



**LONG BEACH ROLLER DERBY**  
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LONG BEACH, CA 90802  
INFO (562)804-8709\* FAX (562) 987-4777  
[www.Longbeachrollerderby.com](http://www.Longbeachrollerderby.com) [lrollerderby@gmail.com](mailto:lrollerderby@gmail.com)

## Sponsorship Package 2010

Long Beach Roller Derby (LBRD), established on 4<sup>th</sup> street in 2009 is Long Beach's premier, all-female competitive roller derby league. We aim to produce the city's most entertaining sporting event that stimulates a sense community, sportswomanship, and athleticism. Our game is real and our girls are local.

What we strive to accomplish:

- A bi-monthly roller derby event that includes a roster of teams that will represent the wide array of beloved Long Beach burrows. Such as Terminal Island Tootsies, 4<sup>th</sup> Street Retro Rollers and Bixby Rollerettes. Identified by campy names and zesty uniforms there will be an entertainment value to be had while still maintaining a full contact and legitimately athletic event.
- A "vendor village" established at every event will provide much needed revenue for our local businesses as well as a place for exposure of talented local artists accompanied by a venue for local bands. This kind of positive environment where a focus on the best interest of our community will also create donations for Long Beach non-profits.
- A constant pursuit to draw as many fans from the community and surrounding areas as possible and maintain reasonable ticket prices.
- Maintaining a constant presence in all Long Beach Community events, and attract positive media attention.
- An excellent sponsorship and advertising opportunity for local business.
- Pairing with various non-profit organizations and giving back to our community at every opportunity.
- To eventually invite roller derby leagues from across the nation to compete against Long Beach Roller Derby on their home turf!

LBRD is part of the growing trend all over the U.S and world. Roller Derby as a whole has received national exposure in every metropolitan newspaper and national network television including ABC, CBS, ESPN, ESPN2, and Spike.

Long Beach Roller Derby has been featured in *The District*, *Press Telegram*, *Grunion Gazette*, *Union Weekly* and *Long Beach Magazine*. With over 100 members and 20 volunteer staff members we are growing every day and making our mark on the community!

# Fact Sheet

LBRD was formed in July, 2009 by nationally recognized roller derby veterans Diesel and Estro Jen of the Angel City Derby Girls (Los Angeles' Premier Flat Track Derby League.) The league is comprised of 120 skaters and volunteers, and is skater run and operated. LBRD is structured so that every member has a chance to be involved in the organization – both on and off the track. We welcome women of all walks of life and have a place for every woman on this league.

To prepare for their first bout these athletes have been skating grueling two-hour practices, 4 days a week for 7 months accompanied by guest coaches, training camps, off skates training and of course regular beach and street skates.

Terminal Island Tootsies, 4<sup>th</sup> Street Retro Rollers, and Bixby Rollerettes are LBRD's three real, full contact competitive teams. Each team is comprised of 14 strong women full of individuality and enthusiasm. LBRD is also home to a sub-pool of 30 remarkable sub skaters, and a healthy gaggle of new skaters in training that are chomping at the bit to see their part of the action.

## Media Coverage

*The District Weekly*, July 2009

"HELL YES: LONG BEACH TO GET ITS VERY OWN ROLLER DERBY LEAGUE!

<http://thedistrictweekly.com/2009/daily/staff-infection/hell-yes-long-beach-to-get-its-very-own-roller-derby-league/>

The Grunion Gazette, Aug 19<sup>th</sup> 2009

Local Women Lace Up For Roller Derby League

<http://www.gazettes.com/articles/2009/08/19/lifestyle/doc4a8c36011149b327898601.txt>

The District Weekly, Aug 24 2009

<http://thedistrictweekly.com/2009/dtv/long-beach-roller-derby/>

NBC Los Angeles, Feb 23<sup>rd</sup> 2010

Meet the Long Beach Roller Derby League

<http://www.nbclosangeles.com/news/sports/Long-Beach-Roller-Derby-LBRD-85067737.html>

Press Telegram, Feb 23<sup>rd</sup> 2010

Long Beach Roller Derby getting ready for first bout

[http://www.presstelegram.com/news/ci\\_14449906](http://www.presstelegram.com/news/ci_14449906)

## Target Audience

March 2010 marks the official start to Long Beach Roller Derby's first season and we expect to see over 1,200 individuals from the community to come out and support. The audience at a roller derby bout spans a diverse demographic. It encompasses hard-core sports fans as well as those who search our more alternative edgy forms of entertainment. The majority of attendees ranging from the ages of 18-45, are young families, professionals, skilled trade and students. They often have a considerable amount of disposable income and earmark entertainment as an essential part of their monthly spending budget.

## 2010/2011 Bout Schedule

March 26 <sup>th</sup> - Season Opener -	Terminal Island Tootsies vs 4 <sup>th</sup> Street Retro Rollers
May	4 <sup>th</sup> Street Retro Rollers vs Bixby Rollerettes
July	Bixby Rollerettes vs Terminal Island Tootsies
Aug	- Semi Final - TBD
Nov	- Championship - TBD

# Your Sponsorship

Your sponsorship will help us pay for practice space, bout facilities, uniforms, training camps, equipment for training and most importantly find us a permanent home of our own.

If you are a progressive company with marketing focus on the edgy consumer please align yourself with the fastest growing women's sport in the nation and view the following sponsorship opportunities.

## **PLATINUM SPONSOR @ \$6000/YR + platinum sponsor square (in silver area)**

- \* Banner on display at all Home Bouts + sponsor night
- \* 10 VIP Seats per Bout
- \* 1/2 Page ad in Bout Program
- \* Booth / Table Space at Bouts
- \* Logo Web Link on LBRD Website Homepage
- \* Company Logo on League/Bout Posters
- \* Company Mentioned 2X during bouts (or 10 second commercial instead)
- \* Autographed League Poster
- \* \$50 in Vouchers for Official LBRD Merchandise

## **GOLD SPONSOR @ \$4000/YR + gold sponsor square (in gold area)**

- \* Banner on display at all Home Bouts
- \* 8 VIP Seats per Bout
- \* 1/4 Page ad in Bout Program
- \* Booth / Table Space at Bouts
- \* Logo Web Link on LBRD Website
- \* Company Mentioned 2X during bouts (or 10 second commercial instead)
- \* Autographed League Poster
- \* \$50 in Vouchers for Official LBRD Merchandise

## **SILVER SPONSOR @ \$2000/YR + silver sponsor square (in silver area)**

- \* 6 VIP Seats per Bout + table space OR banner
- \* 25% Reduction for advertising in Bout Program
- \* Logo Web Link on LBRD Website
- \* Company Mentioned 2X during bouts and acknowledged in program
- \* Autographed League Poster
- \* \$25 in Vouchers for Official LBRD Merchandise

## **BRONZE SPONSOR @ \$1000/YR + bronze sponsor square, + table space OR banner**

- \* 4 VIP Seats per Bout
- \* Company Acknowledgment in Bout Program
- \* Web Link on LBRD Website
- \* Autographed League Poster
- \* \$25 in Vouchers for Official LBRD Merchandise

## **FAN SPONSOR @ \$ 500/YR + sponsor square**

- \* 2 VIP Seats per Bout
- \* Company/Individual Acknowledgment in Bout Program
- \* Web Link on LBRD Website
- \* Autographed League Poster
- \* \$25 in Vouchers for Official LBRD Merchandise

ALL SPONSORSHIP PACKAGES GET 20% OFF ALA CARTE PROMOTION OPTIONS.

#### SPONSORSHIP ALA CARTE

* Sponsor Square	\$ 100
* Banner Displayed at Bout	\$ 150 / bout
* Full Page Ad in Bout Program	\$ 300
* ½ Page Ad in Bout Program	\$150
* ¼ Page Ad in Bout Program	\$ 75
* Company/Individual Acknowledgment in Bout Program	\$ 25
* Company Announcement during Bout (1/half)	\$ 50
* Booth Space / Table Space at Bouts	\$ 100
* Logo Web Link on LBRD Website	\$ 150/month
* Web Link on LBRD Website	\$ 50/month
* Autographed League Poster	\$ 50
* \$10 Vouchers for Official LBRD Merchandise	\$ 10/each
* Sponsor Night – Have Roller Girls Promote Your Event	\$ 750

#### SERVICE SPONSORSHIPS

If your company would like to offer service or merchandise in exchange for all / part of the cost of sponsorship, we will work with you to negotiate a deal that helps maximize your exposure and our appreciation.

If you are ready to partner up with the Long Beach Roller Derby or would just like more information, contact us at [LBrollerderby@gmail.com](mailto:LBrollerderby@gmail.com).

**OR - tell us what you want and how much you want to pay and what you want to get, lets negotiate**



**Long Beach Roller Derby Sponsorship Form**

Sponsors Name \_\_\_\_\_

Address \_\_\_\_\_

Phone# \_\_\_\_\_ Email \_\_\_\_\_

Package Bought \_\_\_\_\_ Price Paid \_\_\_\_\_

Al La Cart Item \_\_\_\_\_ Price Paid \_\_\_\_\_

Total \_\_\_\_\_

Sponsor  
Signature \_\_\_\_\_

Printed  
Name \_\_\_\_\_

LBRD Rep  
Signature \_\_\_\_\_

**Please email any logos, media, and special requests to: [lbrollerderby@gmail.com](mailto:lbrollerderby@gmail.com)**

**OR**

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**Please make checks or money orders payable to *Long Beach Roller Derby***

**For more information feel free to contact Diesel at [LBrollerderby@gmail.com](mailto:LBrollerderby@gmail.com)  
Or leave a voicemail at 562-804-8709.**

***Thank you for your support!!***

***\*Please make a copy of this page for your records***

