



★ CINCINNATI ★  
**ROLLERGIRLS**



**"I would highly recommend this sport as a sponsor opportunity to companies trying to reach a niche audience. The players are accessible, the sport is fun and affordable."**

**Game Day Communications CEO, Jackie Reau**

**2018 Sponsorship Packages**

## CRG Sponsorships -

### A Powerful Way to Reach Your Audience

#### A fast-growing amateur sport

Considered a novelty less than a decade ago, women's roller derby is now one of the the fastest-growing sports in the U.S. 2018 marks the Cincinnati Rollergirls' 13th season, meaning the team has outlasted all of the area's semi-pro arena league football teams.

#### Fans of every demographic

The Cincinnati Rollergirls offer a unique and exciting way to share your name and message with loyal sports fans of every demographic, from adventurous young professionals to families looking for an affordable night out to baby boomers who remember roller derby's glory days. You can reach an expected 1,000-plus fans at each game and on our live webcast with your name and logo on programs, signs and scoreboards; multiple mentions by the team's announcers; and more.

#### Positive and inspirational

The Cincinnati Rollergirls are positive and inspirational role models for young fans. They show that women of all shapes, sizes, ages and backgrounds can be athletic and strong, work as a team and demonstrate good sportsmanship. Skaters sign autographs and pose for photos with fans after every game. Current and former Cincinnati Rollergirls also help coach the Cincinnati Junior Rollergirls for for 8- to 18-year-olds.

#### Community support

The Cincinnati Rollergirls have received many accolades from the community. Cincinnati Mayor Mark Mallory declared June 19, 2010 Cincinnati Rollergirls Day, and the Cincinnati Rollergirls have been voted Cincinnati's Best Amateur/Semi-Pro Team by CityBeat readers every year since 2011. The team also gives back to the community by volunteering at charity events, making donations to local nonprofit organizations and offering hundreds of free tickets to organizations such as the Armed Forces Ticket Association and Most Valuable Kids of Greater Cincinnati.



#### About The Cincinnati Rollergirls

The Cincinnati Rollergirls is the area's first all-female, amateur, flat track roller derby team. Founded in late 2005 with its first season in 2006, the team is primarily owned and operated by its skaters, who represent a wide range of ages, backgrounds and occupations.

As a member of the Women's Flat Track Derby Association, CRG fields two competitive squads that play other teams from all over North America: the Black Sheep and the Violent Lambs. After a decade at the Cincinnati Gardens, CRG now plays its spring home

games at Schmidt Memorial Fieldhouse at Xavier University.

The skaters, coaches, officials and support staff of the Cincinnati Rollergirls are all volunteers. Skaters buy their own skates, gear and uniforms and also pay monthly dues. All proceeds from dues, sponsorships, ticket and merchandise sales go back into the organization to cover costs such as venue and practice space rental, home game production costs, insurance, travel, tournament fees, league fees, advertising and supplies.

## About Roller Derby

Invented by sports promoter Leo Seltzer in the 1930s, roller derby thrived in the U.S. until the 1970s, when high transportation costs shut it down. In 2001, a group of women in Austin, Texas revived the sport. Playing it on a flat track instead of the traditional banked track, they turned what was once a staged spectacle into an unscripted, athletic, full-contact, competitive team sport.

Roller derby games, called bouts, are divided into two 30-minute periods. During a bout, two teams of five skaters each face off on the track. Each team consists of a pivot, three blockers and a jammer. The pivots, who wear stripes on their helmets, set the pace and lead the other blockers in a pack. The jammers, who wear stars on their helmets, score points by fighting their way through the pack and passing members of the opposing team. The team with the most points at the end of the bout wins.

Flat track roller derby eliminates the barrier of the guardrail in banked track roller derby and brings the action closer to the fans. They can sit on the floor at the edge of the track and get an unencumbered view of every hit, whip and pass.





## CRG 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](mailto:sponsorship@cincinnatirollergirls.com) or call 513-818-3372 .

	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
<b>Logo Placements</b>					
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
<b>Hospitality</b>					
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
<b>Promotions</b>					
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		
<b>Social Media</b>					
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		
<b>Investment</b>	\$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

58% between the ages of 25 and 44

67% married or living with partner

38% have children under 18 living with them - and 98% of our fans believe "a live roller derby game is family-friendly entertainment"

Well-educated: 82% have a college education

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: Cincinnati Rollergirls Fan Survey



**2018**

HOME SEASON  
SCHEDULE

**MARCH 10**

**APRIL 7**

**APRIL 28**

**MAY 19**

**FIND CRG ONLINE:**

[cincinnatirollergirls.com](http://cincinnatirollergirls.com) • [facebook.com/cincinnatirollergirls](https://facebook.com/cincinnatirollergirls)  
[twitter.com/cincyrollergirl](https://twitter.com/cincyrollergirl) • [instagram.com/cincyrollergirls](https://instagram.com/cincyrollergirls)  
[youtube.com/cincyrollergirls](https://youtube.com/cincyrollergirls)

3900 Winding Way, Cincinnati, OH 45229  
**TEL:** 513.818.3372

**CONTACT:** [sponsorship@cincinnatirollergirls.com](mailto:sponsorship@cincinnatirollergirls.com)

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