

2014 SPONSOR ADVERTISING PROGRAM





## WHY ADVERTISE THROUGH GRR

Advertising with the Gainesville Roller Rebels (GRR) through sponsorship aligns your company with ours, a fast-growing, highly visible, full-contact sport that fans feel very passionate about.

Gainesville Roller Rebels is internationally recognized as a model league dedicated to the growth of the sport. Fans who attend our bouts range from sports fanatics to those who don't consider themselves sports fans at all. Imagine reaching punk rockers, soccer moms, and hard-core sports fans all at the same time.

Gainesville Roller Rebels' advertising is creative and the levels are affordable to individuals and smaller businesses compared to the value received in return through exposure and appreciation that our sponsors and partners receive at bouts and events, on our Web site, and more.



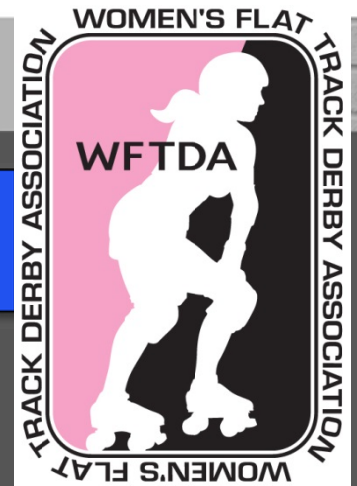
## 2014 SEASON SCHEDULE

**TO BE DETERMINED**



# THE ROLLER DERBY AUDIENCE

## NATIONAL SURVEY STATS – CONDUCTED BY WFTDA



## FAN DEMOGRAPHICS

### ***GRR fans fall into advertising demographic sweet spot***

- 11% - 24 years old or less
- 42% - 25 to 34 years old
- 41% - 35 to 54 years old
- 6% - 55 or older

### ***Unparalleled demographics for a major sporting event***

- 35 years old and over, the female/male split is 55%/45%
- 50% of fans reported attending two or more sporting events other than roller derby. Conversely, this means that the other 50 percent of fans are a relatively untapped audience in terms of sports marketing – fans who sports marketers might otherwise find challenging to reach

### ***Growing youth fan base driven by female sports fans***

Fans 24 years or less are more likely to be female (88%)

### ***Derby fans have spending power***

- Nearly a third (31%) of fans, have a household income of at least \$75,000 per year.
- 97% of all fans agree that derby bouts provide good entertainment value for their money
- 99% of all fans know the businesses that support their local derby league
- Nearly 95% hold a favorable opinion of these businesses.
- Over 72% have patronized businesses that sponsor their local league





## SPONSOR LEVELS

**ORGAN DONOR LEVEL - starting at \$2,000**  
Custom advertising package

**COMA LEVEL - starting at \$800**  
Custom advertising package

**CONCUSSION LEVEL - starting at \$500**  
Includes Fracture level perks, vendor table

**FRACTURE LEVEL - starting at \$' \$\$**  
Includes Stitches level perks, scoreboard and program ads

**STITCHES LEVEL - starting at \$&\$\$**  
Includes Sprain level perks + Ball & Ace } ^! Á  
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**SPRAIN LEVEL - starting at \$1&)**  
Includes Bruise level perks + gold season pass

**BRUISE LEVEL - starting at \$+5**  
Includes logo and link on website \$15 merchandise  
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**Custom Advertising Packages can include any of the following:**

### “IN GAME” OPPORTUNITIES

- Penalty Box
- Announcer Table
- Jammer and Pivot Lines
- MVP Awards
- Scoreboard
- Time Outs
- Co-Branded Fan Giveaway
- Track Banner Advertising
- Additional Banner Displays

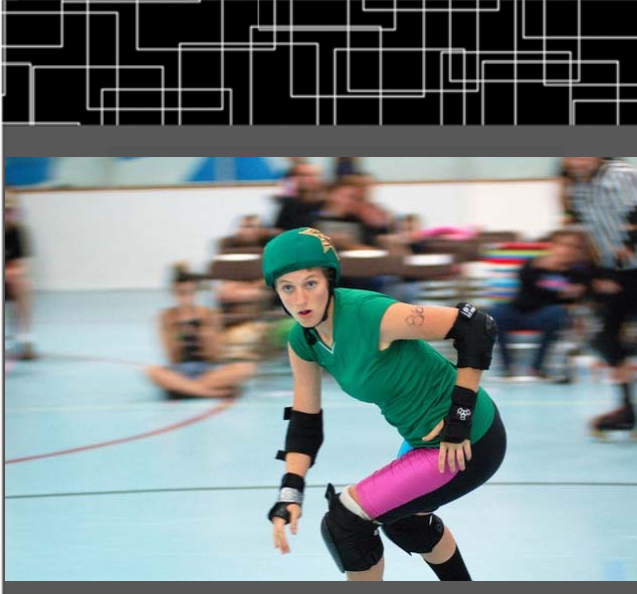
### ADDITIONAL OPPORTUNITIES

- Exclusive Product Endorsement
- Website Banner
- Corporate Event Appearances
- Uniform Logo Placement
- Social Media Promotions/Contests
- Print, Radio and TV Advertising

**For details contact:**  
[sponsorships@gainesvillrollerrebels.com](mailto:sponsorships@gainesvillrollerrebels.com)



## “JUST A SCRAPE” ADVERTISING



Want to reach fans, but cannot commit to a sponsorship? You'll miss out on the perks provided in a sponsorship, but we do have options for in-game advertising for your business. See our options below.

### PROGRAM ADS

Your ad will run in our bout programs for the entire season.

½ Page: \$100  
4" x 5"

¼ Page: \$75  
4" x 2.5"

1/8 Page: \$50  
2" x 2.5"

### SCOREBOARD AND BARRICADE ADS

Place your ad trackside on either the Official Scoreboard or our barricades – the most highly visible areas at bouts besides the actual skaters! \$30 per bout or \$150 for the entire season.

### VENDOR BOOTHS

\$50 per bout or \$250 per season, based on 6 home bouts.

# 2014 Sponsorship Application

Your support means so much to our league! Please fill-out the application below and email the completed application to [Sponsorships@gainesvillerollerrebels.com](mailto:Sponsorships@gainesvillerollerrebels.com) and a GRR member will be in touch with you.

<b>Business Name:</b>	
<b>Industry/Business Type or Product Description:</b>	
<b>Contact Name:</b>	<b>Title:</b>
<b>Phone:</b>	<b>Email:</b>
<b>Address:</b>	
<b>City/State/Zip:</b>	
<b>Sponsorship Levels</b>  <b>Organ Donor Level</b> – starting at \$2,000 <b>Coma Level</b> – starting at \$800 <b>Concussion Level</b> – starting at \$500 <b>Fracture Level</b> – starting at \$300 <b>Stitches Level</b> – starting at \$200 <b>Sprain Level</b> – starting at \$125 <b>Bruise Level</b> – starting at \$75	
<b>Just a Scrape Advertising</b>  <b>Program Ads</b> 1/2 Page - \$100 1/4 Page - \$75 1/8 Page - \$50  <b>Scoreboard Ad</b> \$30 Bout      Number of Bouts All 2014 Home Bouts for \$150  <b>Barricade Ad</b> \$30 Bout      Number of Bouts All 2014 Home Bouts for \$150  <b>Vendor Booth</b> \$50 Bout      Number of Bouts All 2014 Home Bouts for \$150	