

AUSTIN CONVENTION CENTER  
HOME TO THE TEXAS ROLLERGIRLS  
500 E. CESAR CHAVEZ, AUSTIN, TX 78701

# TEXAS ROLLERGIRLS®

## SPONSORSHIP PACKET



DOWNTOWN AT THE  
CONVENTION  
CENTER 2012

JUST  
ADDED

### TEXECUTIONER TOURNAMENT

SATURDAY JULY 21 SUNDAY JULY 22

### 2012 DATES

SATURDAY MAR 3 ★ SATURDAY APR 21 ★ SATURDAY MAY 19 ★ SATURDAY JUNE 2 ★ SATURDAY JULY 21 ★ SATURDAY AUG 18 ★ SATURDAY SEPT 8





## IT ALL STARTS HERE.

Austin born and bred, Texas Rollergirls was founded in 2003 as the only flat track roller derby league in the world. Today, the sport has grown exponentially and is played by more than 1,000 leagues around the world. Flat track roller derby is a genuine athletic competition with standardized rules, divisions, annual tournaments, and an international governing body: the Women's Flat Track Derby Association (WFTDA), of which Texas Rollergirls is a founding member.

80+ gifted skaters spread across 4 home teams and a nationally ranked all-star Texecutioner squad comprise the Texas Rollergirls, which is an admired and highly visible presence in the roller derby world and the Austin community.

2,500 passionate fans pack the Austin Convention Center for Texas Rollergirls home bouts. Texas Rollergirls is one of the biggest names in a fast-growing international sport that draws local, national, and international media coverage.

2012 welcomes the addition of new bouts to the Texas Rollergirls schedule and a two-day invitational tournament showcasing the best flat track derby teams from around the country. This expanding schedule signifies the historical and cultural importance of flat track roller derby in Austin – the town where it all began! In addition to regular season bouts, Texas Rollergirls also skate in exhibition bouts, interstate and international competitions, and are available for public appearances.

3,000+ Twitter followers and 7,000+ Facebook fans with a monthly average of 200,000+ post views created the strong Texas Rollergirls' social media presence, and Texas Rollergirls love to talk about sponsors. On top of the benefits in your sponsorship package, Texas Rollergirls can advertise for you via social networking. Texas Rollergirls will tweet or post about you at least once per season and offer you the opportunity to participate in monthly contests with product or service giveaways.

100% managed by female skaters, Texas Rollergirls is a 501(c)3 non-profit organization with a primary mission to foster and promote the sport of women's flat track roller derby through organized competition and community involvement. Working towards this goal, the Texas Rollergirls also boast thriving recreational and junior leagues, which encourage leadership, athleticism and sportsmanship in women of all ages.

All sponsors have the ability to create their own package. Contact your sponsorship representative to discuss your needs.



★ ★ ★ 2012 SPONSORSHIP OPPORTUNITIES ★ ★ ★

**GRAND SLAM - \$10,000** (estimated value \$14,000)

Only ONE available (Must be reserved by March 1, 2012)

- » Your choice: Penalty Box or Starting Line sponsorship at the Championship Bout
- » Logo on 2 track crash pads
- » 2 banners hung at all bouts
- » Recognition by announcers 4 times per bout
- » Full page Back Cover ad on all bout programs (upgraded from inside)
- » Texas Rollergirls Blog Highlight - Company Interview Post
- » Logo + Link on www.texasrollergirls.org for all of 2012
- » 6 VIP seats for all bouts (upgraded from 4)

**ALL-STAR - \$5,000** (estimated value \$7,250)

- » Logo on 2 track crash pads (upgraded from 1)
- » 2 banners hung at all bouts (upgraded from 1)
- » Recognition by announcers 4 times per bout (upgraded from 2)
- » Full page ad in all bout programs (upgraded from 1/2)
- » Texas Rollergirls Blog Highlight - Company Interview Post
- » Logo + Link on www.texasrollergirls.org for all of 2012
- » 4 VIP seats for all bouts (upgraded from 2)

**LEAD JAMMER - \$2,500** (estimated value \$4,250)

- » Logo on 1 track crash pad
- » 1 banner hung at all bouts
- » Recognition by announcers 2 times per bout (upgraded from 1)
- » 1/2 page ad in all bout programs (upgraded from 1/4)
- » Texas Rollergirls Blog Highlight - Company Interview Post
- » Logo + Link on www.texasrollergirls.org for all of 2012
- » 2 VIP seats for all bouts (Upgraded from regular seating)

**HEAVY HITTER - \$1,000** (estimated value \$2,000)

- » 1 banner hung at all bouts
- » Recognition by announcers 1 time per bout
- » 1/4 page ad in all bout programs (upgraded from 1/8 page)
- » Texas Rollergirls Blog Highlight - Company Interview Post
- » Logo + Link on www.texasrollergirls.org for all of 2012
- » 2 tickets for all bouts

**STAR PASS - \$500** (estimated value \$900)

- » 1/8-page ad in all bout programs
- » Logo + Link on www.texasrollergirls.org for all of 2012
- » 2 tickets for all bouts

**A LA CARTE**

- » \$2,500 - Starting Line Sponsorship (Approx. 30 times per bout)
- » \$2,500 - Penalty Box Sponsorship (Approx. 30 times per bout)
- » \$600 - One-time FULL page program ad
- » \$400 - One-time 1/2 page program ad
- » \$200 - One-time 1/4 page program ad
- » \$100 - One-time 1/8 page program ad
- » \$500 - Logo on 1 Crash Pad
- » \$400 - Your Company's Banner hung at all bouts
- » \$200 - Promotional Table at one bout
- » \$25 - Recognition by live announcers at 1 bout

**STATS**

**AUDIENCE**

- » Audience Age Range: 25-55
- » Male: 41% / Female: 59%
- » Education: 91% have some college education
- » Capacity audience at each bout: approx 3,000
- » HHI: \$45,000 - \$100,000 per year

**WEB TRAFFIC**

*Let us advertise for you!* As a 2012 season sponsor, your company logo with a link to your site would be featured on our website.

- » Website: 55,000 page views per month
- » Twitter: over 3,000 followers
- » Facebook: over 7,000 fans and 200,000+ post views per month

**TAX DEDUCTIBLE**

Texas Rollergirls is a 501(c)3 non-profit organization. Part of your sponsorship may be TAX DEDUCTIBLE.

**INFO**

- » For more sponsorship and advertising information, please contact us:

Austin Texas Rollergirls, Inc.  
 8760A Research Blvd. #511  
 Austin, TX 78758  
 www.texasrollergirls.org  
 sponsorship@texasrollergirls.org



# TEAMS



## ALL-STARS



## HOME TEAMS

