

Angel City Derby Girls

Email | sponsorship@angelcityderbygirls.com | website | www.angelcityderbygirls.com

SPONSORSHIP PACKET 2012 SEASON



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Angel City Derby Girls
Sponsorship
4470 W Sunset Blvd #318
Hollywood, CA 90027

Dear Prospective Sponsor,

Thank you for your interest in sponsoring the Angel City Derby Girls (aka "ACDG"). As an ACDG Sponsor you will be a part of one of the fastest growing sports, Women's Flat Track Roller Derby.

Based in Los Angeles, the Angel City Derby Girls formed in 2006 and are entirely volunteer run. As a volunteer-run organization, our purpose is to develop and foster roller derby competition, for its members locally, regionally, and nationally, as well as to give back to the community that supports us. ACDG is dedicated to providing community outreach in the Los Angeles Metropolitan area through fundraising events, community activities and league workshops to empower women. We also promote the arts, culture and the sport of roller derby on both local and national levels.

ACDG has experienced significant growth within the past two years on and off the track. Entering 2010, our organization only had 40 members. In 2012, we have over 110 members representing a 175% increase. In 2011, we secured the Veterans Memorial Auditorium which holds 800 spectators as our home bout venue.

We are proud to be the premier flat track derby league in Southern California. Entering the 2012 season, our A-team, the Hollywood Scarlets, is ranked 9th in the Western Region of the Women's Flat Track Derby Association and our B-team, the Rocket Queens, was undefeated in 2011. We are committed to bringing the highest level of competitive roller derby play to our fans, while empowering and supporting our individual skaters with an exciting, fun, and passionate sport!

There are many ways to show your support. Ranging from full sponsorship packages to in-kind trades, we're confident that we can find a level that will help grow your business. Your resources will allow us to practice at our training facility, cover venue fees as well as bout production costs at the Culver City Veterans Memorial Auditorium and help the Hollywood Scarlets represent ACDG in Regional and National tournaments.

Together we can grow in the City of Los Angeles and thank you in advance for your consideration!

Sincerely,

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2012 Season Schedule:

1/14 | 2/18 | 4/14-4/16 | 4/28 | 5/5 | 5/19 | 6/16 |
6/17 | 7/21 | 8/18 | 9/8 | 9/21-9/23 | 10/27 | 11/17

HOME

4/28 Rocket Queens vs. Ventura County Derby Darlins (Ventura, CA)

5/19 Hollywood Scarlets vs. Wasatch Roller Derby (Salt Lake City, UT)

6/16 Rocket Queens vs. TBD

6/17 Hollywood Scarlets vs. Rat City Rollergirls (Seattle, WA) *CLOSED BOUT*

8/18 Hollywood Scarlets vs. Tucson Roller Derby (Tucson, AZ)

9/29 Rocket Queens vs. West Coast Derby Knockouts (Oxnard, CA)

10/27 Scarlets vs. TBD

11/17 Rocket Queens vs. NO-Town Roller Derby (Fresno, CA)

AWAY

1/14 Angel City Rocket Queens vs. Orange County Roller Girls (Huntington Beach, CA)

2/18 Angel City Rocket Queens vs. SoCal Derby (San Diego, CA)

4/14-16 Angel City Hollywood Scarlets at Dust Devil Tournament (Tucson, AZ)

5/5 Angel City Hollywood Scarlets vs. Sacred City Derby Girls (Sacramento, CA)

7/21 Angel City Subpool vs. Ventura County Derby Darlins (Ventura, CA)

9/8 Angel City Hollywood Scarlets vs. Orange County Roller Girls (Huntington Beach, CA)

9/21-9/23 West Region Playoffs (Oakland, CA)

Mission

Our mission is simple: allow women the opportunity to learn and play roller derby, to promote women's athletics at any age, provide an exciting game and fun experience for our fans, and to compete athletically at the highest level.

Our Venue

All home games, unless otherwise announced, are held at:

Culver City Veterans Auditorium

4117 Overland, Culver City, CA 90230

The Veterans Auditorium holds about 800 fans and we frequently sell out at capacity.

In addition to our public games, ACDG rents a private warehouse for year-round training and scrimmages for its league members. By supporting ACDG through your sponsorship, you'll also be helping us continue to provide a private, safe, clean, fun environment for women of all ages and skill-level to learn the game of roller derby.

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Sponsorship Packages

Want a Great, Innovative and Captivating way to advertise your business or Company Logo?

We accept any and all donations our generous fans have to offer, but listed below are our sponsorship packages.

Negotiations for adjusted terms to fit your needs are welcomed.

MVP - \$5,000 - \$10,000

- CUSTOMIZABLE SPONSORSHIP PACKAGE UPON NEGOTIATION OF ANY OF OUR FOLLOWING ITEMS THAT WORK BEST FOR YOUR COMPANY. CURIOUS ABOUT SOMETHING YOU DON'T SEE LISTED? ASK US AND WE'LL SEE WHAT WE CAN DO TO MEET YOUR NEEDS!

LEAD JAMMER - \$4,000

- A Level Name announcement at every home bout during the 2012 season.
 - Logo and link on the ACDG website for the entire 2012 season.
- 4x6 Banner (provided by company) displayed at every home game during the 2012 season.
 - Use of sponsor product if available as raffle prize.
- Eight (8) VIP season passes to every home bout for the 2012 season, with reserved seating in the first 5 rows (must advise 48 hours prior to game to reserve seats).
- 1 Full page color ad in each home bout program for 2012 season on inside front cover or inside back cover (space permitting). (1/2 pg. is 2.5" W x 8" H or 5.25" W x 4" H)
 - Advertisement on penalty box OR jam line for 2012 Season home games.
- Logo placement on all pre-bout flyers, both printed and digital (including Facebook and Email blasts). Must be provided 30 days prior to event.

PIVOT - \$3,000

- A Level Name announcement at every home bout during the 2012 season.
 - Logo and link on the ACDG website for the entire 2012 season.
- 4x6 Banner (provided by company) displayed at every home game during the 2012 season.
 - Use of sponsor product if available as raffle prize.
- Six (6) VIP season passes to every home bout for the 2012 season, with reserved seating in the first 5 rows (must advise 48 hours prior to game to reserve seats)..
- 1/2 page color ad in each home bout program for 2012 season. (1/2 pg. is 2.5" W x 8" H or 5.25" W x 4" H)
 - Advertisement on penalty box or jam line for two (2) specified bouts.
- Logo placement on all pre-bout flyers, both printed and digital (including Facebook and Email blasts). Must be provided 30 days prior to event.

BLOCKER - \$2,000

- B Level Name announcement at every home bout during the 2012 season.
 - Logo and link on the ACDG website for the entire 2012 season.
- 4x6 Banner (provided by company) displayed at every home game during the 2012 season.
 - Use of sponsor product if available as raffle prize.
- Four (4) VIP season tickets to every home bout for the 2012 season, with reserved seating in the first 5 rows (must advise 48 hours prior to game to reserve seats).
- 1/2 page Color ad in each home bout program for 2012 season. (1/2 pg. is 2.5" W x 8" H or 5.25" W x 4" H)
 - Advertisement on penalty box or jam line for one (1) specified bouts.

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TEAM CAPTAIN - \$1,000

- B Level Name announcement at every home bout during the 2012 season.
 - Logo and link on the ACDG website for the entire 2012 season.
- 4x6 Banner (provided by company) displayed at every home game during the 2012 season.
 - Use of sponsor product if available as raffle prize.
- Four (4) General Admission season tickets to every home bout for the 2012 season.
- 1/2 page black and white ad in each home bout program for 2012 season (1/2 pg. is 2.5" W x 8" H or 5.25" W x 4" H)

ONE BOUT TRIAL - \$500

- A Level Name announcement at one (1) pre-selected home bout during the 2012 season.
 - Either banner (provided by company) displayed (size cannot exceed 4' x 6')
- OR advertisement on penalty box at (1) pre-selected home bout during the 2012 season.
 - Use of sponsor product if available as raffle prize.
- Two (2) General Admission tickets to (1) pre-selected home bout during the 2012 season.
 - Logo on one (1) pre-selected home bout flyer both printed and digital
 - (Includes Facebook and Email blasts). (Must have 30 days' notice prior to bout.)

PIMP US OUT - \$100

- B Level Name announcement at (1) pre-selected home bout during the 2012 season.
- 4x6 Banner (provided by company) displayed at one (1) home game during the 2012 season.
 - Logo and link on the ACDG website for the entire 2012 season.
 - Use of sponsor product if available as raffle prize.

A La Carte Sponsorship Items; Per Bout

- \$150 = sponsor Jammer line
- \$100 = sponsor penalty box
- \$75 = sponsor victory lap
- \$60 = "best seats in the house for two (2)"

In-Kind Sponsorships

In-Kind Sponsorship opportunities are available to companies and individuals who donate products or services. These arrangements are negotiable and sponsorship will be determined based on the value of items being donated.

Raffle Donors for Home Games and Local Events

- Provide items or gift certificates to be used as door prizes or raffles during games and appearances
- Listed in program as supporter of Angel City Derby Girls
- A commitment to provide support throughout the season will result in additional sponsorship perks

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Now What?

Hooray! You made it to the end!

Please complete the attached forms and return them to our Sponsorship Directors, Leah Bowman or Luan Evans, via email or mail them to:

Angel City Derby Girls
Attn: Sponsorship
4470 W Sunset Blvd
Hollywood, CA 90027

Please indicate on the forms provided your method of payment (cash, check, or paypal). Make all checks payable to "Angel City Derby Girls". *Payments can be submitted via paypal to donations@angelcityderbygirls.com*. Complete the sponsorship receipt and send it in with your donation and sponsorship form. This receipt will be signed and mailed back to you.

If you have any questions or special requests/requirements please contact our Sponsorship Directors:

Leah Bowman / Luan Evans
sponsorship@angelcityderbygirls.com

If you wish to donate goods, please contact us to make arrangements.



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SPONSORSHIP INFORMATION FORM/RECEIPT

Name: _____

Business Name: _____

Mailing Address: _____

Phone Number: _____ Email Address: _____

I'm interested in sponsoring Angel City Derby Girls at the following level:

Business Options:

- | | |
|---|--|
| <input type="checkbox"/> MVP - \$5,000 - 10,000 | <input type="checkbox"/> A La Carte Jammer Line |
| <input type="checkbox"/> Lead Jammer - \$4,000 | <input type="checkbox"/> A La Carte Penalty Box |
| <input type="checkbox"/> Pivot - \$3,000 | <input type="checkbox"/> A La Carte Victory Lap |
| <input type="checkbox"/> Blocker - \$2,000 | <input type="checkbox"/> A La Carte Best Seats at a Bout |
| <input type="checkbox"/> Team Captain - \$1,000 | |
| <input type="checkbox"/> One Bout Trail - \$500 | |
| <input type="checkbox"/> Pimp Us Out - \$100 | <input type="checkbox"/> In-Kind Sponsorship |

Dollar Value of Sponsorship: \$ _____ Type: Check Cash In-kind Services Paypal

Start Date of Sponsorship: _____ End Date of Sponsorship: _____

By signing below I am acknowledging the following:

- I am entitled to the benefits listed for the sponsorship level I have selected;
- I retain no rights to the Angel City Derby Girls league, logo, information, or other associated items;
- I retain no monetary interest (shares) in Angel City Derby Girls;
- I am making this contribution of my own free will and without coercion;
- I understand the possible uses of my donation;
- I reserve the right to limit the use of my business name/logo, but I must present these limitations to Angel City Derby Girls in writing thirty (30) days prior to the effective date of limitation;
- I understand that my sponsorship donation is for the duration outlined in my chosen sponsorship level and that I will be contacted for renewal.

Name (Printed)

Date

Signature