

2015 SPONSORSHIP & ADVERTISING INFORMATION



HOME

APRIL 25

MAY 30

JUNE 20

SEPTEMBER 19



AWAY

APRIL 11

AUGUST 22

OCTOBER 17

NOVEMBER 14

WWW.CAPITALCITYROLLERGIRLSMS.COM

CAPITAL CITY ROLLER GIRLS IS ORGANIZED EXCLUSIVELY FOR CHARITABLE, EDUCATIONAL PURPOSES AND FOR FOSTERING AMATEUR SPORTS COMPETITION.

Businesses would be smart to get the attention of roller derby fans by sponsoring a league.

- 82% of all fans know the businesses that support their local roller derby league; nearing 95% hold a favorable opinion of these businesses.
- 78% make a point to patronize businesses that sponsor their local league.

Roller Derby fans have spending power.

- A third (33%) of fans have a household income of \$75,000 per year. 98% of all fans agree that roller derby bouts provide good entertainment value for their money.

Many roller derby fans are hard to reach with traditional sports advertising.

- 32% professed to attending no other live sporting events in the previous year, and 41% do not consider themselves fans of traditional major sports.

*(Demographic survey conducted by WFTDA)

CCRG FAN STATISTICS

Paying audience age range: 20-55

Male: 41% Female: 59%

Ticket sales for each bout: 250-500

Active county participation: Hinds, Rankin, Madison and Simpson.



TAX DEDUCTIBLE!

CCRG is a federally recognized 501(c)(3) non-profit organization. Your sponsorship is TAX DEDUCTIBLE.

GRAND SLAM \$400.00

- Full page ad
- 2" x 3" banner at all events (sponsor provides banner)
- Recognition by live announcer at all home bouts
- Logo on all promotional material
- Logo on CCRG website (with link to your site)
- Half-time score board ad
- 4 season passes

POWER JAM \$300.00

- 1/2 page ad
- 2" x 3" banner at all events (sponsor provides banner)
- Recognition by live announcer at all home bouts
- Logo on all promotional material
- Logo on CCRG website (with link to your site)
- Half-time score board ad
- 2 season passes

ALL STAR \$175.00

- 1/2 page ad
- Recognition by live announcer at all home bouts
- Logo on all promotional material
- Logo on CCRG website (with link to your site)
- 6 tickets to bout(s) of your choice

LEAD JAMMER \$100.00

- 1/4 page ad
- Recognition by live announcer at all home bouts
- Logo on CCRG website (with link to your site)
- 4 tickets to bout(s) of your choice

HEAVY HITTER \$75.00

- 1/4 page ad

- Recognition by live announcer at all home bouts
- Logo on CCRG website (with link to your site)
- 2 tickets to bout(s) of your choice

PROGRAM ADS

- 1/8 page \$40.00
- 1/4 page \$50.00
- 1/2 page \$75.00
- full page \$100.00

OTHER OPPORTUNITIES

- booth at home bouts \$25.00
- 2"x3" banner hung at all CCRG events \$150.00
- "Presented By..." sponsorship for a home bout \$1,000.00

IN KIND SPONSORSHIP

Do you have any goods or services that you can offer to CCRG at a discounted rate or no cost? We can formulate a package that fits your needs, whether through advertising space in our programs, links on our website/social media, or help at your own event. Please contact our sponsorship chair to see what kind of benefits CCRG can offer.

ROLLER GIRL SPONSORSHIP

Is there a skater that has caught your eye? Sponsor her to help cover equipment and/or travel expenses. She will promote your company with a sticker on her helmet, a 1/8 page ad, and/or advertising on social media. (Promotion varies based upon amount of sponsorship.)