



# Sponsoring New Hampshire Roller Derby – Powerful athletes, powerful reach.

## About Us

New Hampshire Roller Derby is the state's first all-female flat track roller derby league with members from central/southern New Hampshire and northern/central Massachusetts. NHRD is a skater-owned and operated 501(c)(3) non-profit organization which promotes women's athleticism while giving back to the local community. The league is a member of the Eastern Region of Women's Flat Track Derby Association (WFTDA) and follows the guidelines and standards set forth by this governing body.

All 70+ active athletes who play for NHRD are female. Men are welcome to participate as referees, non-skating officials, volunteers, and spectators. In addition to competitions, NHRD also supports and works with the greater NH community through donations, volunteer opportunities, and partnerships with a variety of other non-profit organizations. NHRD currently works with the NH Red Cross, Girls Inc., The NH Food Bank and New Horizons Shelter as charitable partners.

## Our League/Teams

In 2012, NHRD boasts more than 70 active female skaters at various skill levels. We have had tremendous growth in the last few years and expect the interest and league to grow again throughout the year. We hold try-outs twice per year to recruit new and talented skaters from all over New Hampshire and Massachusetts.

The league is comprised of two travel teams, the Skate Free or Die All-Stars & the Queen City Cherry Bombs, who compete against other leagues throughout the eastern US and Canada. We also have two "home" teams, the Granite Skate Troopers and the Seabrook Meltdowns, that participate in intra-league play against each other.

## Our Sport

Roller derby is just that---a sport. This isn't your "70's Roller Derby" which was often staged, however it does maintain the exciting, power-packed, and athletic action that the sport of roller derby is known for.

Specifically, flat track roller derby is a fast-paced, full-contact team sport that requires speed, strategy, and athleticism. The flat track version of the sport evolved in 2001, and has quickly grown to encompass more than 450 leagues worldwide. This is in large part due to the ease of setting up a flat track--it can be done on any flat surface that is suitable for skating, such as skating rinks, basketball courts and parking lots. This greatly reduces the capital needed to start up a roller derby league, and allows small groups of people to get a fledgling league off the ground. The DIY spirit that drives the sport allows roller derby leagues to create their own unique identities and adapt their structures to reflect their local communities.

NHRD was voted as the *Best Extreme Sports Team* for 2010 by New Hampshire Magazine. As a sponsor of NHRD, your company would be represented by a positive, athletic and powerful female team image.

## Our Bouts

The word about Roller Derby is spreading!!

Roller derby bouts sell out consistently throughout the Northeast, including our April 2010 Home Opener at JFK Coliseum in Manchester, NH. NHRD's season opening bout there had **1000+ attendees!** In 2010, we had crowds of well over 700 attendees at most home bouts. We are also providing our attendees with more options for 2011, such as VIP ticketing. Our ticket prices are around \$10 which means our bouts are accessible to anyone.

NHRD has some more exciting plans for 2012! In April, we are hosting our 2012 Season Opener at the Whittemore Center Arena in Durham, NH. This is in addition to our five-bout home season again at JFK Coliseum in Manchester, NH. Our travel teams are also attending several away bouts across the eastern US.

Advertising and booth opportunities are also available at all home bouts.

### Our Fan Base/Demographic

Our fans include a cross section of men and women in the Manchester, Southern New Hampshire, Southern Maine and the Northern Massachusetts area. We appeal to and have fans ranging in age from 1-100. They include children, families, professionals, college students, coming from all walks of life and our bouts are family-friendly!

Some statistics about our fans:

- 59% of fans are female/41% are male
- 46% of fans hear about our bouts from word of mouth
- 34% of fans hear about our bouts from social media & our web
- 31% of fans have an income of at least \$75K – *our fans have spending power*
- 96% of all fans agree that Roller Derby bouts provide good entertainment value for the dollar

And most importantly:

- **86% of fans know who their league's sponsors are and 80% of fans have patronized those businesses**

### Our Reach

NHRD has a strong presence on all social media sites, such as Facebook, MySpace & Twitter. This enables us to easily reach thousands of fans about events, promotions and bouts. Our website, [www.nhrollerderby.com](http://www.nhrollerderby.com), prominently displays our paid sponsors and provides links and mentions for those that support us during the year.

Our print marketing and Street Team promotional events showcase some of our sponsors on bout flyers, posters, and handouts. We have partnered with the New Hampshire Fisher Cats, many local parades, local eateries and entertainment establishments to get the word out about our league through promotional events and flying opportunities. We love for our sponsors to be a part of this!

### Our Sponsors

We strive to select companies like yours...companies that fit the image of positivity, athleticism, and community involvement. We know that a partnership between our league and your company will provide mutual benefits and advertising opportunities to a shared target demographic.

We rely heavily on sponsorships to provide affordable entertainment to the people of New England. No sponsorship is too small! We have sponsorship levels and advertising packages that will fit all sponsorship budgets and we can fully customize a sponsorship for you!



2010 New Hampshire Roller Derby League Photo

***Thank you in advance for your sponsorship from the athletes and fans of New Hampshire Roller Derby.***

# We appreciate your support!

## 2012 Sponsorship Levels

### JAMMER LEVEL SPONSORSHIP

\$5,000 +

- Trackside banner with your company logo for all regular-season home games
- Promotional logo on bout flyers and posters
- Full page advertisement in all 2012 Bout Programs
- 4 Announcer mention during all bouts
- One customized co-hosted special event
- Logo on the NHRD home page under “featured sponsors” as well as logo/link to website on the sponsor page.
- One table reservation at all home season bouts
- 10 Season Passes
- \$100 Merchandise Gift Certificate

### PIVOT LEVEL SPONSORSHIP

\$2,500+

- Trackside banner with your company logo for all regular-season home games
- Half page advertisement all 2012 Bout Programs
- 3 Announcer mention during all bouts
- 3 NHRD members to appear at a business event
- Logo and link on the sponsor list on the NHRD website
- One table reservation at all home season bouts
- 6 Season passes
- \$75 Merchandise Gift Certificate

### BLOCKER LEVEL SPONSORSHIP

\$1,000 +

- Banner posted at all regular season bouts
- Quarter page advertisement all 2012 Bout Programs
- Logo and link on NHRD website under the sponsor section
- 2 Announcer mentions per home bout
- 4 season passes
- \$50 Merchandise Gift Certificate
- One table reservation for 3 home bouts.

## REF LEVEL SPONSORSHIP

\$500 +

- 50% off cost of banner placement for the 2012 season
- Quarter page advertisement in all 2012 Bout Programs
- Logo and link on NHRD website under the sponsor section
- 1 announcer mention at all 2012 home season bouts
- Choice of 2 season passes or 10 individual game tickets
- \$25 Merchandise Gift Certificate

I'm ready to sponsor!

Please indicate your level of interest:

- Jammer - \$5,000    Pivot - \$2,500    Blocker - \$1,000    Ref - \$500

(Please indicate amount: \$\_\_\_\_\_)

CONTACT NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

Submit this form with a check made payable to NH Roller Derby to the address below:

NH Roller Derby  
P.O. Box 286  
Nashua, NH 03061-0286

*In-kind and Trade Proposals: Please include a description and estimated value of your items with this form. In-kind sponsorships and evaluations are subject to NH Roller Derby approval.*

For questions or more information, please contact the Sponsorship Committee at [sponsors@nhrollerderby.com](mailto:sponsors@nhrollerderby.com).