



**SKILLS
BEFORE
DRILLS**

Sponsorship
OneWorld Roller Derby
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ROLLER DERBY DEMOGRAPHICS

Roller Derby is an explosive sport growing at a rate of 40 leagues forming weekly across the globe. The majority of leagues are members of WFTDA (Women’s Flat Track Association). The fan base is broad with a wide variety of age groups attending events. Avid fans (attending 3 or more events per year) have average household incomes exceeding \$65,000 annually and spent over \$323 on roller derby related purchases in 2010. 90% of fans hold a favorable view of local business sponsors. 80% of avid derby fans go out of their way to patronize local business sponsors. Roller Derby games and events are very often played to standing room only crowds. 60% of fans are also fans of traditional major team sports such as baseball, football or basketball.

WHY Sponsor OneWorld Besides Publicity?

Our goal is to teach the necessary skills to anyone who wishes to learn the sport of roller derby. We’d like all members of the community to have another venue for exercise, increased self esteem, social outlets and increased fitness levels. Our leagues are open to women, men, coed and junior skaters of every skill level, and our beginning practices aren’t full contact; instead the focus is on core strength, agility and skill building.. Once skaters achieve appropriate skill levels, they are allowed to attend our advanced practices and then find the opportunity to skate on a team at public events. We don’t believe that roller derby should be limited to women or flat track only. Our affiliate associations are OSDA (Old School Roller Derby Association) for banked track and M.A.D.E. (Modern Athletic Derby Endeavor) for flat track. Your contribution will help revolutionize this fast growing sport to mainstream.

ABOUT US

We are a woman-owned business run by skaters for skaters. Our mission is to promote fitness and strength to all participants, allowing them to create an athletic lifestyle and experience the extraordinary benefits of participating in the roller derby community. Our Junior Derby Head High program is a 501 (c) (3) non profit in the State of Washington. The growth of OneWorld Roller Derby will allow us to earmark a percentage of profits to contribute to Head High as well as other community causes such as childhood obesity and domestic violence awareness. We will continually expand our online networking resources, league growth and make a difference in the sport of roller derby.

Please see our fact sheet and contact us with any questions.

Derby LOVE!





Continent Sponsor \$250.00

- A single 1/8 page ad in 2012 home game programs
- 2 VIP tickets to each game
- Recognition announcement at each game (beginning and end)
- 2 T-Shirts

Global Sponsor \$500.00

- 1/4 page ad in 2012 home game programs
- Banner Space on inside of rink
- 4 VIP tickets to each game
- Logo and link on OneWorld Roller Derby website
- Recognition announcement at each game (beginning, end and halftime)
- \$50 in OWRD Merch

Universe Sponsor \$1,000

- \$50 in OWRD Merch
- Promo booth table at each game
- Banner and bumper space on inside of rink
- 1/2 page ad in each 2012 home game program
- 6 VIP tickets to each game
- Logo and link on OWRD website
- Recognition announcements throughout each game

Cosmos Sponsor \$1,500

- \$100 in OWRD Merch
- Promo booth table at each game
- Full back page or inside of program ad at each 2012 home game
- Banner and bumper space on inside of rink
- 8 VIP tickets to each game
- Logo and link on OWRD website
- Recognition announcements throughout each game

SPONSOR A SKATER! \$100- \$250

- Logo and link on OWRD website with mention of your favorite skater
- A VIP season pass to our 2012 season
- One T-Shirt