

# SPONSORSHIP 2012



Real Sport. Real Women. Real Tough

## OUR HISTORY:

We are Fort Wayne's only all-female, flat track roller derby league. With the resurgence of roller derby across the country, our goal was to create Indiana's first all-female roller derby league. The league was founded in October 2005 and has grown considerably. In 2007, we became proud members of the WFTDA (Women's Flat Track Derby Association) by meeting the qualifications and obtaining recommendations from well-established roller derby leagues across the nation.

## OUR MISSION:

We encourage community involvement from all socio-economic groups in Fort Wayne and its surrounding communities. The league embodies the strength, courage, and vitality of Fort Wayne women, but also serves to provide another form of semi-professional athletic entertainment in the Summit City. The skating program includes regular supervised training and instruction for two travel teams, The Bomb Squad and the SWAT team, comprised of a maximum of 20 skaters each. The Bomb Squad represents Fort Wayne in national competitions and is nationally ranked within the WFTDA.

## WHO ARE WE?

FWDG is a not-for-profit sports corporation that is owned and operated by its members. We are an all-volunteer organization that is fully funded by our skaters, sponsorships, and donations made by generous individuals and businesses in the NE Indiana community. We are working hard to bring full contact sporting action to our regional and national fans, as well as

Our first season began in May 2006 with two exhibition teams and generated enough excitement to create an all-star travel team, the Bomb Squad. The Bomb Squad has since played other nationally ranked teams and has traveled as far as Denver and Philadelphia.

Since May 2006, we have donated over \$60,000 to local women and children's charities. Some of the charities that have benefited include: Cancer Services of NE Indiana, Hoosier Burn Camp, Camp Watcha Wanna Do, A Day Away, Family and Children Services, Boundless Playground, Habitat for Humanity's Women Build, Turnstone, SCAN, Kid's Law and Easter Seals.

have it recognized as a favorite local and national sport. Roller derby is the fastest growing sport in the country. We are proud to be the first to bring it to Indiana. We work hard to give back to the community through fundraisers, donations, and other charitable events and continue connecting with other local groups, bands, businesses, artists, and charities.

## SPONSORSHIP AND YOU:

Sponsoring the Fort Wayne Derby Girls is a great way to reach a wider audience that you might not normally have access to. Are you looking for a way to reward your employees with something new, fun, and exciting? Sponsorship of the FWDG provides valuable brand-building opportunities and promotional exposure to a wide range of audiences. The average attendance at bouts in 2010 was 1200 and our website averages over 600 hits per week. We also have an active presence on Facebook, MySpace, and Twitter.

We do not like to think of our sponsorships as simply donations. We prefer to think of it as a partnership. When you partner with FWDG you are helping our league continue to obtain the resources we need to keep our operation going through the 2011 season. Those resources include rink space, bout production, and equipment.

While FWDG will benefit from your generosity, we want you to benefit as well. Partnering with us is a great way to gain media exposure. Our events and bouts are high profile and enjoy extensive media coverage. As a sponsor, your name will be attached to ours via bout programs, banners, and websites. We have put together different sponsorship packages and one is guaranteed to fit your business needs. If not, we can build a custom package for you.

## 2012 Sponsorship Agreement

Company Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Street \_\_\_\_\_

Contact: \_\_\_\_\_  
E mail: \_\_\_\_\_  
City State Zip \_\_\_\_\_

Sponsorship Level: (please check one)

\_\_\_\_\_ **Grand Slam \$2,000+**

- Full-page ad in all Bout Programs
- Sponsor supplied banner to be hung in "prime" real estate\* at FWDG venue(s) during season
- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts
- 10 season tickets in special fan block seating area
- Link/logo on FWDG website

\* 10 FWDG t-shirts

*\*Prime real estate locations include: intro curtain, penalty box, and announcer stand. Positions are assigned based on first come/first served basis. The date of the signed contract will determine seniority.*

\_\_\_\_\_ **Jammer \$1000+**

- ½ page ad in all Bout Programs
- Sponsor supplied banner to be hung at FWDG venue(s) during season
- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts
- 6 season tickets in special fan block seating area
- Link/logo on FWDG website
- 6 FWDG t-shirts

\_\_\_\_\_ **Pivot \$500+**

- ¼ page ad in all Bout Programs
- Sponsor supplied banner to be hung at the FWDG venue(s) during season
- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts
- 4 season tickets in special fan block seating area
- 4 FWDG t-shirts

\_\_\_\_\_ **Blocker \$250 +**

- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts
- 2 season tickets in special fan block seating area
- 2 FWDG t-shirts

\_\_\_\_\_ **Super Fan \$100+**

- 2 season tickets in special fan block seating area
- 2 FWDG t-shirts

If in kind, briefly describe goods/services provided and their approximate value:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

FWDG Rep: \_\_\_\_\_

Date: \_\_\_\_\_

\*\*To secure your sponsorship, please provide the following items to Jungle McLovin' at fwderbygirls@gmail.com: Web address, 72 dpi .gif or .jpeg electronic copy of your company's logo for our website, 300 dpi (hi-res) electronic copy of your company's logo for our marketing materials, 300 dpi (hi-res) electronic copy of appropriately sized ad for bout programs.

**\*\*\*DEADLINE: All artwork and logos MUST BE RECEIVED by Wednesday,  
November 23, 2011 to be included in the 2012 Program. \*\*\***

# SPONSORSHIP LEVELS- 2012

## Grand Slam \$2,000+

- Full-page ad in all Bout Programs
- Sponsor supplied banner to be hung in "prime" real estate\* at FWDG venue(s) during season
- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts
- 10 season tickets in special fan block seating area
- Link/logo on FWDG website

\* 10 FWDG t-shirts

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## Jammer \$1000+

- 1/2 page ad in all Bout Programs
- Sponsor supplied banner to be hung at FWDG venue(s) during season
- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts
- 6 season tickets in special fan block seating area
- Link/logo on FWDG website
- 6 FWDG t-shirts

## Pivot \$500+

- 1/4 page ad in all Bout Programs
- Sponsor supplied banner to be hung at the FWDG venue(s) during season
- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts
- 4 season tickets in special fan block seating area
- 4 FWDG t-shirts

## Blocker \$250 +

- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts
- 2 season tickets in special fan block seating area
- 2 FWDG t-shirts

## Super Fan \$100+

- 2 season tickets in special fan block seating area
- 2 FWDG t-shirts

## Company Night

Treat your employees to a night of fast-paced action!

Choose your ticket level:

100 tickets = \$500

75 tickets = \$325

50 tickets = \$250

25 tickets = \$125

Included with each level:

- Seating in special fan block area
- Company announced throughout each bout
- Company logo flashed on Jumbo Screen during home bouts

## Make Your Own:

We will find a way to involve your company with our organization! If you feel our partnership could benefit in a way not outlined in any of our packages, please feel free to contact the Fort Wayne Derby Girls sponsorship committee to work with you and what you have to offer. We are more than willing to work out a special deal to benefit both parties!

## Vendor Booth Space Rental

Businesses are welcome to peddle their wares during our home bouts. Choose how many:

4 Bouts = \$150

3 Bouts = \$100

2 Bouts = \$75

1 Bout = \$50

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