



# BSB SPONSOR OPPORTUNITIES 2018

Bay State Brawlers Roller Derby is a non-profit women's flat-track roller derby league based out of Lancaster, MA. Roller derby is a full contact sport that unites and celebrates women of all ages, and backgrounds. Bay State features skaters from across Massachusetts. Our league currently consists of two travel teams focused on becoming highly competitive in the world of roller derby.

Bay State Brawlers Roller Derby is a volunteer-based organization. Our skaters and officials do not get paid to play, in fact all members pay dues in order to provide practice and game-day space, jerseys, and other league needs. As a Massachusetts non-profit organization, funding our continuing operations is a priority. We are always looking for creative ways to partner with local charities and businesses through advertising, sponsorship, or participating in events.

Currently, we offer services such as ads in our programs and banners at our bouts. Many of these offers can be found in this sponsorship packet. If you are interested in working together with Bay State Brawlers or making a donation, we will be glad to discuss any ideas you may have in the sponsorship of our organization.

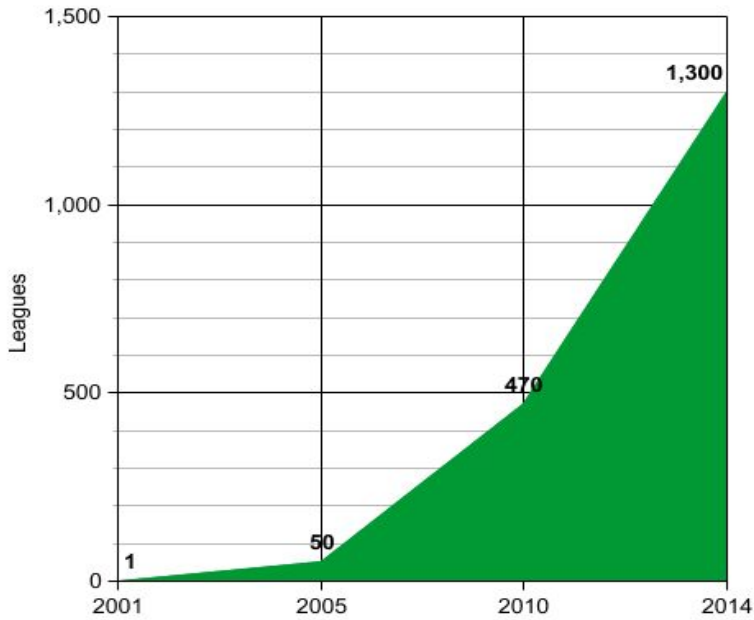
Thank you for your time and support and we look forward to collaborating with you in the near future.

**Bay State Brawlers Roller Derby**

Sponsors@baystatebrawlers.com

[www.baystatebrawlers.com](http://www.baystatebrawlers.com)

Women's Flat Track Leagues



## Be a part of the fastest growing sport in the world!

Only 1 women's flat track roller derby league existed in 2001. By 2005 there were 50. In 2010 it grew to 470 leagues. In 2017 it was estimated that there were over 5,500 women's flat track derby leagues and growing!

## Our Fan Base

Our derby fans come from all walks of life. The primary demographic for the Bay State Brawlers is generally 18 – 45, but each bout continues to draw more and more families. We promote an affordable, family-friendly environment, and anyone of any age is guaranteed to have a good time.

According to WFTDA's Comprehensive Data Collection on Skaters and Fans (2012), "Roller Derby fans have spending power. A third (33%) of fans have a household income of at least \$75,000 per year. Ninety-eight percent of all fans agree that roller derby bouts provide good entertainment value for their money. Businesses would be smart to get the attention of roller derby fans by sponsoring a league. Eighty-two percent of all fans know the businesses that support their local roller derby league, and 95% hold a favorable opinion of these businesses. Seventy-five percent have patronized businesses that sponsor their local league." Any savvy business will want to be a part of that market action!

## Media Exposure

The Bay State Brawlers have been featured on MyFox Boston 25 News, Fitchburg and Leominster Access television programs, and in The Leominster Champion, The Gardner News, Telegram and Gazette (Worcester Telegram), Winchendon Courier, and Coffee News.



Photo Credit: Doug Levy

# Sponsorship Packages

>> PACKAGE LEVEL >>	FIRST OUT OF THE PACK \$75	LEAD JAMMER \$150	POWER JAM \$250	MOST VALUABLE PLAYER \$350
<b>Logo on Our Website</b>	✓	✓	✓	✓
<b>Program Advertisement</b>	Quarter Page Ad	Half Page Ad	Half Page Ad	Full Page Ad
<b>Scoreboard Advertisement</b>	✓	✓	✓	✓
<b>Complimentary Bout Tickets*</b>	2	4	4	6
<b>Social Media Recognition</b>		✓	✓	✓
<b>Bout Shout-Outs</b>		✓	✓	✓
<b>Banner At Home Bouts</b>			✓	✓
<b>Logo on Event Poster</b>			✓	✓
<b>Recognition in Our Press Releases</b>			✓	✓
<b>Booth Space At Home Bouts</b>				✓

\*Complimentary bout tickets may be used at any one home game, or may be divided up to be used at multiple home games.

# DIY Packages

PROGRAMS	BOUTS*
Full Page...\$150 Half Page...\$100 Quarter Page...\$50	Game Demo - Jam Line - Pivot Line Penalty Box- Time outs \$100 each

\*Bout Sponsors will be announced during games and be featured in Bout Programs.

\*\*DIY packages will run per season, for individual game prices please contact: [Sponsors@baystatebrawlers.com](mailto:Sponsors@baystatebrawlers.com).

# BAY STATE BRAWLERS ROLLER DERBY

Sponsor Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Website: \_\_\_\_\_

## Packages

<input type="checkbox"/> First Out Of the Pack \$75	<input type="checkbox"/> Lead Jammer \$150
<input type="checkbox"/> Power Jam \$250	<input type="checkbox"/> Most Valuable Player \$350

## DIY Packages

Bout Programs <input type="checkbox"/> Full Page...\$150 <input type="checkbox"/> Half Page...\$100 <input type="checkbox"/> Quarter Page...\$50	Bout Elements and Shout Outs <input type="checkbox"/> Sponsor Booth...\$300/season or \$150/game (Limited to 4) <input type="checkbox"/> Jam Line...\$100 <input type="checkbox"/> Pivot Line...\$100 <input type="checkbox"/> Penalty Box...\$100 <input type="checkbox"/> Time outs...\$100
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Total: \_\_\_\_\_

This form can be completed and sent to:

**Bay State Brawlers Roller Derby**  
**96 Central Street, Berlin MA, 01503**

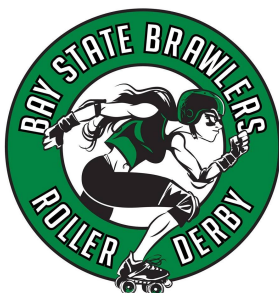
Or emailed to:  
**sponsors@baystatebrawlers.com**

Checks can be made payable to:

**Bay State Brawlers**

\*We can also accept payment via credit card  
 through Square or Paypal.

**Please include a business card or business logo with your BSBRD Sponsorship Form**



**THANKS FOR YOUR SUPPORT!**  
**BAY STATE BRAWLERS**  
**ROLLER DERBY**