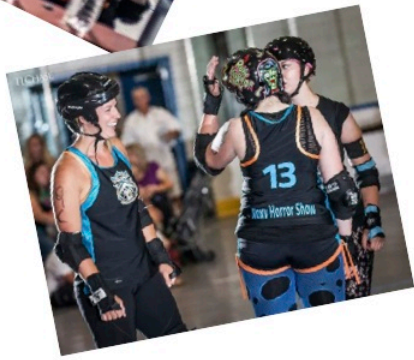
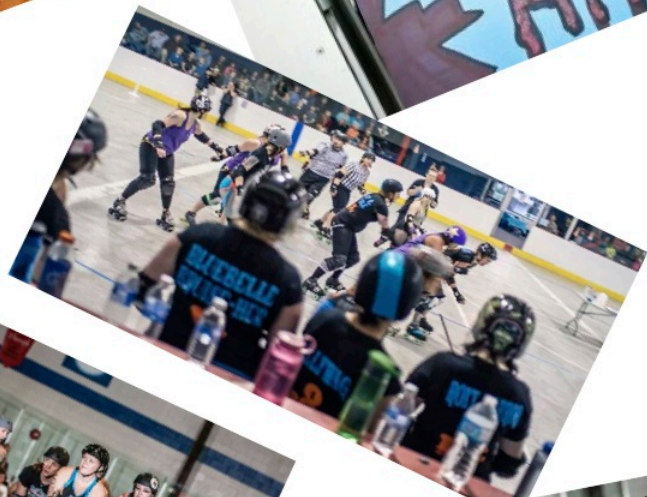




2014 SORDA SPONSORSHIP



Sponsorship Package

South Okanagan Roller Derby Association

2014 Season

Your Pistoleras

The South Okanagan Roller Derby Association (SORDA) is a registered not-for-profit roller derby league run by the members of the Penticton Pistoleras. The team was formed in 2010, and then registered in 2011 with the Roller Derby Association of Canada.

Our goal as a league is to promote our sport, entertain our fans, and enrich our community. Members of the league are fully committed to the sport: improving ourselves athletically; building a strong competitive team; and incorporating the South Okanagan community in as many ways as possible.

Beneath our dramatic make-up, fishnets, and funky socks we are moms, business owners, nurses, wine-makers, mechanics, students, and everything in-between. Though the team consists of women only, we have male members that coach and ref us, and many volunteers that help run our bouts. One uncompromising commonality among the members defines us simply: we are all unrelentingly passionate about this sport.

Why We Need Your Help

As a non-profit association, we rely on our community to keep us skating. Revenue generated goes directly back to the organization in the form of operating costs, practice space, uniforms, and venue rentals for bouts. In our 2012 & 2013 seasons we donated/co-fundraised for funds that went directly to the South Okanagan Women in Need Society, the BCSPCA, Movember, KidSport, and HugABull.

What's In It For You?

Women's Flat Track Roller Derby is the fastest growing sport in North America. Research conducted by the Women's Flat Track Derby Association (WFTDA) has shown that roller derby fans positively recognize businesses that sponsor local roller derby leagues:

82% of all fans know the businesses that support their local roller derby league, and nearly 95% hold a favorable opinion of these businesses. 78% make a point to patronize businesses that sponsor their local league.

Roller Derby fans have spending power. A third of fans have a household income of at least \$75,000 per year. 98% of all fans agree that roller derby bouts provide good entertainment value for their money.

Feb 2012WFTDA Demographic Survey p.2
<http://wftda.com/sponsors/2012-demographic-information>

The Pistoleras have over 1300 likes on our Facebook pages, 275 Twitter followers, and get an average of over 500 visits to our website monthly. Our home bouts draw 300-500 fans, with many fans stating the consistent advertising from Sun FM really drew them in. During 2013 the Pistoleras were interviewed on both Shaw Cable 'go! Okanagan' and Peach City Radio.

We are happy to provide you the opportunity to reach our fans in a number of ways (see Sponsorship Packages).

The Pistoleras are excited about our upcoming events for 2014, which include:

- 3 home bouts
- Penticton Farmers Market
- The Challenge parade
- Fundraisers
 - car washes
 - Harley Davidson draw
 - burger & beer nights
 - Best Damn Day of the Dead
 - Punk Rock Bingo!

Please visit our website www.sorda.ca for further **information about our league.**

If you have any questions or comments please send us an Email:

southokanaganrollerderby@gmail.com

If there's anything derby girls love to talk about, it's derby!

SPONSORSHIP PACKAGES

Per Bout Sponsorship Packages

Smooth Talker - \$25

Our engaging emcees will shout out a special thank you to your business and mention your services between jams or in time outs during the game (2 per half).

Show Us your Stuff - \$50

Would you like us to hang your banner at the door or in the arena? We would happily do that.

Give Some Love - \$75

Would you like to sponsor our locker room care baskets? Each team has a dressing room basket full of water, juice, and energy restoring fuel at half time. We'll take care of organizing the basket and items, just supply us your promotional material (business cards, coupons), if you choose, and we'll be sure to add it to the baskets.

This package includes:

- Emcee Thank you
- Logo and special Thank You in the bout program

Penalty Plug - \$200

Want our girls to skate to your logo every time they commit a derby sin? Sponsor our penalty box for a home bout!

- You provide the signage
- We will decorate the penalty area
- Emcee will announce the sponsor area when players are sent to the penalty box (minimum of 6 times in the game)
- ½ page ad space in the program

Crowd Pleaser - \$250

Who doesn't love a t-shirt toss? Your business can sponsor the t-shirt toss at half-time. Three Penticton Pistoleras shirts will be thrown into the crowd with your brochures/business cards/coupons attached. Introduce your company with the Emcee and launch the shirts yourself if you like. Heck, you can even toss your own company shirts!

Special Event - \$500

*Want to make your event a true and memorable success??? The multi-faceted Pistoleras are available for your corporate or private party as: valet, coat check, bartenders, servers, cleanup crew, face painters for the kids, etc!! We'd love to chat with you about your needs.

2014 Season Sponsorship Packages

Blocker - \$100

Receive 1 T-shirt, shout outs at home games, shout outs on Facebook and Twitter, and your logo in our bout programs.

Pivot - \$250

Receive 2 T-shirts, 2 Tickets to a home game of your choice, ¼ page advertisement in bout programs, logo on SORDA website, shout outs at home games, shout outs on Facebook and Twitter, banner display (provided by you) at home games.

Jammer - \$500

Receive 2 T-shirts, 2 season tickets, 2 beer tickets per bout, ½ page advertisement in bout programs, logo on SORDA website, shout outs at home games, shout outs on Facebook and Twitter, banner display (provided by you) at home games, a team photo.

Lead Jammer - \$750

Receive 4 T-shirts, 4 season tickets, 4 beer tickets per bout, Full page advertisement in bout programs, ad on SORDA website, shout outs at home games, shout outs on Facebook and Twitter, banner display (provided by you) at home games, a team photo.

Power Jammer - \$1000

Receive 4 T-shirts, 4 season tickets, 4 beer tickets per bout, double page advertisement in programs, full banner ad on SORDA website main page, your logo on bout tickets, shout outs at home games, shout outs on Facebook and Twitter, information table at home games, banner display (provided by you) at home games, framed team photo.

The Pack - \$1500

Have your logo printed on all Pistoleras print material, 4 T-shirts, 4 season tickets, 4 beer tickets per bout, Double page advertisement in programs, full banner ad on SORDA website main page, your logo on bout tickets, shout outs at home games, shout outs on Facebook and Twitter, information table at home games, banner display (provided by you) at home games, framed team photo. *In addition - have the team attend your corporate or private event! We're available for valet, coat check, bartending, serving, cleanup crew - we're happy to discuss what your party needs are!

Medical Practitioners package

This package is aimed at chiropractors, physical therapists, acupuncturists, naturopaths, and massage therapists. For your sponsorship of a 30% discount or more for league members, you will receive 4 T-shirts, 4 season tickets, your logo on our SORDA website, and full page ad in our bout programs.

Stomping Grounds - \$500

****Be the Pistoleras designated after-party destination!** A great after-party doesn't just happen - we MAKE it happen!! Our energy filled crowd needs a destination to party it up after a great bout, so why not make it your place? We'll provide the energy, the after-party advertising, and the crowd - you just keep the beer flowing. Heck, we'll even throw in: 2 T-shirts, full page advertisement in bout programs, ad on SORDA website, shout outs at home games, shout outs on Facebook and Twitter, banner display (provided by you) at home games, a team photo, your logo on all home bout printed materials. Deal?

Advertising Deal

If you would like us to help advertise and/or promote your business drop us a line and we can work out a deal.

We are open to any and all donations and contributions that may differ from those outlined.

**Thank you for taking the time to consider
supporting your local roller derby!**

*Events would be subject to board approval and must be in accordance with the SORDA bylaws and constitutions. This event could be advertised on our website and Facebook page at your discretion.

**Certain requirements would be expected from host of after party, and would be discussed before commitment can be met.

SPONSORSHIP

YES! I will sponsor the South Okanagan Roller Derby Association!

1/2
League Copy

I, _____ hereby authorize the South Okanagan Roller Derby Association the use of _____ company logo for the use of advertisement as outlined in the _____ package. A donation has been made in the amount of _____ in exchange for said service for the term of 1 calendar year.

Date: _____

Signed: _____

SORDA Board Member: _____

Approved by Treasuser: _____

YES! I will sponsor the South Okanagan Roller Derby Association!

2/2
Sponsor Copy

I, _____ hereby authorize the South Okanagan Roller Derby Association the use of _____ company logo for the use of advertisement as outlined in the _____ package. A donation has been made in the amount of _____ in exchange for said service for the term of 1 calendar year.

Date: _____

Signed: _____

SORDA Board Member: _____

Approved by Treasuser: _____

