



Newcastle Roller Girls Sponsorship Opportunities and Rate Card 2015

Newcastle Roller Girls is an athletic and social nonprofit organisation, striving for athletic excellence and competitive success in the growing world of roller derby. We host quality sporting events for our fans at our home venue the Walker Dome, where our two home teams, the Canny Belters (A team) and Whippin' Hinnies (B team), bout regularly.

We're 100% skater owned and operated, so all fundraising goes directly towards making Newcastle Roller Girls even more awesome.

Help us be more awesome by sponsoring us! Check out the opportunities listed below, or get in touch if you have an idea we haven't listed!

At home bouts

Helmet covers - £50 per game

Sponsor the helmet covers with your logo. Helmet covers are worn by the jammer and pivot in each jam so they're in almost every bout photo, which are shared widely via social media and used for bout promo materials, PR activity and Facebook cover photos.

Sin bin - £30 per game

Have your banner displayed prominently at the centre of the track above the penalty box. Whenever a player is sent to the bin you'll get a shoutout from the announcers.

Sponsor a player - £25 per game

Your company name stamped on a key player! Provide a patch, pair of shorts, temporary tattoo or other item for the player(s) to wear at a bout!

Jam line - £10 per game

Sponsor the jam line and our announcers will use your company name when mentioning the jam line at the start of each jam.

Suicide seat signs (x8) - £10 per game

Your logo and message on the signs lining the track where the audience sit (at risk of a lap full of roller girl)! We print the signs just supply your logo and message

Online

Facebook cover photo - £20 for one month

Your logo and short message included on our Facebook cover photo.

In kind

Print

Print our bout programmes, flyers and posters! We'll give you a free ad in the programmes, logo on the posters and flyers, and a thank you and link from our website.

Advertising/editorial

Feature us in your magazine, website, blog or publication. If it's digital, we'll link to it. If it's printed, we'll sell it or give it out at bouts.

Training or gym membership

Donate gym passes or personal/group training sessions and profile your business to a large group of fitness fanatics (AKA Newcastle Roller Girls) who talk about little else.

Raffle or tombola prizes

Donate prizes to our raffle or tombola a popular fixture at bouts.

Food and drink

Brand the stall/buffet table with your posters, flyers and business cards.

At bouts: donate food for our cake stall so we can focus on training, not baking! Cupcakes, tray bakes and baked savoury snacks go down well.

At tournaments and boot camps: feed our officials. They volunteer free of charge at daylong events, so it's polite to put on a spread. Sandwiches and savoury snacks are the norm, but they're not picky.

Other opportunities

Stall at bouts - £15 per bout

We only have a select few stalls at bouts, so you're guaranteed to get noticed. Sell to fans and skaters and get free entry for two people, plus you can see the action from where you set up. We provide a table.

Advertise in our bout programme

£35 1/4 page

£60 1/2 page

£100 full page

We print 250-350 programmes per bout and hand them to the crowd and skaters on arrival.

Benefits

ALL sponsors will benefit from the following, as standard:

Name checks, links and photos on social media

However you sponsor us, we'll share a pic of our skater(s) with your branding, merch, or logo on social media and tell everyone how wonderful you are. We have a very active social media following: check out our Facebook and Twitter.

Score board branding

Your logo or name static or scrolling on our scoreboard throughout the bout.

PR

If there's a story in it, our PR machine will roll into action and work to secure media coverage, including taking and sharing film footage.

The serious bit

Sponsors must provide banners/branding. If you choose to sponsor a player who cannot play for any reason (e.g. injury) we'll pick a stand in. If sponsoring 'inkind' (i.e. nonmonetary) we prefer things that benefit the whole league, rather than one skater in particular. Free bout tickets are ultimately at our discretion - all reasonable requests will be accommodated. Facebook have rules regarding how much text cover photos can contain - if you sponsor our cover photo your logo/message will be incorporated in a way that adheres to these and is visually pleasing. You won't have the whole cover photo. PR coverage is at the discretion of media outlets - we will do all we can to secure coverage but cannot guarantee it.

For more info, get in touch or check us out online!

newcastlerollergirls@gmail.com

www.newcastlerollergirls.org.uk

www.facebook.com/newcastlerollergirls

twitter.com/NRGrollergirls

Announcer shoutouts

Our resident loudmouths with microphones will talk you up during the bout.

Free bout tickets

Get in free to our bouts!

Merch discount

10% off our excellent merch.

Bundles

Sponsor us for longer, or pick more than one option and pay less!

3for2

Pick any 3 options and get the cheapest free!

5 bout discount

Stick with us for 5 consecutive bouts, and get 20% off the price!

10 bout discount

Stick with us for 10 consecutive bouts, and get 40% off the price!

As an added bonus, pick any bundle and the team will pose with your banner, or with cards spelling out your name, and share via our website and social media.