

Bay Area Derby

|| 2017 SPONSORSHIP PACKAGES ||

NEW WAYS TO BE **BAD** IN 2017

Established in 2004, Bay Area Derby (BAD) is the Bay Area's original women's flat track roller derby league. Based out of Oakland, BAD consists of four home teams who vie for a championship title each season; the internationally ranked Bay Area All Stars; and Team Gold, a nationally competitive B team. BAD also houses recreational and developmental programs for aspiring roller derby athletes of all levels.

Bay Area Derby is a proud member of the Women's Flat Track Derby Association (WFTDA.) We are a non-profit 501(c)(3) organization, 100% skater owned and operated, and our league runs entirely on the tireless efforts of our volunteers: skaters and non-skaters alike. Our organization strives to give back to the community that has supported it since 2004.

Our mission is to provide high level roller derby competition on a local and international stage and to promote the advancement of athleticism for women in a fun and inclusive atmosphere. BAD believes in fostering symbiotic relationships with our fellow grassroots organizations in the Bay Area.

For more information, please visit www.bayareaderby.com.

BAD DETAILS + DEMOGRAPHICS

- 800 ATTENDEES PER GAME
- 23,000+ FACEBOOK FANS
- 4,000+ TWITTER FOLLOWERS
- 6,000+ INSTAGRAM FOLLOWERS
- 4,000 SUBSCRIBERS TO EMAIL NEWSLETTER
- 100+ ACTIVE LEAGUE MEMBERS/VOLUNTEERS
- 5,500 MONTHLY WEBSITE VISITORS
- 1,000+ VIEWS ON YOUTUBE CHANNEL

BAD HAS A NEW EVENT VENUE!

We've got a new venue for 2017! The 16th Street Station is a former train station and historic landmark in Oakland with lots of character that is easily accessible to the community by public transportation. Join us as we make the Station an integral part of our BAD community!

FOR MORE INFORMATION PLEASE CONTACT: sponsorship@bayareaderby.com

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GAME DATES
3.18 / 5.13 / 6.3 / 8.19

CHOOSE YOUR WAY TO BE **BAD** IN 2017

ALL STAR SPONSOR // \$2,500 SEASON INVESTMENT

- 4 TICKETS PER GAME
- FREE BAD T-SHIRT
- FREE VENDOR SPACE DURING 16TH STREET GAMES + CHAMPS
- PREMIER PLACEMENT OF BANNER AT EVERY GAME*
- AD IN GAME DAY PROGRAM
- 10 SOCIAL MEDIA AND LIVE STREAM SHOUTOUTS
- FEATURE IN EVERY EMAIL NEWSLETTER
- LOGO ON BAD WEBSITE

GOLD SPONSOR // \$1,000 SEASON INVESTMENT

- 2 TICKETS PER GAME
- FREE VENDOR SPACE DURING 16TH STREET GAMES
- BANNER DISPLAYED AT EVERY GAME*
- AD IN GAME DAY PROGRAM
- 7 SOCIAL MEDIA AND LIVE STREAM SHOUTOUTS
- FEATURE IN 4 EMAIL NEWSLETTERS
- LOGO ON BAD WEBSITE

SILVER SPONSOR // \$500 SEASON INVESTMENT

- BANNER DISPLAYED AT EVERY GAME*
- AD IN GAME DAY PROGRAM
- 5 SOCIAL MEDIA AND LIVE STREAM SHOUTOUTS
- FEATURE IN 2 EMAIL NEWSLETTERS
- LOGO ON BAD WEBSITE

BRONZE SPONSOR // \$250 SEASON INVESTMENT

- BANNER DISPLAYED AT EVERY GAME*
- 3 SOCIAL MEDIA AND LIVE STREAM SHOUTOUTS
- FEATURE IN 1 EMAIL NEWSLETTER
- LOGO ON BAD WEBSITE

CREATIVE PARTNERSHIP OPPORTUNITIES AVAILABLE

Don't like what you see above? Let's find another way to work together! Check out more options below.

Non-profit Partnerships // Vendor at Events // BAD Team Sponsorships // Local Event Collaboration // Skater Appearances
After Party Sponsorship // Bout Halftime Promotion // Custom Art For Your Banner* // Raffle Donations

*Banner acquisition is the sole responsibility of the sponsor. However, BAD offers design assistance if needed.

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