

Arch Rival Roller Girls

Womens Flat Track Roller Derby

SPONSORSHIP 2011-2012

www.archivalrollergirls.com

sponsorship@www.archivalrollergirls.com

Flat Track Roller Derby is a hot sport that has emerged over the past five to seven years from the ashes of late-70's WWF-style banked-track derby. Roller derby leagues are popping up across the nation and the world. This action-packed, aggressive women's sport attracts a loyal and diverse demographic. Sponsoring ARRГ aligns you with one of the fastest growing sports in America (NBC, 2006).

By sponsoring a nationally ranked flat-track derby league (among the top 30 leagues in the nation), our sponsors benefit from local, regional and national exposure. Advertising with ARRГ allows sponsors to reach a diverse demographic of 800-1,200 fans per bout.

We have a large fan base that includes families as well as sports fanatics— more than 50 percent of our fans are between the ages of 25 and 44. We draw crowds from all over the bi-state area as well as derby fans from other states.

The Arch Rival Roller Girls, LLC (ARRГ) is St. Louis' first and only Women's Flat Track Derby Association (WFTDA) certified all-female flat-track roller derby league.

Founded in 2005, ARRГ has since grown from a dozen women to a 100-person league comprised of more than 70 active skaters split into four unique local teams and three travel teams: the nationally ranked All Stars, and St. Lunachix who primarily play other B-teams in the region, and the developmental team the Rookie Rivals.

ARRГ is skater owned and operated. We currently practice year-round. Our skaters lead committees, serve on an elected board of directors, and work as coaches for our ever-evolving league. We also depend on dedicated volunteers, businesses, vendors, and performers like you who help us continue to grow and offer St. Louis something truly unique.

We are currently preparing for our highly anticipated seventh season at Queeny Park. The season will feature double-header local home bouts, and bouts featuring WFTDA teams from across the nation.

CHAIFETZ ELITE PLATINUM PARTNER-\$2,000

This opportunity is limited to only a few sponsors. ARRГ is excited to announce the local season championship will be played at Chaifetz Arena on April 28, 2012.

YOUR COMPANY can be one of the few partners with ARRГ in this monumental opportunity.

Becoming a Chaifetz Elite Platinum Partner will name your company as the co-host on all promotions for the evening. In addition you will receive the following benefits PLUS the benefits listed under the Gold Skate package:

- a Your logo and ad featured on the HD screen inside Chaifetz
- a Your name and logo on the banner that will hang the outside of Chaifetz Arena
- a Two VIP passes to the bout at Chaifetz Arena
- a A 60 second interview during the April 28 bout at Chaifetz park to plug your business between bouts
- a A full page ad at the Championship bout played at Chaifetz Arena
- a Your Banner hung at the Championship bout played at Chaifetz
- a The opportunity to set up one booth at Chaifetz during the championship bout for promotion of your company, or product sampling*

Sponsorship Levels

All packages are customizable and will include a written agreement between your company and ARRG to ensure the mutual fulfillment of terms. Flexible and easy payment options are available. In kind sponsorships are limited and subject to ARRG approval.

BRONZE SKATE—\$500

- a Two passes to each ARRG bout at Queeny Park during the 2011-2012 season
- a Quarter-page ad for each ARRG bout at Queeny Park during the 2011-2012 season
- a Banner at each ARRG bout at Queeny Park during the 2011-2012 season
- a Your logo and a link to your website from the archrivalrollergirls.com sponsor page
- a Your company announced as a sponsor a minimum of two times per bout

SILVER SKATE—\$1,000

- a Three passes to each ARRG bout at Queeny Park during the 2011-2012 season
- a Half-page ad for each ARRG bout at Queeny Park during the 2011-2012 season
- a Banner at each ARRG bout at Queeny Park during the 2011-2012 season
- a Your logo and a link to your website from the archrivalrollergirls.com sponsor page
- a Your company announced as a sponsor a minimum of four times per ARRG bout at Queeny Park during the 2011-2012 season
- a Link to your website from our monthly e-newsletter
- a Your logo printed on all promotional material for bouts at Queeny Park

GOLD SKATE—\$1,999

- a Four passes to each ARRG bout at Queeny Park during the 2011-2012 season
- a Full-page ad for each ARRG bout at Queeny Park during the 2011-2012 season PLUS a full page ad at the Championship bout played at Chaifetz Arena
- a Banner hung at each ARRG bout at Queeny Park during the 2011-2012 season PLUS at the Championship bout played at Chaifetz Arena
- a Your logo and a link to your website from archrivalrollergirls.com (homepage and sponsor page)
- a Your company announced as a sponsor five times at each ARRG bout at Queeny Park during the 2011-2012 season PLUS at Chaifetz Arena
- a A link to your website from our monthly e-newsletter
- a Your logo printed on all promotional material for bouts at Queeny Park PLUS at Chaifetz Arena
- a Opportunity to set up one booth at all local bouts for promotion of your company, or product sampling* for bouts at Queeny Park
- a One appearances by ARRG at your company's local event

Mix and Match Advertising

Program Advertisement

Prices below are on a per bout basis.

	@Queeny	@ Chaifetz
2.37" x 3.875"	\$75	\$100
5" x 3.875"	\$100	\$125
5" x 8"	\$150	\$175

Banner Placement

	@Queeny	@ Chaifetz
Single bout	\$150	\$200
Full season	\$750	N/A

Promotional Booth*

Prices below are on a per bout basis.

	@Queeny	@ Chaifetz
Single bout	\$300	\$500

ARRG Appearance @ Event

Starting at \$250

Online Advertising

Page	Ad Size	Cost Per Month
Sponsorship	325 x 75 pixels	\$100
News	728 x 90 pixels	\$175
Team Page	728 x 90 pixels	\$175

* Promotional booths are not allowed to sell merch.

All advertising at Chaifetz is subject to approval by venue management at least 30 days prior to the bout.