



**NEW ORLEANS FLAT TRACK ROLLER DERBY**



**2015**

**SPONSORSHIP**

## ABOUT US

Established in 2005, Big Easy Rollergirls (BERG) is the first and only all-female, flat track roller derby league in New Orleans. BERG is **skater-owned and operated**, and is a proud member league of the Women's Flat Track Derby Association (WFTDA).

BERG's mission is to **encourage and empower women**, and is comprised of a diverse group of over 60 female athletes. **BERG maintains a rigorous athletic training regimen while regularly contributing to community service efforts in the New Orleans community.** Now entering its ninth season, the league will field a nationally-competitive AllStar team and the regionally competitive Crescent Wenches. The league holds home bouts in front of near-capacity crowds at the University of New Orleans Human Performance Center.

*All photographs in this document by Allyson O'Keefe.*



## RECENT COMMUNITY SERVICE

New Orleans Women's Shelter

NOLA HAMPfest (HIV/AIDS Awareness Music Project)

NOLA Habitat

Metropolitan Center for Women and Children



## RECENT PUBLIC APPEARANCES

Krewe of Muses, Pontchartrain, Excalibur and Barkus parades

Freret Market

Algiers Folk Art Festival

Crescent City Classic 10K

Youth Run Nola

Girls on the Run

Running of the Bulls (San Fermin in Nueva Orleans)

## RECENT PUBLICITY

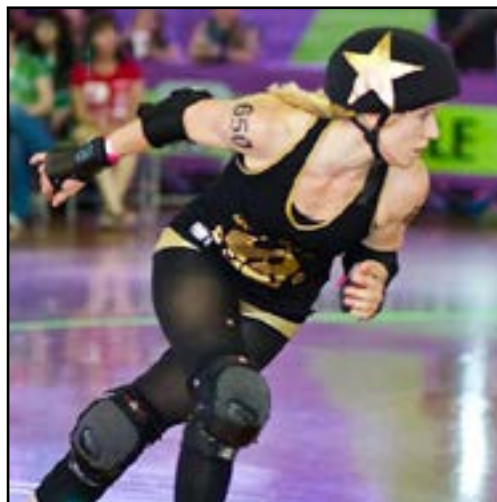
Featured on local radio stations

Special segment on **Fox 8 Morning Show**

**Don't Trash Dat** campaign for the City of New Orleans

Featured on **News with a Twist**

Monthly game recaps in **Nola Defender**



## ABOUT ROLLER DERBY

The roller derby resurgence began in Austin, Texas, around 2000. Since then, more than 600 roller derby leagues across the U.S. have formed and actively compete in front of sold-out crowds. Roller derby has been called "the fastest growing sport in America" by NBC Nightly News.

Roller derby is a full-contact, competitive sport played on quad roller skates. Each team consists of a maximum of 14 players, with a "pack" of up to 5 players from each team on the track during each jam. One jammer from each team is responsible for scoring points. Four blockers must prevent the opposing jammer from scoring, while assisting their jammer successfully through the pack. One point is earned for each opposing blocker the jammer passes after her initial pass.

For more information, visit the official website: [www.wftda.com](http://www.wftda.com)

## SPONSORSHIP PACKAGES

### Lead Jammer *(one available)* \$5,500

- Full page ad in each program
- Up to 3 banners at each bout\*
- Your business promotion in our newsletter and social media channels
- Logo on website home page
- Ticket billing: “ ” *presents the Big Easy Rollergirls*
- Your logo on fliers, advertisements, posters, program covers, schedule cards and other promotional material
- Your business mentioned in press releases
- Sponsor-provided giveaways during bouts and opportunity for sponsor to bring their own promotional team into the venue to give away samples
- 2 appearances at an event of your choice (some restrictions may apply)
- Three announcements per bout
- 20 season tickets
- 20 BERG T-shirts

### Jammer \$3,500

- Full page ad in each program
- Up to 2 banners at each bout\*
- Your business promotion in our newsletter and social media channels
- Logo on website home page
- Three announcements per bout
- 8 season tickets
- 8 BERG T-shirts
- One appearance at an event of your choice (some restrictions may apply)

### Blocker \$2,000

- Half page ad in each program
- Your banner at each bout\*
- A link to your website in our newsletter
- Logo on website home page
- Mentions on social media channels
- Two announcements per bout
- 6 season tickets
- 6 BERG T-shirts

### Pivot \$800

- Quarter page ad in each program
- Your banner at each bout\*
- A link to your website in our newsletter
- Logo on website sponsor page
- Mentions on social media channels
- One announcement per bout
- 4 season tickets
- 4 BERG T-shirts

### Fan \$400

- Eighth page ad in each program
- Your banner at each bout\*
- Logo on website sponsor page
- Mentions on social media channels
- 2 season tickets
- 2 BERG T-Shirts

\*Banners must be provided by sponsor

## SINGLE ITEMS

Ads (per bout) \$200, \$100, \$50, \$25 (full, half, quarter, eighth)

Banner (per bout) \$100

Other promotional options are available as single items.

## Unique Ways to Maximize Your Exposure

- Set up a promotional table at home bouts
- Sponsor the penalty box, scoreboard, VIP area, bus for away bouts, pivot and/or jammer lines, or an after party
- Provide giveaways (including coupons) for bout audience, VIP area, or gift bags for home team/visiting skaters
- Provide mascot for bout
- Lead half-time activity
- Dress the team – your name on our jerseys or team gear

Please contact the sponsorship manager if you are interested in any of these unique partnerships by emailing: [sponsorship@bigeasyrollergirls.com](mailto:sponsorship@bigeasyrollergirls.com)

## Ad Requirements

Sponsors are responsible for their own black and white designs.

The deadline to submit your ad is 4 weeks prior to each bout.

Format:

- PDF, TIF, EPS, and JPG are acceptable
- Must be saved at 300 dpi

Contact [art@bigeasyrollergirls.com](mailto:art@bigeasyrollergirls.com) with questions.

## COMPANY NIGHT

What better way to reward your employees than a night of fast-paced, action-filled fun?!

Choose your ticket level:	75 tickets = \$800
	50 tickets = \$600
	25 tickets = \$350

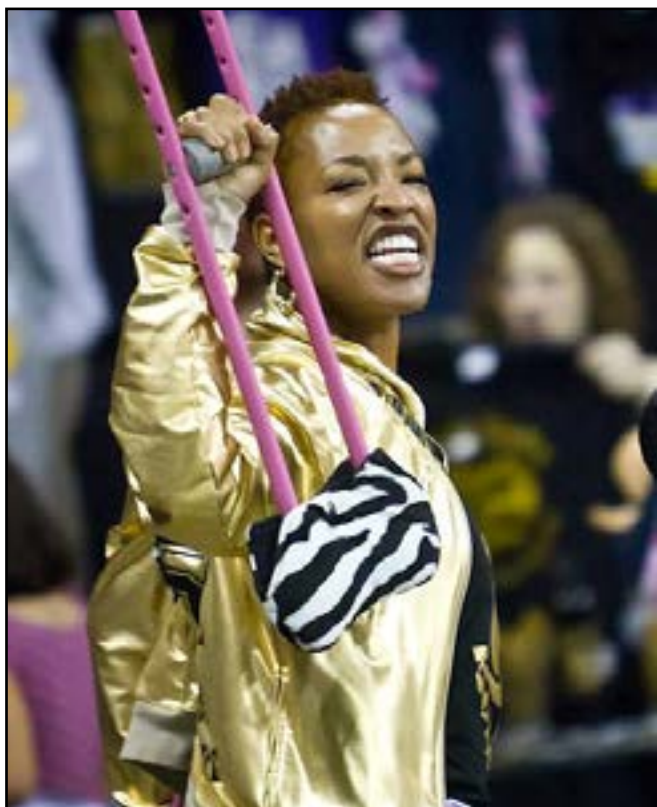
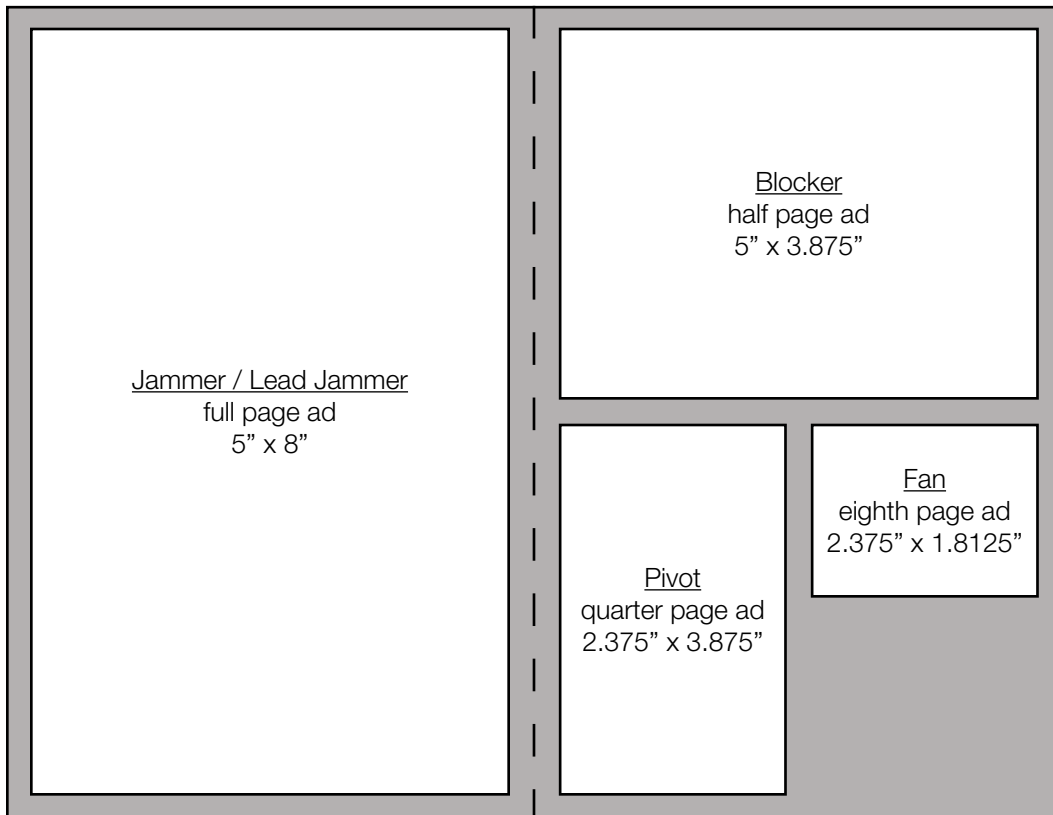
Included with every package:

- Seating in special fan block area
- One bout announcement
- Representative from company blows the first whistle

Add BERG T-shirts at a discounted price of \$12 per shirt.

Can't find a package that works for you? Contact Sponsorship for an individual package customized to fit your needs: [sponsorship@bigeasyrollergirls.com](mailto:sponsorship@bigeasyrollergirls.com)





## WHO WILL YOU REACH?

Average bout attendance = 600 - 1100

WFTDA 2012 Fan Demographic Survey:

- 38% are 25-34, 31% 35-54, 14% 45-54
- 61% female, 39% male
- 60% have a higher-education degree
- 33% have household income of \$75,000 or more
- 82% of derby fans know the businesses that support their league, and 95% hold a favorable opinion of these business.
- Over 78% of fans have patronized business that sponsor their local league.
- 98% agree that roller derby bouts provide good entertainment value for their money

## BERG STATISTICS

- Website averages more than 4000 unique visitors per month
- Blog averages 1200 unique visitors per month
- Monthly newsletter circulated to over 2000 subscribers
- Over 6,600 Facebook followers
- Reach an average of 2000 people per week via Facebook and Twitter

# **2015 HOME SCHEDULE**

**3.14.2015**

**4.18.2015**

**5.16.2015**

**6.20.2015**

**7.18.2015**

