

TEXAS ROLLER DERBY *Sponsorship*

Who are we?

Founded in 2001 in Austin, Texas by trailblazing “She-E-Os” Anya Jack, April Ritzenthaler, Heather Burdick and Nancy Lynn, TXRD — Texas Roller Derby has always possessed outrageous production value and fabulous women on skates. TXRD skaters are local favorite daughters as well as a hearty entertainment staple, perfectly blending the “Keep Austin Weird” attitude with a free-wheeling pursuit of fun and competition, with local music thrown in for good measure. These rockin’ live bouts take place live at the Palmer Events Center from January to October and bouts are aired later on KCWX-TV all over Central Texas and on Grande Communications channel 288 in Austin with play-by-play and color commentary.

Sports and Entertainment

Female athletes have always been set apart from their male counterparts: Lady Bulldogs, Lady Cubs, Lady Eagles. Not so in roller derby. Derby is the first female sport with the male and co-ed leagues being the ones who are distinguished from the all-girl default. We certainly consider ourselves athletes and continue to refine and standardize the rules and flow so that the game is as entertaining as the player personalities. TXRD walks a fine line between sports and entertainment, a unique concept not only in sports but in roller derby itself. There are no gimmicks, just a blend of action that encompasses hard hitting competition and playfully engaging penalties and point scoring opportunities.

Our Audience

Audience Age Range: 21-45 (Average age = 31)

Male: 53% Female: 47%

Capacity Audience per live bout: 2, 400

Facebook Fans: 9,048

Twitter Followers: 4, 212

TXRD Website views (per month): 25, 000

KCWX Audience: 3 million (KCWX broadcasts bouts)

Jammer
\$1,000

All Star
\$2,500

MVP
\$5,000

CHAMPION
\$10,000

CALVELLO
\$25,000

	Jammer \$1,000	All Star \$2,500	MVP \$5,000	CHAMPION \$10,000	CALVELLO \$25,000
Banner at bout	★ (1)	★ (1)	★ (1)	★ (2)	★ (4)
Logo on Sponsor Banner	★	★	★	★	★
Logo on TXRD.com	★ Sponsor Page	★ Home Page + Sponsor Page	★ Home Page + Sponsor Page	★ Home Page, Sponsor Page, Rotating Header	★ Home Page, Sponsor Page, Rotating Header
Tickets	★ (2) VIP Season Tickets	★ (2) VIP Season Tickets	★ (4) VIP Season Tickets	★ (6) VIP Season Tickets and (10) GA Tickets	★ (10) VIP Season Tickets and (25) GA Tickets
Social Media	★	★	★	★	★
Ad in Program	★ 1/4 page	★ 1/2 page	★ 1/2 page	★ Full page	★ Full page
Announcement at bouts		★ (1)	★ (2)	★ (2)	★ (4)
Merch Credit		★ (\$250 credit)	★ (\$250 credit)	★ (\$250 credit)	★ (\$250 credit)
Ticket Advertising			★	★	★
Event Appearances				★ (1)	★ (2)
Scoreboard Logo				★	★
Preferred Parking				★ (1)	★ (2)
Uniform Logos				★ (1 team of choice)	★ (All Teams)
Logo on Promo Materials				★	★

Banners

At all package levels you will have a banner displayed at all regular season game bouts. At higher levels more banners will be displayed as shown.

Sponsor Banner

At all package levels your business logo will be placed on the Sponsorship Banner that is displayed at the entrance of all bouts. Each package has different size/placement on the banner with higher levels being largest.

Logo on www.txrd.com

At all package levels, your business logo will be placed on the TXRD website. At the Jammer level, your logo will be placed on the Sponsorship page. At the All Star level, your logo will be placed on the Sponsorship page with a small write-up and a link to your site. At the MVP level, you get benefits of smaller packages plus your vector logo in the carousel on our homepage that links directly to your site. At the Champion level, you get benefits of smaller packages plus a banner on a team page during a specific bout. At the Calvello level, you get benefits of smaller packages as well as prominent logo display on our homepage.

Tickets

All sponsors get VIP tickets to every bout! VIP seats are the best in the house – as close to the action as possible. Each level is guaranteed at least 2 VIP seats, with higher levels receiving additional seats plus a number of general admission tickets (refer to chart for quantities).

Social Media

TXRD social media accounts are constantly growing; we currently have over 2,500 followers on Instagram, more than 4,200 Twitter followers, and more than 9,000 on Facebook. Jammer level sponsorships includes one social media plug; the All Star level gets two social media plugs including an image or video. The MVP level comes with three social media plugs including an image or video plus a blog post on TXRD.com. The Champion level includes six social media plugs with image or video and two blog posts on TXRD.com; the Calvello level provides twelve social media plugs with image or video plus four blog posts on TXRD.com.

Ads in Programs

Programs are printed for every regular season game and we are happy to run ads for our sponsors in them. Size of ad depends on sponsor level as shown.

Announcement at Bout

Let us talk you up! Starting at the All Star level our talented announcers will mention your business live at bouts and thank you for your sponsorship. The higher the level, the more mentions as shown on the chart.

Merch Credit

Show your love for TXRD on your sleeve by taking advantage of your \$250 merch credit that starts at the All Star level. Merch credits can be redeemed at any regular season game!

Ticket Advertising

You can let our fans know your support for TXRD before they even get to the the bout by advertising on our tickets. Starting at the MVP level, your business logo and advertisement will be placed on the back of all physical tickets.

Event Appearances

You've come to our events – let us show up to yours! Starting at the Champion level, roller girls will turn out for you! At the Calvello level, we'll even come out twice.

Scoreboard Logo

Get your logo where everyone is looking: at the scoreboard! At the Champion and Calvello levels, your logo will be placed prominently on our digital scoreboard.

Preferred Parking

Never worry about finding close parking at a bout: at the Champion and Calvello levels, hassle-free preferred parking is provided close to the entrance.

Uniform Patches

At the Champion level, one team of your choice will adorn their uniforms with your logo. At Calvello level, every team will rock your business logo on their uniforms.

Promotional Materials

At the Champion and Calvello levels, your logo will appear on marketing collateral such as posters and flyers, as well as other negotiable promotional products such as t-shirts and water bottles.

Derby a la carte

Want to take sponsorship for a test run? Check out our one-bout-only options.

\$1,000 – Title sponsor of one underground bout • \$500 – One banner at all bouts • \$500 – Logo placement on TXRD.com • \$500 – Sponsor an afterparty (provides drink tokens to skaters) • \$250 – VIP season ticket • \$250 – Individual bout sponsor (pre-game & halftime announcer mentions) • \$250 – Penalty wheel sponsor for one bout • \$200 – One banner at one bout • \$125 General admission season ticket + league t-shirt • \$50 – Vendor booth for one bout