

2019 MINNESOTA ROLLER DERBY

SPONSORSHIP GUIDE

SEASON DATES | OCT 5 • NOV 9 • DEC 21 • JAN 18 • FEB 15 • MAR 7 • APR 25

Minnesota Roller Derby is one of the sport's premiere leagues and boasts an incredible and one-of-a-kind fan experience at The Legendary Roy Wilkins Auditorium in Downtown St. Paul. Comprised of four home teams and an all star travel team, Minnesota engages fans both home and away. By supporting your local roller derby league, your business will look super cool, and you'll get more support in what you do, too!

SEASON PACKAGES

\$10,000 CHAMPS

- Exclusive VIP party at bout of choice
- Skater appearance at your event
- Print and web logo display
- Scoreboard Ad
- 2 banners (8' x 3')
- Lobby table for promoting
- Full page program ad
- 6 mentions per bout
- 10 tickets

\$7500 LEAD JAMMER

- Skater appearance at your event
- Print and web logo display
- Scoreboard Ad
- 2 banners (8' x 3')
- Lobby table for promoting
- Full page program ad
- 4 mentions per bout
- 6 tickets

\$5000 GRAND SLAM

- Print and web logo display
- Scoreboard ad
- 2 banners (8' x 3')
- Half page program ad
- 4 mentions per bout
- 4 tickets

\$2500 APEX JUMP

- Scoreboard ad
- Banner (8' x 3')
- Web logo
- 1/2 page program ad
- 2 mentions per bout
- 2 tickets

\$1000 NEW WHEELS

- Banner (8' x 3')
- Web logo
- Quarter page program ad
- 1 mention per bout
- 2 tickets

PACKAGE ADD-ONS

- Skater appearance at your event (6 skaters / 2 hours) - \$300
- Scoreboard ad - \$300
- Halftime sponsor - \$500
- Social media feature - \$300
- Bout raffle with product donation - FREE

BOUT TAKE OVER - \$2500 CASH ONLY

You own it - it's your party and you can cry if you want to.
ONLY 7 AVAILABLE for season 16!

- Your logo featured on bout giveaway T-shirts
- Table for your promoting pleasure in the lobby
- Halftime appearance
- Up to 3 banners (8' x 3')
- 10 Tickets
- Your advertisement on the scoreboard
- 6 mentions during bout night
- Shout-out in bout newsletter

NAME THE PENALTY BOX - \$3000 CASH ONLY

When a skater goes to the box, "Oh! Number 11 is headed to the _____ Penalty Box!" There's an average of 30 penalties per game, those mentions add up!

Season Long (all bouts) \$3000 OR **Individual** (one bout) \$500

BOUT PROGRAM ADVERTISING - CASH ONLY

Advertise in Minnesota Roller Derby bout program! All advertisements are printed in black and white.

- **Quarter page ad** (4" x 2.5") or (2" x 5") - \$125
- **Half page ad** (4" x 5") - \$250
- **Full page ad** (8" x 5") - \$500

MNRD STATS AND INFORMATION

DIGITAL MARKETING

26,000 + Facebook Followers
7,400 + Twitter Followers
4,200 + Instagram

LEAGUE

150 + League members
4 Home teams + 2 All Star travel teams + 1 Recreation team and new as of 2019 a Junior team!

BOUT ATTENDANCE

- Highly social - 97% attend games as group, and
- 60% first heard about MNRD through other fans
- Ideal mix of 45% longtime fans - 51% newcomers
- 87% highly recommend the games day experience
- 38% have household income over 75K
- 59% male, 40% female, 1% gender expansive
- Average bout attendance 2,500 fans

SPONSORSHIP@MNROLLERDERBY.COM