



2020 SPONSORSHIP PACKAGES



WHO WE ARE

- Orlando Roller Derby (ORD) is Central Florida's premiere, skater -owned and -operated, women's flat track roller derby league. We are a member of the Women's Flat Track Derby Association (WFTDA), the international governing body of the sport.
- As a 501(c)(3) nonprofit organization, ORD's mission is to bring about positive change in ourselves and in our community.
- Our league is composed of five teams.
 - Our A level travel team: Ozone Slayers
 - Our B level travel team: Sun Blockers
 - Our three home teams: Heat Wave Hellcats, Manatee Mayhem and Snowbird Bombers



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OUR FANS

Roller derby is one of the fastest growing sports in America, and Orlando Roller Derby game attendance continues to grow.

- Our league's Facebook boasts more than 6,748 followers
- Our Instagram is followed by nearly 2,687 users
- Our Twitter account currently reaches more than 2,000 fans.

The average ORD fan is 37 years old, with roughly 88% of our fan base having a household income of \$50,000/yr or greater. With new marketing initiatives, there's never been a better time to get involved with Orlando Roller Derby!

AVAILABLE LEAGUE SPONSORSHIP OPPORTUNITIES

Your contribution will help to fund our practice space rental, home game venue expenses, new safety gear for our skaters, and travel costs including travel competition jerseys, lodging, and transportation. You can view the team's schedule, including upcoming games and events, at orlandorollerderby.com

LEAD JAMMER (\$1,500+)

- Your business logo and link displayed on our website
- Full page ad in all of our home game programs
- Four season tickets (includes all home games)
- \$100 merchandise voucher
- Shout-outs on our social media platforms and during home games
- Your business banner displayed at games*
- Designated space for merchandise table at games**
- Four Orlando Roller Derby Skaters to attend the business event of your choice***

PIVOT (\$1,000)

- Your business logo and link displayed on our website
- ½ page ad in all of our home game programs
- Four season tickets (includes all home games)
- \$75 merchandise voucher
- Shout-outs on our social media platforms and during home games
- Your business banner displayed at games*

*Business banner to be supplied by sponsor



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****Merch table to be supplied by sponsor**

*****Request must be presented at least 30 days prior to the event; ORD will make its best effort to accommodate all requests, but in the case of a conflict with a previously scheduled event, ORD representation at your event may be subject to skater availability.**

SPONSORSHIP OPPORTUNITIES(cont.)

BLOCKER (\$500)

- Your business logo and link displayed on our website
- ¼ page ad in all of our home game programs
- Two season tickets (includes all home games)
- Merch pack w/four ORD t-shirts
- Shout-outs on our social media platforms and during home games

HEAD REF (\$300)

- Your business logo and link displayed on our website
- ⅛ page ad in all of our home game programs
- Two season tickets (includes all home games)
- Merch pack with t-shirts
- Shout-outs on our social media platforms and during home games

#1 FAN (\$150)

- Two season tickets (includes all home games)
- Merch pack with t-shirts
- Shout-outs on our social media platforms and during home games

BUY THE PENALTY BOX (\$750)

ORD will name the penalty box after your business, with your company's banner displayed proudly as the backdrop, for every home game this season. The penalty box can be a pretty high-traffic spot in roller derby, giving you maximum visibility at all games. Note: Only one penalty box sponsorship is available per season.

SPONSOR AN AFTER PARTY (\$500+)

- Provides food to skaters after their home game
- Your business logo and link displayed on our website
- Two Season tickets (includes all home games)
- Merch pack w/two t-shirts
- Shout-outs on our social media platforms and during home games



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BUSINESS BANNER (\$400)

- Two season tickets (includes all home games)
- Merch pack w/two t-shirts
- Shout-outs on our social media platforms and during home games
- Your business logo and link displayed on our website
- 1/8 page ad in all of our home game programs

SPONSOR A SKATER (\$100+)

Your contribution goes directly to the skater of your choice, and will be applied to the cost of that skater's gear, league membership dues, and/or travel expenses. If you are sponsoring a skater on behalf of your business, the skater may display your business name during home games, subject to WFTDA rules, at your request. Please check out our current roster of skaters on the ORD website, under the "Teams" dropdown.

BUSINESS CARD (\$45)

- Your business card or flyer at all our home games.
- Shout-outs during home games

GIVE US YOUR BUSINESS RAFFLE PRIZES

- Donate large raffle items for co-branded promotion! (2 raffles per year)

DRINKS ON YOU (for restaurants)

- Restaurant whom sponsor after party (provides 2 drink token to skaters)
- Shout-outs on our social media platforms and during home games

CUSTOM SPONSORSHIP PACKAGES

Have specific advertising needs? Reach out to us at Sponsorship@OrlandoDerbyGirls.com and we will be happy to discuss what we can offer based on your budget.



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Sponsor Information

Company Name: _____

Contact Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____

Sponsorship Package Selection

- Lead Jammer: \$1500+
- Pivot: \$1000
- Blocker: \$500
- Head Ref: \$300
- #1 Fan: \$150
- Buy the Penalty Box: \$750
- Sponsor a Skater: \$100+ Sponsored Skater: _____
- Custom Amount: \$ _____

Custom Package Details to be discussed with the ORD Sponsorship Director, and contract details will be attached to this agreement.

Payment Information

Payments may be made via PayPal to Treasurer@OrlandoDerbyGirls.com using the "Friends and Family" option, or by cash or check made payable to Orlando Roller Derby.

I agree to the terms of this agreement and have paid via PayPal or included payment.

Signature: _____ Date: _____

**** Orlando Roller Derby, Inc. (dba Orlando Roller Derby) is a 501(c)(3) non-profit organization. Part of your sponsorship may be tax deductible. Contracts run through December 31st each year, regardless of agreement start date. Sponsors must renew/change their agreement each year for the upcoming season. Sponsorship payments are non-refundable; however, ORD is committed to maintaining positive relationships with our sponsors and are always available to answer questions or address concerns.



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