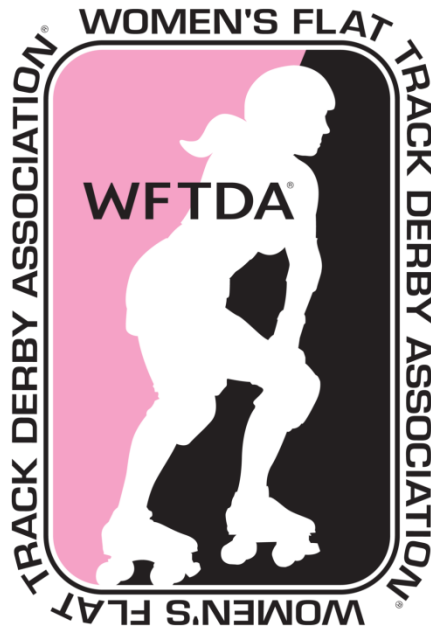


EVILLE

ROLLER DERBY



E-VILLE ROLLER DERBY
SPONSORSHIP PACKAGE

Now is your chance to be a part of the fastest-growing women's sport in North America! Differentiate yourself from the competition by supporting this thrilling, action-packed and competitive sport with a diverse and growing fan base.

E-Ville Roller Derby League (EVRD) is Edmonton's largest women's (trans and non-binary inclusive) roller derby league, as well as our city's only Women's Flat Track Derby Association (WFTDA) league. We were formed in 2006 by a group of pioneering women intent on providing alternative sporting options for women in Edmonton and surrounding communities. Our mission is to provide live, athletic entertainment that features dynamic Edmonton women; improve each member's individual athletic ability in a positive, all-inclusive environment; raise the local profile of this exciting sport; and to give back to our community. Roller derby is currently North America's fastest growing women's sport.

Our league is a 100% skater operated, non-profit organization. Our members perform every task from concept to creation – marketing, accounting, merchandise, game production – you name it, we do it. Our skaters lend their varied talents to help our league run smoothly – we're teachers, business owners, graphic designers and stay-at-home moms, just to name a few. It's because of our diversity and passion for this amazing sport that our league continues to grow in both membership and fan base.

E-Ville is comprised of two house teams and two competitive travel teams, each featuring their own brand:



Berzerkhers Hear their Viking roar!



Slice Girls Switchblade-wielding, yet well manicured.



E-Ville Dead Our A-Level travel team. The Dead have a reputation as a formidable opponent playing tournaments across Canada and the United States. The Dead play at a semi-pro level with amateur resources.



Living Dead Our B-level travel team, playing within Canada. This team includes Dead hopefuls and trains hard to solidify their Canadian ranking.

Community

E-Ville Roller Derby League is proud to support a variety of causes in the Edmonton community. This past year EVRD has supported Capital City Clean Up, 630 CHED Santa's Anonymous, Christmas Bureau of Edmonton, Ronald McDonald House, Big Brothers Big Sisters, the Military Family Resource Centre and more.

Media Exposure

E-Ville Roller Derby League has been featured in much of Edmonton's television, radio and print media, including Global News, Dinner Television, Breakfast TV, the Edmonton Journal, the Edmonton Sun, VueWeekly, Edmonton Woman Magazine, Edmonton Examiner, Huffington Post, the Vancouver Sun, CBC, and The Paul Brown Show on the Bear.

Fan Demographic*

61% female
39% male

Advertising Power*

Average fan age is 37 years old

Buying Power*

33% of fans have an annual income of at least \$75,000

Twitter

Over 1,650 followers

Facebook

Over 4,600 likes

Instagram

Over 750 followers

Average Game Attendance

250

*Stats as provided by the 2012 WFTDA Demographic Survey

SPONSORSHIP PACKAGE LEVEL	HEAVY HITTER \$100	PIVOT \$250	LEAD JAMMER \$500	P/B/J \$750	MVP \$1000	SUPER STAR \$2000
30 SECOND SCOREBOARD PROMO					X	X
LOGO ON ALL BOUT POSTERS			X	X	X	X
LINK & LOGO ON WEBSITE		X	X	X	X	X
SOCIAL MEDIA PROMOTION	X	X	X	X	X	X
TRACKSIDE SIGNAGE AT ALL BOUTS				X	X	X
SANDWICH BOARD AT ALL BOUTS					X	X
PROMOTION TABLE/BOOTH			AT 1 BOUT	AT 2 BOUTs	AT 3 BOUTS	AT 4 BOUTS
TICKET PACKAGES	2 BOUT PASSES	4 BOUT PASSES	6 BOUT PASSES	2 SEASON TICKETS	4 SEASON TICKETS	8 SEASON TICKETS
RESERVED SEATING					X	X
MERCHANDISE			1 LEAGUE T-SHIRT	2 LEAGUE T-SHIRTS	1 LEAGUE HOODIE	2 LEAGUE HOODIES

30 Second Scoreboard Promo: This is an opportunity to show off your business on the big screen. We will air your 30 second promo clip during half-time at all of our games throughout the season. Please keep in mind the promo clip you provide must be suitable for all ages.

Logo on Game Posters: We will include your logo on all of our game posters this season. These posters are posted all around Edmonton: on the busiest streets and avenues, throughout the universities/colleges and within many other cooperating businesses such as various gyms, recreation centres, retail locations, coffee shops, restaurants and pubs.

Link & Logo on Website: Our website is a highly trafficked site where your logo and affiliation will be showcased on the Sponsors and Friends page.

Social Media Promotions: Any promotions we do throughout the season on our social media sites will include a shout-out to your business.

Trackside Signage: We will post your business's banner or signage at trackside for all of our games this season.

Sandwich Boards: We will display your business's sandwich board at the entrance to the track at all of our games this season.

Promotional Booth/Table: You will have a table or booth location where you can set up merchandising, networking or information sharing/gathering.

Ticket Packages: This will allow you to see directly what your sponsorship is making possible.

Reserved Seating: This will give your group the best seats in the house for the hard hits and fast paced action.

Merchandise: This is a great way to show just how your business is supporting the community and local sports within.

Have a sponsorship or cross-promotional idea of your own? Custom sponsorship packages are available!

For details and inquiries, contact eville.publicrelations@gmail.com