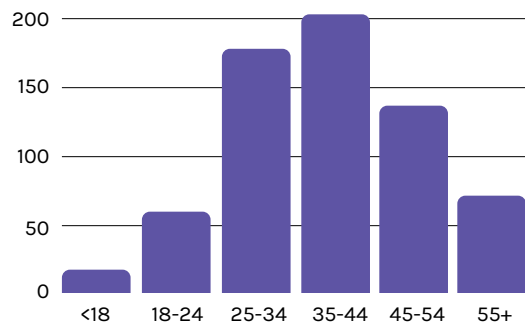


## WHY SUPPORT RCR

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.



## AGE



## EDUCATION

76%

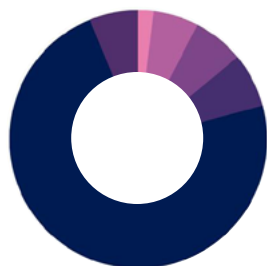
RCR Fans have a Bachelors Degree or higher.

## INCOME

75K

Median Income = \$75k/Household

## RACIAL IDENTITY



- Black/ADOS - 2%
- Asian - 6%
- Latinx/Latine - 6%
- Indigenous/Native American - 7%
- White - 73%
- Other (Self Described) - 6%

## GENDER IDENTITY



- 2-Spirit - 2%
- Agender - 2%
- Trans-Femme - 5%
- Gender Fluid - 5%
- Trans-Masc - 6%
- Gender Neutral - 6%
- Other (Self Described) - 6%
- Gender Queer - 7%
- Non-Binary - 9%
- Cis-Male - 10%
- Cis-Female - 45%

## ROSE CITY ROLLERS PROGRAMS

17 total teams and programs  
 4 adult home teams  
 Reigning world champ youth & adult teams  
 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  
 1x JRDA World Champs  
 20,000+ Annual Bout Attendees  
 17,000+ Newsletter Subscribers  
 43,000+ Followers on Facebook  
 18,000+ Followers on Instagram  
 8,000+ Followers on Twitter  
 3,000+ Followers on Tiktok  
 400+ Skaters age 7-60  
 400+ Dedicated Volunteers

## ROSE CITY ROLLERS SKATEMOBILE STATS

30+ free & low-cost events  
 70+ private events  
 4,300+ youth served  
 6 Roller Discos w/ 300+ people in 2022  
 3 completed After School Programs in 2022  
 12+ Community Partners





## A YEAR FULL OF OPPORTUNITY

Rose City Rollers has been making waves and touching hearts in the community for nearly 20 years. Our 2023 season will be no different, between our epic derby bouts, SKATEMOBILE events, summer camps, league activations and more. Every year we engage with thousands of Portlanders - with an estimated 45 games and 2 dozen SKATEMOBILE events, you have lots of opportunities to get your brand in front of folks!

January	February	March	April	May	June
		Juniors Exhibition Play			
		Wreckers Exhibition Play			
Skatemobile After School Programming					Skatemobile Events
			Adult All-Stars Season		
Juniors All-Stars Season					
Adult Home Team Season					

July	August	September	October	November	December
		Wreckers Exhibition Play			
		Juniors Home Team Season			
Skatemobile Public Events					
Adult All-Stars Season					
Juniors All-Stars Season		Skatemobile After School Programming			
Juniors Summer Camps		Adult Home Team Exhibition Play			



## PREMIUM PACKAGES

You can choose from our pre-designed packages below that will reach our derby fans, online audience and greater community OR choose your own adventure on the following pages (please note, there is a \$1,000 minimum for all sponsorship packages).



### Hangar Package

**\$2000**

*\$450 in savings!*

#### **Banner Placement**

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

#### **1 Ten-Word Mention Per Game**

Your custom 10-word mention announced 1x/ game for 30+ games

#### **2 Social Media Story Posts**

(Instagram & Facebook)  
Including but not limited to sharing sponsor content, posts during bouts/events or sponsor-provided content

#### **1 Themed Raffle Basket**

Brand Recognition at bouts & online (Story Posts on Facebook & Instagram)

#### **8 VIP Tickets**

VIP Access to games of your choice



### Digital Package

**\$2500**

*\$450 in savings!*

#### **1 Dedicated eBlast**

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

#### **2 Social Media Story Posts**

(Instagram & Facebook)  
Including but not limited to sharing sponsor content, posts during bouts/events or sponsor-provided content

#### **1 Sponsor-Provided Static Post**

(Instagram & Facebook)  
Posted to our 61K+ combined followers & sponsor website included in LinkInBio

#### **1 Ad In Pre-Game Slideshow**

Ad in pre-game scoreboard slideshow, rotates 1 hr, shown at 30+ games

#### **1 Ad In Live Stream Slideshow**

Ad in Live Stream slideshow, rotates 1 hr, shown at 30+ games



### Skatemobile Package

**\$3500**

*\$500 in savings!*

#### **Tagged on Social Media Promotion**

(Instagram, Facebook, Twitter, Tiktok)  
Tagged on posts promoting Public Skatemobile Events hosted by RCR. 72K+ combined followers.

#### **1 10"x10" Decal on Skatemobile**

Feature your company logo on the back of our truck! Viewable on the road and at events.

#### **2 Social Media Story Posts**

(Instagram & Facebook)  
Including but not limited to sharing sponsor content, posts during bouts/events or sponsor-provided content

#### **1 Giveaway at a Skatemobile Event**

Brand Recognition in-person & online (Story Posts on Facebook & Instagram)

40+ Games • 30+ Skatemobile Events • 17k+ Email Subscribers • 72k+ Combined Social Media Followers

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





## BUILD YOUR CART

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 & name listed on pre-bout  
slideshow



Feature in RCR's twice yearly "support  
those who support us" eblast to our 17k  
email subscribers



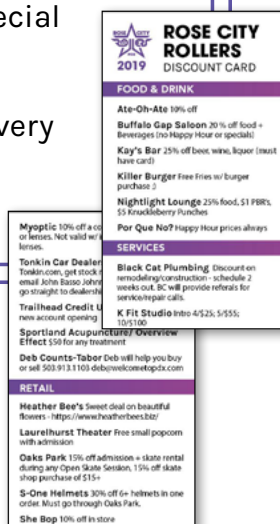
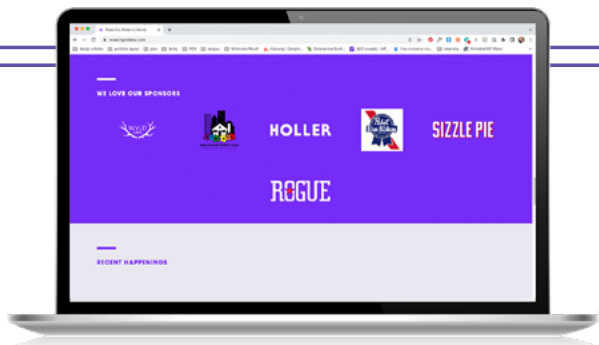
Option to be included on RCR's member  
discount card  
(must offer a promotion)



Included in invitations to RCR's special  
events



Every sponsor gets a shoutout at every  
game for one year



### 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  
inquires, [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.



\*Sponsorship minimum is \$1,000.

## SOCIAL MEDIA & DIGITAL PROMOTION

### Dedicated Eblast **\$1,000**

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

### One (1) Story Post **\$150**

Post to Instagram & Facebook (where applicable)

Including but not limited to sharing sponsor content, posts during bouts/ events or sponsor-provided content

### One (1) Static Post

Post on Facebook & Instagram + sponsor website included in LinkInBio

- **Sponsor Provided Content \$650**

Sponsor provides image(s) & caption

- **RCR Provided Content \$900**

Includes brainstorming meeting w/ RCR Team & dedicated content creation for up to 4 hrs of work  
(Additional work is billed separately at \$150/hr)

- **Post Shared on Story +\$100**

- **Post Included on Twitter +\$200**

### One (1) Video Post

Post on Facebook, Instagram & Tiktok + sponsor website included in LinkInBio

- **Sponsor Provided Content \$850**

Sponsor provides video & caption

- **RCR Provided Content \$1250**

Includes brainstorming meeting w/ RCR Team & dedicated content creation for up to 6 hrs of work  
(Additional work is billed separately at \$150/hr)

- **Post Shared on Story +\$100**

- **Post Shared on Twitter +\$150**



**43K**  
followers  
**10.4%**  
engagement rate



**18K**  
followers  
**6.8%**  
engagement rate



**9K**  
followers  
**4.4%**  
engagement rate



**3K**  
followers  
**6.6%**  
engagement rate



**17K**  
subscribers  
**5.2%**  
open rate



This icon denotes the ADVERTISING SPONSOR add-ons.

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





\*Sponsorship minimum is \$1,000.



## BRAND ACTIVATION

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

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

**One (1) Product or Event Activation \$1,500**  
(Recommended Deal!)

Tagged in all social promotions of event, Story post of activation, 15-second announcer mention, slide in the pre-game slideshow & live stream slideshow (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!

**Instagram Live Add-On +\$1000** 📺

Further the reach of your activation - Includes brainstorming meeting w/ RCR Team + RCR to coordinate date/time and volunteers. Filmed live on RCR Instagram w/ sponsor tagged.

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

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

**Photo/Video Shoot at Hangar w/ Skaters \$500-\$1750** 📺

Marketable content for Sponsor + Collaboration Post(s) on RCR Social Channels. Sponsor to provide products for shoot. Price range determined by content type & photographer/videographer (provided by sponsor or RCR). Reach out to RCR Sponsorship for full pricing list.



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





\*Sponsorship minimum is \$1,000.



## IN-ARENA ASSETS

(Good for a season of 30+ Bouts)

**Products Sold at Concessions \$4,000** 

Your product sold at 30 guaranteed games &/or events, tagged in all social posts promoting events w/ concessions

**Scoreboard Ad \$750**

Digital ad rotates on scoreboard for entirety of bout, shown at 30+ games (max 4 sold)

**Best Seats \$2,500**

**(Recommended Deal!)**

Logo above seats, promo on eBay auction page, tagged in Best Seats social media posts prior to most adult games, announcer mention each time the best seats are mentioned at least 4x a game

**Banner Placement \$1,000**

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

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

Ad in pre-game scoreboard slideshow, rotates 1 hr, shown at 30+ games

**Ad in Live Stream Slideshow \$500** 

Ad in Live Stream slideshow, rotates 1 hr, shown at 30+ games

**Team Benches (2 available) \$2,000**

**(Recommended Deal!)**

2x30 banner above team benches, premium visibility, shown at 30+ games

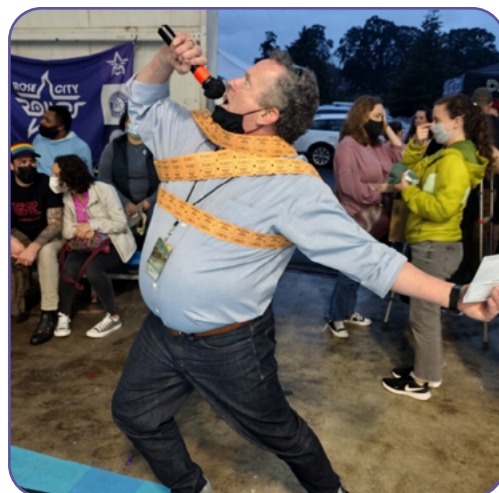
**Track Bumper \$750**

1x4 logo displayed on foam bumper surrounding track (6 available)



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



## 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)

**Tiktok:**  
[tiktok.com/RoseCityRollers](https://tiktok.com/RoseCityRollers)

**Mailing Address:**  
Rose City Rollers  
PO Box 86885  
Portland, OR 97286

\*Sponsorship minimum is \$1,000.

## NAMING RIGHTS & ANNOUNCER MENTIONS

Spend over **\$5,000**, get 2 automatic 10 word mention at each game  
Spend over **\$3,000**, get an automatic 10 word mention at each game

**Official Penalty Box Sponsor \$3,000\***  
(Recommended Deal!)

10' x 12" Signage behind the Penalty Box and mention most occurrences  
(~10x/game for 30+ games)

**Official Timeout Sponsor \$2,000\***  
(Recommended Deal!)

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

**Official Jam Line Sponsor \$2,000\***  
(Recommended Deal!)

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

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

Your custom 10-word mention announced 1x/game for 30+ games

Your custom 10-word mention announced during pivotal moments:

**"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 \$1,500\***

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

\* Current Sponsor has first right of refusal.



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