



**2011 SEASON  
SPONSORSHIP PACKET**

**[WWW.BBSDROLLERDERBY.COM](http://WWW.BBSDROLLERDERBY.COM)**



Dear Potential Sponsor,

Beach Brawl SK8R Dolls is Fort Walton's first and only women's flat track roller derby league. Founded in 2008, by a dedicated group of individuals, BBSD has grown into one of the most respected teams in the Florida Panhandle. While we are a fairly new team, we are positioning ourselves to become a major competitor in the sport. The rebirth of women's roller derby is a far cry from what you may have seen on TV as a kid. Today's derby girl is a disciplined athlete who trains to be strong in mind and body. We dedicate ourselves to each other and to our communities on and off the track. Our members come from all walks of life with unique backgrounds that enable us to run our team as a business. Business aside, we are committed to making a difference in our community and advancing this sport we so dearly love.

The Beach Brawl SK8R Dolls, LLC, is also a charitable organization. In the past few years, we have donated portions of our proceeds to Children in Crisis, Habitat for Humanity, Relay for Life and Shelter House. Last October, BBSD had the privilege of raising money for and skating in the ACS Making Strides for Breast Cancer Walk held in Destin. This year we are proud to partner with the Boys & Girls Club of America to regularly volunteer our time to their afterschool programs.

The 2011 season is underway, and we would like to extend the opportunity for you to partner with us. Our year kicked off January 30th, in front of a sell-out crowd at Theo Docie Bass Recreation Center in Fort Walton. We can build you a custom sponsorship package for your business that is tailored specifically to meet your advertising needs. We will also work with you on your budget limitations to maximize your return on investment. Access to our unique fan base provides an opportunity to strategically market your business and drive traffic to your location. Opportunities include title bout sponsorship, print advertising, onsite promotions, PA announcements, banner display, and much more. Sponsors of the Beach Brawl SK8R Dolls have found the relationship rewarding as well as exciting. We are seeking sponsors of all levels, from a one-time print ad purchase, to comprehensive season packages.

Enclosed is a summary of our 2011 season sponsorship product offerings. We are by no means limited to these options and are committed to communicating your marketing message effectively. We will welcome additional ideas you may have while building out your custom sponsor program. I look forward to working with you soon!

Sincerely,

Daniel Eddington  
Sponsorship Committee Director  
Beach Brawl SK8R Dolls, LLC  
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# BBSD Bout Sponsorship Opportunities

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## BOUT PROGRAM ADVERTISING

Size	Per Bout	Multi-bout Discount
2-page centerfold	\$150	30%
Full-page ad	\$60	25%
Half-page ad	\$40	20%

- Ad space is the easiest way to get involved with our league right away and receive exposure to our fans. Program ad space is the perfect “bounce back” opportunity to include your coupon to drive traffic to your business. See examples below:
  - "Buy One Entree Get One 1/2 Off"
  - "Free Kids Ice Cream Cone"
  - "\$2 OFF your purchase"
  - "One Free Well Drink w/ Bout Ticket"
  - "Free Appetizer w/ Purchase of 2 Entrees"

### **BANNER DISPLAY - \$100 per bout**

We will prominently display your company's banner during the bout. Sponsor must provide banner to BBSD. Multi-bout discount is 25%.

### **PA ANNOUNCEMENTS**

- Two (2) PA Announcements per bout - \$30
- Five (5) PA Announcements per bout - \$60
- Multi-bout Discount – 25%

### **ONSITE PROMOTIONS - \$100 per bout**

Get direct access to our fans on game day! Pass out coupons, flyers, and/or promotional items, to promote your business. Or set up an informational table in our concessions and merchandise area.

### **WEBSITE LISTING**

Your company logo on the BBSD Homepage and “Sponsors” page with a click-through link to your company's site.

- 6 months - \$100
- 1 year - \$150

### **TITLE BOUT SPONSORSHIP - \$400 per bout**

It's all about you! We implement your brand and presence into most every product offering we have for the bout of your choice.

- "Official Title Sponsor" privileges including name and logo on the bout flyer released 4 weeks prior to the game
- Bout Program - Full page ad/coupon in bout program
- Minimum of Five(5) PA Announcements throughout the bout
- 2 VIP Tickets to sponsored bout
- Banner prominently displayed next to BBSD banner (sponsor to provide)
- Onsite promotion privileges
- Media – On-air mention of Title Bout Sponsor during any promotions or media coverage prior to game
- Recognition and click-through link on BBSD website six (6) weeks prior to the sponsored bout date

### **PENALTY BOX SPONSOR - \$200 per season**

When the announcer mentions players going to the penalty box, it will be branded with your company's name. This happens a lot in roller derby and will ensure several mentions per bout.

***\*Example:** "And Imp Priss skates straight to the Bob's Bail Bonds Penalty Box to serve her 2nd major penalty!"*

### **JAM LINE SPONSOR - \$200 per season**

When the announcer mentions which jammers (point scorers) are stepping to the line before the jam, it will be branded with your company's name. This happens several times during a bout, as there are 60 minutes of playtime on the clock, and each jam can exceed no more than 2 minutes each.

***\*Example:** "Now stepping up to the Quik Stop Jam Line is a ferocious matchup of D-Mon and Hell-O-Nurse!"*

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# BBSD Seasonal Sponsorship

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## \$500 SEASONAL SPONSOR

- Half-page ad in all home bout programs
- Minimum of two (2) PA Announcements throughout each home bout
- 2 tickets per home game
- Banner display at two (2) bouts of your choice (sponsor to provide)
- Link & logo posted on BBSD website for six (6) months
- **\$660 TOTAL VALUE**

## \$750 SEASONAL SPONSOR

- Full-page ad in all home bout programs
- Minimum of three (3) PA Announcements throughout each home bout
- 4 tickets per home game
- Banner display at two (2) bouts of your choice (sponsor to provide)
- Link & logo posted on BBSD website for one (1) year
- 2 BBSD T-Shirts
- Onsite promotion privileges at two (2) bouts of your choice
- **\$1060 TOTAL VALUE**

## \$1000 SEASONAL SPONSOR

- 2-page centerfold spread in one bout program, and a full-page ad in all remaining bout programs
- Minimum of four (4) PA Announcements throughout each home bout
- 4 VIP tickets per home game
- Banner display at all 2011 season home bouts (sponsor to provide)
- Link & logo posted on BBSD website for one (1) year
- 4 BBSD T-Shirts
- Onsite promotion privileges for all 2011 season home bouts
- Exclusive invitation to the end-of year team banquet
- Framed team photo signed by all BBSD members
- **\$1,680 TOTAL VALUE**

\*Seasonal sponsorship pricing is based on four (4) scheduled home bouts between February 1 – November 12, 2011. We can also customize a per-bout or seasonal package specifically for your business upon request.



## 2011 BBSD Season Schedule

January 29 <sup>th</sup>	BBSD vs PCRD (Panama City, FL)	HOME
March 19 <sup>th</sup>	BBSD vs RSRD (Baton Rouge, LA)	AWAY
April 30 <sup>th</sup>	BBSD vs RSRD (Baton Rouge, LA)	HOME
May 28 <sup>th</sup>	BBSD vs TRG-B (Tallahassee, FL)	HOME
June 25 <sup>th</sup>	BBSD vs BCR (Auburn, AL)	AWAY
August 20 <sup>th</sup>	BBSD vs TBR (Mobile, AL)	HOME
September 24 <sup>th</sup>	BBSD vs ECRD (Milton, FL)	AWAY
November 12 <sup>th</sup>	BBSD vs ECRD (Milton, FL)	HOME