

SPONSORSHIP

Dear Business Owner or Decision Maker:

Since our first season in 2006, the Omaha Rollergirls (ORG) have experienced exponential growth in fan base, local and national recognition, and have made considerable athletic contributions to what is currently considered the fastest growing sport in the world. In 2010, the ORG made the move to the Mid-America Center in Council Bluffs due to this growing fan base. For the 2013 season our home games will be held at the new state-of-the-art Ralston Arena. In 2011 alone we had an average game attendance of 1,949 fans with our highest attended game yielding close to 3,300 fans.

Where do you fit in? We are currently seeking your support in sponsoring our league in the 2013 season.

Why do we need your support? The Omaha Rollergirls operate as a 501(c)(3) not-for-profit organization and is skater owned and operated. The league is entirely volunteer based - no one receives monetary compensation - from the skaters themselves, those who train/coach the girls, the officials who enforce the rules and the board of directors that runs the organization.

Support from local businesses like yours help to raise vital funds that we use to pay for our practice facility, venue costs, travel expenses, insurance and more - all things that are essential to keep us playing.

So, what's in it for you? Sponsoring the Omaha Rollergirls offers your business a unique way to spread your brand awareness, as well as reaching a growing, well-defined target market. With a variety of packages available, including custom packages tailored to your specific needs, the Omaha Rollergirls are sure to have a sponsorship package that can boost your business and bring new customers to your door.

Please review our package details inside, as well as further demographic information that may be useful in your decision making. Thank you for your consideration. We look forward to working with you.

Michelle Cavin, Lil Bit Nau T #508
Sponsorship Director, Omaha Rollergirls

OUR SPORT

The sport of roller derby has been around since the 1920s, popularized by hard-hitting, fast-paced skaters on an oval track. While the sport has survived many boom-and-bust periods over the last century, roller derby today is booming on an international level. Leagues are springing up all over the US, Canada, Europe, Asia, Australia, and the Middle East. Most of these leagues have been organized through grassroots efforts, but many have taken steps to become sanctioned through the Women's Flat Track Derby Association (WFTDA). Founded in 2004, WFTDA 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 WFTDA connects leagues across the world and has worked hard to form a standardized set of rules that enable interleague bouts on an international level.



OUR LEAGUE

The Omaha Rollergirls is Omaha's premier all-female flat-track roller derby league. Its mission is to promote the strength, athleticism, and independence of women through the sport of flat-track roller derby and to provide the skills and training necessary for participation at the regional, national, and international levels. Consisting of a diverse group of athletes, the ORG is comprised of two teams - the **All Stars**, a seasoned travel team that represents our league in national and regional circuits, and the **AAA**, our home team that competes within the Midwest.

When the ORG is not on the track, they are assisting in various ways through their community involvement and volunteer work with organizations such as Youth Emergency Services, Heartland Pride, the American Cancer Society, and the Special Olympics.

KEY DATES OF INTEREST:

- ★ 2006: The ORG formed through grassroots efforts and played their first game at the SkateDaze Roller Rink
- ★ 2008: Accepted as a member of WFTDA
- ★ 2010: The All Stars powered through rankings in the North Central from 15th at the beginning of the season to 9th at the end of the regional tournament
- ★ 2011: Moved to the Mid-America Center in Council Bluffs and switched to the South Central region; ranking 10th at the regional tournament.
- ★ 2012: Ranked 8th going in to the regional tournament and advanced one seed to finish the season ranked 7th.
- ★ 2013: Moving to the Ralston Arena

2013 SEASON

Sat, February 9 @ 7:00pm (Home)

Sat, March 16 @ 7:00pm (Home)

Fri, April 5 @ 7:30pm (Home)

Sat, April 27 @ 7:00pm (Home)

Sat, May 18 @ 7:00pm (Home)

Sat, June 8 @ 7:00pm (Home)

STAY CONNECTED



Find us online at:

www.facebook.com/Omaha.Rollergirls



twitter.com/OxRxG

omaharollergirls.org

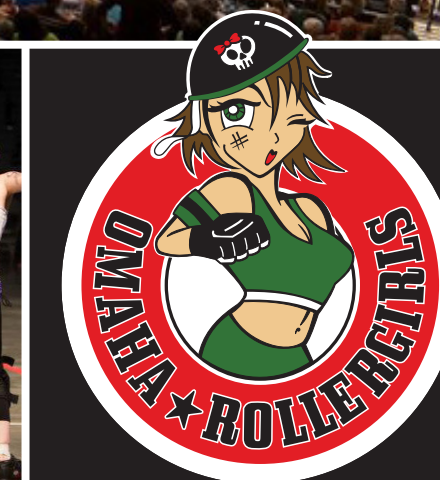
For more information regarding sponsorship, advertising or promotional events, please contact our **Sponsorship Director, Michelle Cavin** (Lil Bit Nau T #508) at:

★ org.sponsorship@gmail.com

★ 402-304-4043 (cell)

★ Omaha Rollergirls
PO Box 45492
Omaha, NE 68145

2013 SPONSORSHIP OPPORTUNITIES



DEMOGRAPHICS

These demographics are based on a WFTDA survey published in March 2012. These statistics are on par with information the Omaha Rollergirls have been able to obtain through our own survey methods and Facebook Fan Insights.

★ **Average Fan Age**

38% - 25-34 years old
45% - 35-44 years old

★ **Fan Gender**

61% - Female
39% - Male

★ **Fan Education**

63% - Undergraduate Degree
38% - Some college education
22% - Graduate Degree

★ **Average Fan Martial Status**

43% - Married
32% - Single

★ **Household income (before taxes)**

22% - \$50k - \$75k
17% - \$35k - \$49k
17% - \$75k - \$100k

★ **27%** - Fans live with children 18 or younger

★ **82%** of fans surveyed have shopped at a business that sponsored their local roller derby league

★ **95%** of fans hold a favorable opinion of businesses that sponsored their local roller derby league

★ Average 2011 game attendance: **1,949**
Average 2012 game attendance: **1,581**

★ The Omaha Rollergirls website averages **4,500+** unique hits per month - *Sept. 2012*

★ The Omaha Rollergirls average **7,000+** Fans on their Social Networking Sites (Facebook, Twitter) - *Sept. 2012*

SEASON SPONSORSHIP PACKAGES

Please note: All items can serve as a la carte options to create a customized sponsorship package that fits your businesses needs.

Package Details/Prices	\$100	\$250	\$500	\$800	\$1500	\$2500	\$4000
Link & Logo on ORG Website and Facebook Page	★	★	★	★	★	★	★
1600x320 Scoreboard Ad			★	★	★	★	★
Multiple Mentions by Announcers at Home Games			★	★	★	★	★
Tickets to Each Home Game		2	2	4	4	8	12
LED Color 24' x 30' Video Board					★	★	★
LED Color 3' x 200' x 2' Ribbon Board						★	★
T-shirts (must specify sizes/contract)		1	2	2	3	4	4
Your Logo on Game Posters (6 total)					★	★	★
Your Logo on Game Handbill (6 total)					★	★	★
Logo or Ad in Game Day Program - or -	Logo	Logo	Logo	Logo	1/8 pg	1/4 pg	1/2 pg
Logo on AAA, All-Star and Season Oversized Posters					★	★	★

A LA CARTE ITEMS

OFFICIAL TIME OUT SPONSOR \$500

Announcer mentions at all home games, such as "Official Time Out brought to you by (Your Company Name Here)."

JAM LINE SPONSOR \$750

Announcer mentions at all home games, such as "The jammers are lining up on the (Your Company Name Here) Jam Line."

PIVOT LINE SPONSOR \$750

Announcer mentions at all home games, such as "The blockers are lining up on the (Your Company Name Here) Pivot Line."

POWER JAM SPONSOR \$1000

Announcer mentions at all home games, such as "We have a (Your Company Name Here) Power Jam for your Omaha Rollergirls!"

PENALTY BOX SPONSOR \$1500

Announcer mentions at all home games, such as "Skater A is being sent to the (Your Company Name Here) Penalty Box!"



GAME DAY SPONSOR

To draw even more attention to your business, the Omaha Rollergirls offer the opportunity to sponsor one of our six (6) home games. **For only \$1,000**, you will receive additional pre-game and game day exposure that is not offered in the standard season packages. This offer is only valid to *one sponsor per game* and can be combined with a season sponsorship package or stand alone.

A Game Day Sponsorship includes:

- ★ "Presented by (Your Company Name)" printed on tickets.
- ★ "Presented by..." mention on the Game Day Program
- ★ Event on Facebook with your company logo/name in the event graphic and event description
- ★ Mention of your sponsorship on all posters, handbills and media interviews prior to the game
- ★ Double the mentions by Announcers at the game with special mention of "Tonight's game is presented by..."
- ★ Company name mentioned in an eblast one week prior
- ★ An additional 16 tickets to the sponsored game

RAFFLE PRIZE DONATIONS

On game day you will have exposure to a large, devoted fan base with announcer mentions during the AAA game prompting fans to purchase raffle tickets for a chance to win your item. A great return for a minimal investment. Not only does the person winning your item get exposed to your business, but so do the fans in attendance for that game.

No donation is too big or too small and all donations receive equal exposure during the game.