

WHO WE ARE

The Fairbanks Rollergirls are organized as a 501(c)3 non-profit organization dedicated to supporting, promoting and developing a qualified amateur Roller Derby league in Fairbanks, Alaska. We support our local community by contributing to and engaging in community events. We are skater run and operated. We are insured through and operate under the Women’s Flat Track Derby Association (WFTDA) as a WFTDA member league.



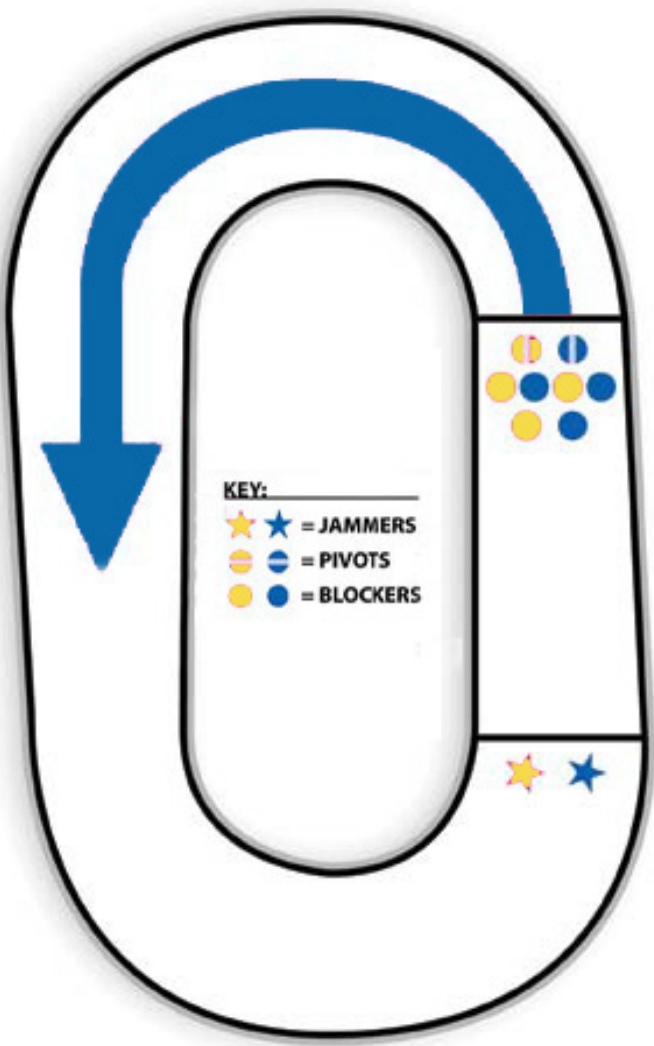
- The Fairbanks Rollergirls are dedicated to:
- Providing skills training for skaters
 - Promoting the **SPORT** of roller derby locally and statewide
 - Being Sustainable
 - Performing community service
 - Hosting all-inclusive community and family friendly events
 - Being powerful women empowering others



WHAT IS DERBY?

Modern flat-track all-female roller derby is a grassroots effort, self organized & self run. Derby leagues have popped up all over the globe with over 160 WFTDA member leagues and 87 apprentice leagues worldwide. There are 9 leagues in the state of Alaska. Most leagues are non-profits or LLC’s and skate under the WFTDA standardized flat track roller derby rules and regulations.

Roller Derby is an aggressive, full contact athletic sport that continues to grow in popularity worldwide. Two teams of 5 play at a time, with 4 blockers and 1 jammer each. The jammers try to get through the pack, and on their second pass through score one point for each opposing player passed. The blockers play both offense and defense, either assisting their jammer or blocking the other jammer.



Photos by Todd Paris, Paris Photographics



2015-2016 HOME SCHEDULE

Saturday, September 26
Saturday, November 21
Saturday, February 13
Saturday, March 26
Saturday, May 14

SPONSORSHIP

2015 SPONSORSHIP OPPORTUNITIES

\$10,000 (GRAND SLAM)

- Banner advertisement hung at all games + at practice space
- Recognition by announcers 4 times per night
- Full page print ad in all game programs
- Featured page on www.fairbanksrollergirls.org
- Level 1 ad on FairbanksRollergirls.org for the season
- 20 Tickets for each game

\$5,000 (ALL-STAR)

Penalty Box /OR/ Jammer Start Line

- Banner advertisement hung at all games + at practice space
- Penalty box- or jammer line- graphics at all bouts
- Recognition by announcers 4 times per night
- 3/4 page print ad in all game programs
- Featured page on www.fairbanksrollergirls.org
- Level 2 ad on FairbanksRollergirls.org for the season
- 14 tickets for each game

\$4,000 (HEART OF COLD)

Junior Derby Sponsor Sponsors help cover safety gear, rental skates and dues for skaters age 10 to 17.

- Banner advertisement hung at all games + at practice space
- Recognition by announcers 4 times per night
- 3/4 page print ad in all game programs
- Featured page on www.fairbanksrollergirls.org
- Level 2 ad on FairbanksRollergirls.org for the season
- 14 tickets for each game

\$2,000 (LEAD JAMMER)

2014 Afterparty Host

- Banner advertisement hung at all games + at practice space
- Recognition by announcers at least 4 times per night
- Half page print ad in all game programs
- Featured page on www.fairbanksrollergirls.org
- Level 3 ad on fairbanksrollergirls.org for the season
- 10 tickets for each game

\$1,500 (HEAVY HITTER)

- Banner advertisement hung at all games
- 1/4 page print ad in all game programs
- Logo on fairbanksrollergirls.org for the season
- 10 tickets for each game

\$1,000 (TEAM SPONSOR)

ONLY TWO PER TEAM AVAILABLE (4 TOTAL)

- Banner advertisement on back of team bench + at practice space
- Logo, name, tagline, digital banner on your team's web page
- Corner banner on your sponsored team's printed game program page
- Recognition by announcers at least 2 times per your team's game
- 10 tickets for each game
- Skater appearance at one of your events

\$500 (STAR PASS)

- 1/8 page print ad in all bout programs
- Logo on fairbanksrollergirls.org for the season
- 2 tickets for each game

\$350 (ROLLERGIRL)

Help a Rollergirl with dues and get yourname recognized as her sponsor in the game program!

- Special Recognition in all game programs
- 1 ticket for each game

\$150 (STITCHES)

- Special Recognition in all bout programs
- \$10 towards FBXRG Merch
- 1 ticket for each game

ADD ONS (CAN BE ADDED ON TO ANY PACKAGE ABOVE)

- Banner Advertisement @ Games \$275 (Full Season)
- Banner Advertisement @ Practice Space \$275 (Full Season)
- Sponsor-named MVP Skater Award \$7500 (Full Season)

VENDOR BOOTHS (PER NIGHT AT THE CARLSON CENTER)

- 10' x 10' Booth \$50 (includes one skirted table)

RAFFLE PRIZES (2 RAFFLES PER YEAR)

- Contact us about donating large raffle items for co-branded promotion!

STATS

- 4,600+ Facebook fans. 450+ Twitter followers.
- 5,900+ visitors / 5,600+ page views per month at FairbanksRollergirls.org
- 800+ attendees at each game at the Carlson Center
- 150+ skaters and family/friends enter our practice space per week; all year.
- 501c3 non-profit organization
- 1 Adult League & 1 Junior League
- 50+ skaters, 10 to 55 years old

CONTACT SPONSORSHIP TO TALK ABOUT BEING PART OF OUR TEAM FOR 2014-2015! sponsorship@fairbanksrollergirls.org

Fairbanks Rollergirls are a 501(c)3 non-profit organization. All or part of your sponsorship may be TAX DEDUCTIBLE.
P O Box 73095 | Fairbanks, Alaska 99707 | 907.457.ROLL | www.fairbanksrollergirls.org

SPONSORSHIP OPPORTUNITIES & SIZES

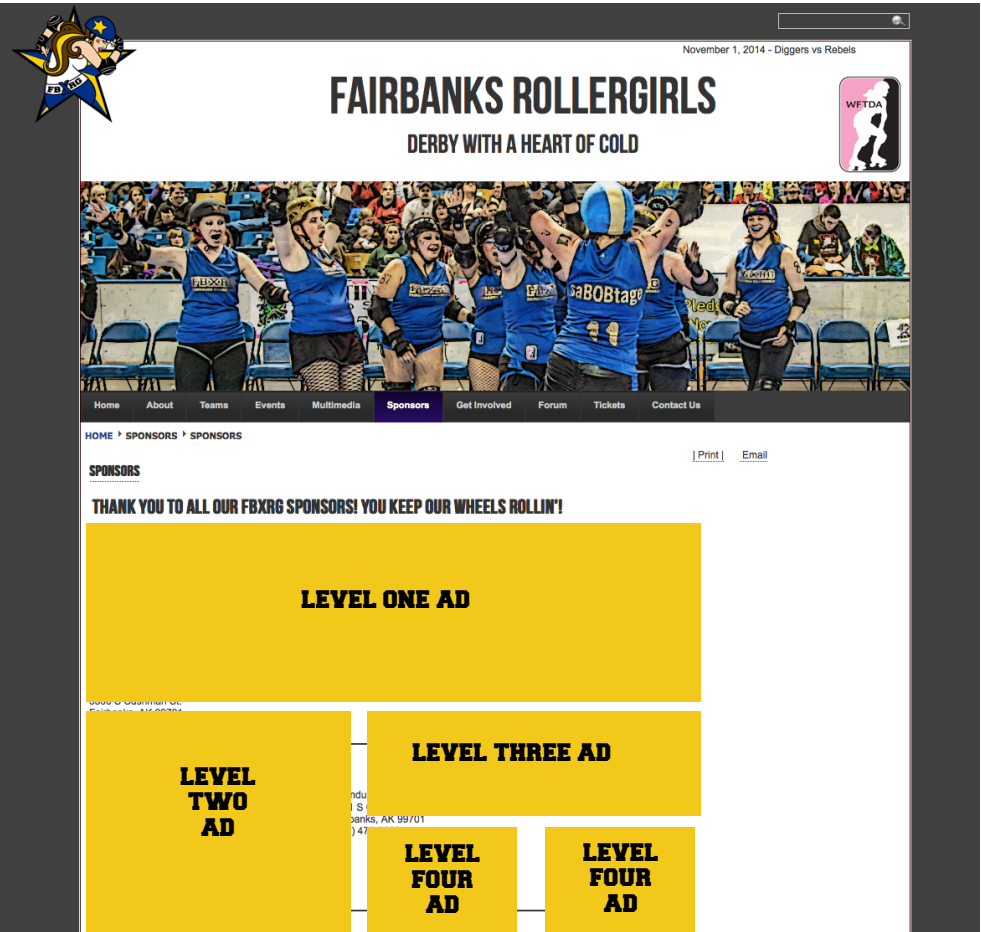
YOUR AD
HERE

YOUR AD HERE

YOUR AD
HERE

YOUR AD HERE

YOUR AD
HERE



BANNER ADS:

Game Banner 48" x 36"
Practice Space Banner 48" x 24"
Sin Bin Popup Banner 33.5" x 84"

Website Ads:

Level 1 675 x 250 px 50k max
Level 2 330 x 330 px 40k max
Level 3 330 x 160 px 40k max
Level 4 160 x 160 px 40k max
Website ads should be 72dpi and submitted at JPG or GIF

Program Ads:

Full Page 8.5" x 5.5"
3/4 Page 8.5" x 4"
Half Page 8.5" x 2.75"
Quarter Page 4.25" x 2.75"
Eighth Page 2" x 2.75"

Color & Format:

Full color is okay, CMYK is preferred but not necessary. Please make sure graphics are high resolution, minimum 150 dpi but 300 dpi is better. PDF files are best, but JPG or flat PSD works too!

Things to include:

- Your company name
- Your company location, address and phone number
- Your slogan (as long as it doesn't contain anything from the list of things to avoid)
- How long you've been in business
- Pictures, names or neutral descriptions of your products
- Your brand or trade name

Things to AVOID:

- Calls to Action (Come on down...)
- Comparative or qualitative language (The best, the most, etc.)
- Discounts/Coupons (unless your staff distributes them at our events)
- Inducement to buy
- Price Information
- Endorsements

The Fairbanks Rollergirls are a non-profit 501(c)3 corporation dedicated to the development of amateur athletes for local, national and international roller derby competition. We are powerful women, empowering others.

