



SPONSORSHIP 2018

Support Kingston Derby Girls by becoming a sponsor for the 2018 season!

Kingston Derby Girls (KDG) is Kingston's only full-contact roller derby league. As one of the fastest growing sports worldwide, the popularity of this entertaining and empowering sport has surged in Canada over the past decade.

The 2018 season features The Skateful Dead (KDG's home league) and The Rogue Warriors (a competitive, all-start team), together, these teams play in over a dozen bouts across Ontario and in New York State, from April-September. With a substantial fan base, KDG has 4 home events which take place at the Kingston Memorial Centre and include music, beer, and 2 back-to-back, hard-hitting derby bouts.

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

What is Roller Derby?



Roller derby is a full-contact sport with attitude and style. With 5 players from each team on the track, the Jammers (with the star on their helmets) score points by fighting their way through the opposing team's blockers. Although most players maintain the tradition of unique "stage" names, nothing about the modern evolution of roller derby is fake. The women of KDG are true athletes who skate fast and hit hard.

Roller derby embodies the values of strength, determination, and teamwork. And KDG is a league run by skaters, for skaters.

Audience and Community

KDG regularly attracts over 600 people to each of its home games, some devoted fans, while others come are just coming to see their first bout.

Derby appeals to a wide audience and our fans include children, seniors, families, students—essentially any Kingstonian interested in watching a unique, physical and competitive sport.

KDG also has a strong presence within the Kingston Community, frequently appearing in the Pride Parade, assisting with Queen’s University rummage sales, and being active participants in the Princess St. Promenade. As well, KDG is regularly covered by local media, including CKWS, 98.3 Fly FM, and 98.9 The Drive.

Sponsorship Opportunities

KDG is truly part of the Kingston community and therefore greatly values sponsorships from locally owned and small businesses.

As a sponsor, you could benefit from:

- highly visible advertisement at bouts
- promotion on our KDG website and KDG’s social media
- opportunities to sell products at bouts (under our “vendor” package)
- the great feeling of knowing you are supporting strong women grow and compete

For more information about sponsorship packages, contact Melissa at: sponsorship@kingstonderbygirls.ca

We look forward to working with you!