



Sponsorship - 2012

Memphis Roller Derby
Season 6

For a Full Season Schedule and more information please visit MemphisRollerDerby.com



Flat-Track Roller Derby

Memphis' League

Flat-Track Roller Derby, the country's hottest new sport, is taking over the greater-Memphis area

Memphis Roller Derby (MRD) players can be seen all over town in their distinctive striped socks and four-wheeled speed skates. Be careful when approaching them, they've been known to dazzle innocent bystanders with their fast moves and hard hits. MRD is one of the region's only all-female, flat-track derby league. The skaters, women 18 years and older, practice speed, stopping, weaving, and jumping drills each week at the mid-south fairgrounds Pipkin building.

History of MRD:



Memphis Roller Derby is an amateur flat-track derby league and nonprofit organization. Founded in 2006, the league includes more than 60 skaters, as well as roughly 20 volunteers, coaches, referees, and support staff.

The league is comprised of three intra-league teams; The Women of Mass Destruction (WMD), our 2011 Intra-League Champions, Angels of Death (AOD), and PrissKilla Prezleys (PKP). Members from all three teams comprise MRD's Hustlin' Rollers traveling team, which have played teams from St. Louis, Knoxville, Nashville, Alabama, Arkansas, Dallas, Indianapolis, Atlanta and many others.

National WFTDA

MRD is affiliated with the WFTDA (Women's Flat Track Derby Association) which promotes and fosters the sport of women's flat track derby by facilitating the development of athletic ability, sportswomanship, and goodwill among member leagues. The governing philosophy is "by the skaters, for the skaters." Women skaters are primary owners, managers, and operators of each member league and of the association. Operational tasks include setting standards for rules, seasons, and safety, and determining guidelines for the national and international athletic competitions of member leagues. All member leagues have a voice in the decision-making process, and agree to comply with the governing body's policies.



According to a poll taken by fans in the 2010 demographic survey that was taken by WFTDA (Women's Flat Track Derby Association) this is who watches roller derby:

- Most roller derby fans (60%) are also active fans of other sports.
 - 41% of fans are ages 25-34; another 41% are 35-54
 - 34% of fans have undergraduate degrees; 21% have graduate level degrees.
 - Average income: \$40,000 - \$70,000 annually



About Us

Who we are

Memphis Roller Derby is an active part of the community and strives to give back to and improve the public that helps and supports us. We understand the need for thriving businesses in this economy and do everything we can to support and promote local businesses and organizations. We offer our time and service at any opportunity we have.

We offer an opportunity to reach our skaters and their families, as well as the community through an assortment of media coverage, advertisements, our web site, and public acknowledgement at all of our events. Below is information about our league in general as well as appearances, community service, and the press we have received.

Memphis Roller Derby (MRD):

- We are an amateur women's flat track roller derby league
- We are a registered nonprofit organization located in the heart of Memphis, TN
- Hosts at least four big events a year from Burlesque shows to black-tie fundraisers to car washes
- Is an equal-opportunity organization comprised of roughly 60 skaters and 20 support staff, referees, and coaches
- MRD does not discriminate based on age, race, or religion

MRD Community Service:

- Partnered with the Memphis Area Sexual Resource Center to provide donations and assist with annual Take Back the Night Event
- Hosted a spirit station for St. Jude's annual marathon and had participating teams at the annual Diabetes Walk and Race for the Cure
- Participated in the Salvation Army's Angel Tree, donating gifts and clothes to four area families
- Held cell phone drive for Verizon Wireless' Hope - Line
 - Volunteered for Church Health Center Rock 4 Love benefit
 - Participated in the St. Jude's annual half and full marathon.

MRD Public Appearances:

- Kooky Kanuck Sports Ball
- Memphis Shriners' Car Show
- City of Memphis holiday parade
- Beale Street St. Patrick's Day Parade
- MidSouth Pride Parade
- Redbirds Game (First Pitch)
- Memphis Zombie Walk
- U of M Basketball Halftime Entertainment
- Southern Hot Wings Festival
- Cooper-Young Festival

MRD Press:

- The Commercial Appeal daily newspaper
- WKNO's "Southern Routes"
- The Memphis Flyer newsweekly
- WREG-TV Channel 3 (CBS affiliate)
- WMC-TV Channel 5 (NBC affiliate)
- WHBQ 13 (Fox affiliate)
- ABC 24 (ABC affiliate)
- Memphis Health and Fitness Magazine
- Memphis Sport magazine
- Memphis Business Journal
- NWA World Traveler
- USARS (United States Association of Roller Sports) Magazine



Become a Sponsor

Partner with us

Partner with **Memphis Roller Derby** for its 2012 season when an average of 1,000 fans of all ages will convene to watch a total of 8 home bouts. Perhaps you have a personal interest in the league or a member?

Whether you are a business related to the roller derby world or would simply like to assist the fastest growing sport in the city, and the country, please consider sponsoring Memphis Roller Derby.

Who Will You Reach?

Decision-makers and labor workers of all ages and demographics from some of the city's largest organizations, as well as some of the smallest:

- Restaurant owners and food industry employees
- Real Estate professionals
- Health Care professionals
- Musicians
- Attorneys and other members of the legal community
- Athletes
- Mothers and young parents

Sponsorship Packages and A La Carte Prices

Friend of MRD \$100-\$349

- 2 tickets to bout of choice
- 2 mentions on Facebook
- MRD Bumper Sticker
- MRD League t-shirt

Blocker \$350

- 2 season tickets
- Logo on Website with link

Pivot \$500

- 2 season tickets
- Company banner at all bouts (banner not provided)
- Logo on Website with link
- \$30 MRD Merchandise Voucher

Jammer \$950

- 4 season tickets
- 2 MRD League t-shirts
- PA announcements during all bouts
- Company logo on all printed media campaigns for bouts (posters and programs)
 - Logo on Website with link
 - Company banner at all bouts (banner not provided)

MVP \$1500

- 4 season tickets
- 2 MRD League t-shirts
- PA announcements during all bouts
- Logo on Website with link
- 4 mentions on Facebook
- Company banner at all bouts (banner provided by MRD)
- Company logo on video scoreboard
- Company logo on all printed media campaigns for bouts (posters and programs)

A La Carte Pricing (All prices are per bout - at least 8 bouts per season)

- Banner - \$25 (banner not provided)
- Mentions on Facebook (8 per month) - \$150
- Logo on Website with link - \$220 (one time charge for season)
- Logo on scoreboard - \$20
- Logo on posters and flyers for season (at least 10) - \$200
- Booth at bout (table provided) - \$75
- Ask about our trade sponsorship options or sponsoring an individual event.



Become a Sponsor

Honky Tonk Stomp 2012

This year Memphis Roller Derby is hosting the 5th annual Honky Tonk Stomp. This event attracts visitors from all over the MidSouth.

The event takes place during a weekend in March, with six teams competing for the title of Tennessee state champions. The teams participating in the tournament are from: Memphis, Nashville, Johnson City, Chattanooga, and Knoxville. Mini-scrimmages will be played on Sunday with teams from Little Rock, AR, Jackson, MS, Jackson, TN, Tupelo, MS, Hattiesburg, MS, Birmingham, AL and Huntsville, AL in addition to the other Tennessee teams.

Sponsorship Packages and A La Carte Prices for the 2012 Honky Tonk Stomp

Package A - \$1,000

- 2 Tournament shirts
- 4 Tournament Passes
- Booth Rental
- Logo on scoreboard
- Company banner hanging throught weekend
- Logo on tournament flyers and programs
- PA announcements
- 4 Mentions on the tournament Facebook page

Package B - \$500

- 2 Tournament shirts
- 2 Tournament Passes
- Company banner hanging throught weekend
- Logo on tournament flyers and programs
- PA announcements
- 2 Mentions on the tournament Facebook page

A La Carte Pricing

- Booth Rental - \$75
- Logo on scoreboard - \$30
- Company banner hanging throught weekend - \$30 (banner not provided)
- Logo on tournament flyers and programs - \$125
- PA announcements - \$50
- 4 Mentions on the tournament Facebook page - \$100