



ERIE ROLLER DERBY SPONSORSHIP GUIDE



SPONSORSHIP GUIDE

2024

OUR LEAGUE

WHO ARE WE?

Erie Roller Derby (ERD) is a completely volunteer run organization, by the skaters for the skaters serving up roller derby since 2010.

We are proud members of Women's Flat Track Derby Association (WFTDA), a nationally recognized organization that sets safety guidelines and standards for rankings.

We compete from April-October throughout PA, OH, NY, WV, and Canada. Our skaters comprise an incredibly diverse group of women and gender-expansive individuals from all walks of life - professors, engineers, artists and more. Our league's core mission is to promote athleticism, diversity, and roller derby by bringing a new level of sportspersonship to our area.

We maintain a strong sense of hometown pride by partnering with local charities and participating in local events.

ERD is committed to making our community a healthier, happier place to live in and we hope to bring confidence to all of our members and future derby players of America.

WHY DO WE NEED SPONSORS?

ERD is a skater run organization. Operating revenue is based on member dues, bout ticket & merch sales, sponsorships and fundraisers. All revenue goes back to the league to enrich training and development, practice time and space, and bout production.

Not only are you supporting a great group of people - you're helping support local sports in Erie County.

WANT TO CONTRIBUTE TO OUR KICK-ASS LEAGUE?

We're always on the lookout for great local businesses that we can team up with.

Whether it's contributing financially, offering services, products or trades, your business helps us keep the lights on and the wheels rolling!

Questions? Email us at outreachandfundraising@erierollerderby.com for further information about how you can become a sponsor.



PACKAGES

| | \$1,000 APEX JUMP | \$500 POWER JAM | \$400 STAR PASS | \$200 HIP CHECK | \$100 KNEE TAP |
|---------------------------------|-----------------------------|---------------------------|------------------------------|---------------------------|--------------------------|
| ERD T-SHIRT FEATURING SPONSORS | ★ | ★ | ★ | ★ | ★ |
| SOCIAL MEDIA SHOUT OUT | ★ | ★ | ★ | ★ | ★ |
| HOME BOUT SHOUT-OUT | ★ | ★ | ★ | ★ | ★ |
| COMPANY LOGO & LINK ON WEBSITE | ★ | ★ | ★ | ★ | |
| BANNER AT HOME BOUTS | ★ | ★ | ★ | | |
| COMPANY AD IN HOME BOUT PRORAMS | FULL PAGE (\$100 Value) | HALF PAGE (\$50 VALUE) | QUARTER PAGE (\$25 VALUE) | | |
| ERD MERCH BASKET | ★ | | | | |
| TICKETS TO HOME BOUTS | 10 (\$120 VALUE) | 8 (\$100 VALUE) | 6 (\$80 VALUE) | 4 (\$40 VALUE) | 2 (\$20 VALUE) |

DON'T SEE A PACKAGE THAT WORKS FOR YOU? Contact us directly and we'll be glad to customize any package or create something totally unique that fits your business's needs!

| À LA CARTE OPTIONS | | |
|--------------------|-------|----------------------------------|
| PROGRAM ADS | | BANNER DISPLAY |
| QUARTER PAGE | \$25 | \$150/BOUT |
| HALF PAGE | \$50 | \$150/BOUT |
| FULL PAGE | \$100 | \$100 |
| | | SOCIAL MEDIA/WEBSITE ADVERTISING |
| | | \$100 |
| | | BASKET SPONSOR |
| | | \$40/BASKET |

*ALL LOGOS, IMAGES, BANNERS AND ANY OTHER IMAGES FOR ADVERTISEMENTS LISTED MUST BE PROVIDED BY THE SPONSOR.

INTERESTED IN PARTNERING WITH A SKATER FOR A CUSTOMIZED SPONSORSHIP PACKAGE BUILT SPECIFICALLY FOR YOUR BUSINESS?

CHECK OUT OUR SKATER SPONSORSHIP FOR MORE INFO!





WHY SPONSOR A SKATER?

By sponsoring an individual skater, you will be aligned with a growing network of other roller derby sponsors, visiting teams, volunteers and fans. Your sponsored skater and the league will help share your message to a broad audience and you will be able to show your community spirit through your sponsorship and support.

HOW DO I GET INVOLVED?

You can choose the skater you wish to sponsor or elect to have your skater chosen by random draw. Once you have completed the sponsorship agreement form and payment has been received, we will be in touch to develop a customized social media plan with you and your sponsored skater!

WHAT IS INCLUDED?

For \$300 and a one-season commitment, you will receive:

- A customized social media shout-out; developed in collaboration with your sponsored skater
- Your sponsored skater's headshot on our website and all game programs are branded with your logo
- Your sponsored skater can wear your logo at all home games and ERD sponsored events (skaters are responsible for applying logo to their uniform/outfit.)
- Four home game tickets
- An ERD t-shirt featuring our sponsors

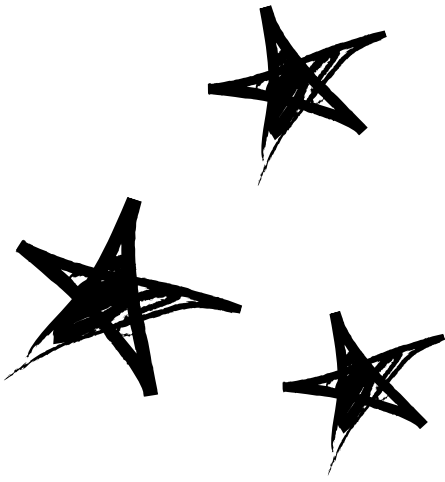
Additionally, the sponsored skater will have all of their league dues paid in-full for the duration of the season!

OUR REACH

With 5,000+ Facebook fans, 2,000+ Instagram followers, an average of 2,800 views per streamed bout, and 300+ bout attendees, your sponsorship with us can be successfully promoted to a targeted audience on all of our social network



SKATER SPONSORSHIP



HOW DO I KNOW WHO I CAN SPONSOR?

Would you like to pick the skater but don't know who is a member this year? Feel free to reach out to outreachandfundraising@erierollerderby.com to discuss which members are still available to be sponsored.

WHAT IF MY SPONSORED SKATER DOESN'T ROSTER?

With such a large team no, skater is guaranteed a spot on the roster to play, but we are all required to attend each home bout and ERD sponsored events. Not to worry-you will still be recognized as a sponsor and we will get your name out there! Many of our members will wear their bout gear even if they aren't skating!



NEW!

BASKET SPONSORSHIP

WHAT IS A BASKET SPONSORSHIP?

We love being able to greet our visiting teams and officials with a gift basket of essentials needed for bout day. Help us keep ERD's reputation as a friendly team by sponsoring a welcome basket!

Raffles and prizes more your speed? Your sponsorship gift will help us put together a great prize basket to be used for one of our fundraising events! Or, if you'd like to design and donate your own basket, reach out to us at outreachandfundraising@erierollerderby.com and we will be happy to arrange that with you.

For \$40 per basket or a donated basket, you will receive:

- A sign with the basket stating funds were generously provided by your business/organization along with your logo
- Credit as a Basket Sponsor announced during the event
- A thank you shout out on social media

BOUTS

HOME SCHEDULE

JUNE ERD VS BLITZBURGH BOMBERS
29 ERD VS CHEMICAL VALLEY

AUG ERD VS PITTSBURGH ZOM-BEES
31 ERD VS TBD

SEPT BAYFRONT BRUISEFEST
14 HOME TOURNAMENT

OCT ERD VS BLACK DIAMOND
26 ERD VS TBD

ADS MUST BE RECEIVED 30 DAYS PRIOR TO THE BOUT

EVENTS

IN THE COMMUNITY

APR TRIVIA NIGHT @ THE
3 BREWERIE at UNION STATION

MAY CHIPOTLE
8 FUNDRAISER

JUNE PRIDE ON THE BAY
29-30 LIBERTY PARK

FUNDRAISING EVENTS - IN - THE - WORKS

Bingo Night ★ Skate-a-Thon ★ Gala Night & Silent Auction

THANK YOU!

We appreciate you taking the time to read through our sponsorship brochure and hope we can build a wonderful relationship or see you at our bouts. If you are hosting your own events and would like our presence, assistance, or support, please reach out to us at outreachandfundraising@erierollerderby.com or via our website. We love to support and help our community!





FOLLOW US!   @ERIEROLLERDERBY

**COME FIND A ROLE AS A SKATER, REFEREE, NON-SKATING OFFICIAL,
VOLUNTEER OR FAN! NO EXPERIENCE NECESSARY! WE WILL TEACH YOU
EVERYTHING YOU NEED TO KNOW!**

**LEAGUE PRACTICES: PRESQUE ISLE SKATING AND EVENT CENTER
MONDAYS & THURSDAYS 7:30PM-9:30PM**

| | | | | |
|--|---|--|---|---|
| AWAY APR 27 | AWAY MAY 18 | AWAY JUNE 1 | HOME JUNE 29 | AWAY JULY 20 |
| HOME AUG 31 | HOME SEPT 14 | AWAY OCT 11 | HOME OCT 26 | |