



# SPONSORSHIP 2017

Kingston Derby Girls is Kingston's only non-profit women's flat-track roller derby league. In the last decade, the sport of roller derby has surged in popularity across Canada and around the world. Now widely regarded as the fastest-growing sport in the world, roller derby has proven itself to be a captivating form of sport and entertainment for an astonishingly broad audience.

During the 2017 season, our two Kingston home teams and our competitive All Star WFDTA team will bout against teams from leagues in Ontario and New York state, both at our home arena, the Kingston Memorial Centre, and away. This season we will have 4 home bouts that will include live music, bar services and 2 live hard hitting roller derby bouts.

We invite you to become a sponsorship partner of the Kingston Derby Girls and to be part of the fun and the phenomenon of Roller Derby in Kingston!

Kingston Derby Girls are a volunteer-based organization. Our skaters and officials do not get paid to play, in fact we all must pay dues in order to provide practice and game-day space. As a Kingston non-profit organization, funding our continuing operations is a challenge. We are always looking for creative ways to help local charities and partner with local businesses; whether it's through advertising, sponsorship, or participating in events.

## What the Heck is Roller Derby?

Roller derby is a full-contact sport with attitude and style. Although players and spectators sometimes wear eye-catching costumes, nothing in derby is faked or staged. These women are true athletes who skate fast and hit hard.

Each team sends five skaters onto the track: a jammer and four blockers. The jammer's goal is to get through the pack of blockers. Every opponent she passes earns her a point. The goal of the blockers is to allow their jammer through the pack while preventing the opposing team's jammer from getting through. The game is played in two-minute shifts, called jams; every jam is exciting and action-packed.

Roller derby embodies the values of strength, determination, and teamwork.

## Our Sponsorship Opportunities

KDG greatly values sponsorships from locally owned and/or small businesses. We are a league run by the skaters, for the skaters, and believe that supporting and partnering with Canadian-based businesses is invaluable for community strength.

## **Media Coverage**

Our events have been covered widely in local media as well as within the derby community.

The groundswell of media attention has included feature print and online articles in newspaper and magazines, local television appearances, and live radio interviews. The local cable company has done feature pieces on our league that have aired numerous times.

## **KDG online**

As a sponsor, you have the opportunity to be recognized on our website, [www.kingstonderbygirls.ca](http://www.kingstonderbygirls.ca), with your logo or name listed under our Sponsors tab. During the roller derby season, our website receives a monthly average of 7,500 hits. The Kingston Derby Girls also maintain a strong social media presence through Facebook and Twitter, where we tap into our fan base and promote our league, our bouts and events, and our partners. We currently have over 3000 likes on Facebook, plus team pages with around 400 likes each, and more than 2,000 followers on Twitter, where we tweet under @ktownderbygirls.

## **Target Audience**

Our appeal is wide: roller derby has something for everyone.

The Kingston Derby Girls' inaugural event in September 2010 attracted over 2,000 fans — a record for bout attendance across the continent — and we continue to fill seats with impressive consistency, over the last seven years. Derby fans span a diverse demographic, from sports fans who enjoy a physical, full contact game, to anyone looking for a unique and different form of entertainment. KDG fans range from children to seniors and include families, young professionals, and students.

## **Sponsorship**

As a league sponsor, you will be helping women in Kingston become stronger athletes. You will help to promote role models of strength, athleticism, and determination for young women and girls.

Sponsorship of KDG runs for the duration of the 2017 season, April 1 to October 31. We offer several levels of sponsorship, as well as individual bout sponsorship opportunities.

## **2017 Home Bout Schedule**

- ✓ May 13<sup>th</sup>, 2017
- ✓ June 3<sup>rd</sup> 2017
- ✓ July 22<sup>nd</sup> 2017
- ✓ September 9<sup>th</sup> 2017

## **Payment**

We are able to accept payment by cash, cheque (made out to Kingston Derby Girls), or e-transfer to [kdgtreasurer@gmail.com](mailto:kdgtreasurer@gmail.com). All sponsorship contracts are due by March 31st, 2017, and payments are due by April 14, 2017.

## **Questions?**

Please contact Annette aka 'A-Bomb' at [sponsorship@kingstonderbygirls.ca](mailto:sponsorship@kingstonderbygirls.ca) with any questions you may have. We look forward to working with you!

## YES! I want to be a 2017 Kingston Derby Girls Sponsor!

<input type="checkbox"/>	<b>Blocker level</b>	<b>\$100</b>	<ul style="list-style-type: none"> <li>✓ ¼-page ad in all home game programs</li> <li>✓ A mention at home games</li> <li>✓ 2 tickets to each home game</li> </ul>
<input type="checkbox"/>	<b>Pivot Level</b>	<b>\$500</b>	<ul style="list-style-type: none"> <li>✓ ½-page ad in all home game programs</li> <li>✓ Your banner and a mention at home games</li> <li>✓ 4 VIP tickets to each home game</li> <li>✓ 4 KDG shirts</li> <li>✓ Your logo and a link to your page on our website</li> </ul>
<input type="checkbox"/>	<b>Officials Level</b>	<b>\$1000</b>	<ul style="list-style-type: none"> <li>✓ Full-page ad in all home game programs</li> <li>✓ Your banner and a mention at home games</li> <li>✓ 8 VIP tickets to each home game</li> <li>✓ 4 KDG shirts</li> <li>✓ Your logo and a link to your page on our website</li> </ul>
<input type="checkbox"/>	<b>*NEW Jammer line Sponsor</b>	<b>\$1500</b>	<ul style="list-style-type: none"> <li>✓ Full-page ad in all home game programs</li> <li>✓ Your banner and a mention at home games</li> <li>✓ Jammer line branding - every single time a jam starts the sponsor name will be dropped!</li> <li>✓ 8 VIP tickets to each home game</li> <li>✓ 4 KDG shirts</li> </ul>
<input type="checkbox"/>	<b>*NEW Penalty Box Sponsor</b>	<b>\$1500</b>	<ul style="list-style-type: none"> <li>✓ Full-page ad in all home game programs</li> <li>✓ Your banner and a mention at home games</li> <li>✓ Penalty Box branding - every single time the announcer sees a player enter or leaves the penalty box, sponsor name will be dropped!</li> <li>✓ 8 VIP tickets to each home game</li> <li>✓ 4 KDG shirts</li> </ul>
<input type="checkbox"/>	<b>Derby Wife – (Vendor)</b>	<b>\$200</b>	<ul style="list-style-type: none"> <li>✓ Vendor Space all home games (B.Y.O Table and Chairs)</li> <li>✓ ¼-page ad in all home game programs</li> <li>✓ A mention at home games</li> <li>✓ Your logo and a link to your page on our website</li> </ul>

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_ Business Phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Billing address: \_\_\_\_\_ Email address: \_\_\_\_\_

Website: \_\_\_\_\_