



10TH ANNIVERSARY SPONSORSHIP PACKAGES

Spotlight your company with Jammer, Pivot, and Blocker sponsorship packages that provide a definitive presence and a host of tailored options for marketing to CRG's diverse fan base. Then, you can enjoy unique exposure and special benefits by "owning" optional upgrades such as game naming rights or a penalty box sponsorship!

Check out the below options, but know that these packages are only suggestions – a starting point for our conversations. We love new, outside-the-box creative ideas, and we're happy to build a custom package to meet your needs, goals and budget.

Contact us at sponsorship@cincinnatirollergirls.com.

	Jammer	Pivot	Blocker	Friend of Derby	Skater Supporter
Category Exclusivity	Heck yeah!				
Program advertisement	Full-page ad	½-page ad	¼-page ad	Logo on skaters' page	Text mention
Logo Placements					
E-Newsletter	Logo link	Text Link	Text Link		
Posters, promotions and signage	Large	Medium	Yes		
Electronic scoreboard	Heavy Rotation	Good Rotation	Rotation	Inclusion	
CRG Website	1st banner	Banner	Logo link	Text link	Text link
Hospitality					
Skater meet and greet at a game	Heck yeah!				
VIP tickets – to use at any game!	4	2			
Tickets – to use at any game!	50	30	20	8	2
Promotions					
Exhibit space at each home game	Best Location	Good Location	Yes		
Your signage, banners, or displays	Best Location	Good Location	Yes	Yes	Banners
Couponing	Yes	Yes	Yes	Yes	Yes
Distribution of your giveaways/swag	Yes	Yes	Yes		
Social Media					
Inclusion in seasonal Facebook album of sponsors	Yes - first image in album	Yes	Yes	Yes	Yes
Sole subject of Facebook post(s) in-season	10 posts	6 posts	4 posts	2 posts	
Mentioned and tagged in Facebook and Twitter posts	Yes	Yes	Yes		
Mention in Instagram posts. Content TBD, dependent upon your Instagram presence and goals	5 posts	3 posts	1 post		
Investment	\$6,000	\$3,000	\$1,500	\$500	\$250

UPGRADES UNLOCKED!

Once you've secured your basic sponsorship package at the Jammer, Pivot, or Blocker levels, you can then UPGRADE your package to make it truly unique and 'own' an element of the CRG season. Many of these upgrades are exclusive – you can truly have them all to yourself.

Player Trophies – \$750

The top players of each home game receive trophies – and these high-profile awards can be named after your company! There are eight trophies per game for 40 trophies total for the season.

Seasonal Time-Out Naming Rights – \$1,000

Whenever a time-out is called, the house announcers and livestream announcers will mention your business' name and specialty. With an average of 10 time-outs per game, two games per night and five double-headers in the season, that could be more than 100 mentions of your company!

Seasonal Penalty Box Naming Rights – \$2,000

Display your banner directly behind the home or visitor penalty box as CRG announcers mention your company name when a referee sends a skater to the box. Expect to have your name mentioned 20, 25, even 30 times per game!

Game 'Presented by' Rights – \$2,000

Brand like the big boys with your own version of the 'Tostitos Fiesta Bowl' or 'Culligan Water Bowl' with your own, named game night - such as "Cincinnati Rollergirls Star Wars Night Presented by [Your Company Name Here]. Your brand will be included in all promotions of that game, including digital marketing, radio spots and CRG social media!

Merchandise – CRG will brand, order and distribute merchandise with your logo on it as swag at our games!

500 coozies OR glow sticks – \$600 per

500 cow bells OR pom poms – \$1,000 per

500 bam bams/stadium bangers – \$1,500

T-shirts: Own CRG's annual T-shirt for the season! – \$4,000

Your logo will appear on the back of the T-shirts that CRG sells for fans to wear around town.

Or, if you have your own product you'd like to distribute, let's talk and work out appropriate pricing.

Seasonal Jammer Start Line naming rights – \$3,000

Announcers could mention your name as many as 80 times per double-header, every time jammers take their positions on the start line.

Social Campaign – \$5,000

Have your own, dedicated social networking campaign via the CRG social networks! Include your call to action in CRG social media posts, whether it's to 'like' your own social media, sign up for a newsletter, use a coupon, or something else. It's YOUR social campaign promoted by CRG to their fans!

Seasonal Track Naming Rights – \$5,000

'Own' the very track that all fans' eyes are glued on! Your package includes logo placements on the interior of the track (projected via 'globos') and CRG announcer mentions of your company throughout the game.

Jersey Sponsorship – \$5,000

Your company's logo will appear on new jerseys (1 black jersey and 1 white jersey per skater).

Seasonal Home Game Naming Rights – \$10,000

Why just include your brand with one game – when you can OWN THE ENTIRE SEASON of home games? Get a full season of brand placements and mentions during season-long CRG promotions via digital marketing, radio spots, CRG advertising, mentions during the game and SO much more! Your name and brand will be directly associated with EVERY exciting CRG home game, setting you well apart from all other sponsors, ensuring your brand stands out and creates a lasting impression!

CINCINNATI ROLLERGIRLS FANS ARE

59% female

62% between the ages of 25 and 44

67% married or living with partner

45% have children under 18 living with them - and 98% of our fans believe "a live roller derby game is family-friendly entertainment"

Well-educated: 83% have a college degree or more

Affluent: 49% of CRG fans earn \$50,000 or more annually

HOW CRG FANS VIEW SPONSORS

94% look favorably upon businesses who support their local roller derby team

81% make a point to support businesses who support their local roller derby team

*Source: 2015 Cincinnati Rollergirls Fan Survey