

Bay Area Derby

|| 2018 SPONSORSHIP PACKET ||

BAAAAYYYY AARRRREAAAAA!!!!

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 three home teams: 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.

We are reaching out to you today to offer an opportunity to partner in support of BAD's annual East Bay based Golden Bowl tournament.

Now in its 7th year, Golden Bowl is played against some of the highest-ranked Women's Flat Track Derby Association (WFTDA) teams, all vying to improve their international rankings in preparation for the upcoming WFTDA tournament season, which will conclude with November's International Championship Tournament, hosted this year in New Orleans, LA. The Golden Bowl invitational will take place this year at BAD's own headquarters in West Oakland from June 15-17, 2018.

As a 501(c)3 nonprofit, BAD is asking local businesses to consider making monetary or in-kind donations for a total of 150 athletes, officials, and volunteers. Examples of items donated include water bottles, track supplies, healthy snacks, and nonalcoholic beverages.

BAD DETAILS + DEMOGRAPHICS

- 800 ATTENDEES PER GAME
- 23,000+ FACEBOOK FANS
- 4,500+ TWITTER FOLLOWERS
- 7,300+ INSTAGRAM FOLLOWERS
- 4,800 SUBSCRIBERS TO EMAIL NEWSLETTER
- 100+ ACTIVE LEAGUE MEMBERS/VOLUNTEERS
- 5,500 MONTHLY WEBSITE VISITORS
- 1,000+ YOUTUBE CHANNELSUBCRIBERS

BAD HAS A NEW VENUE!

We've got a nw venue fo 2018! The Palace of Fine arts was originally constructed for the 1915 Panama-Pacific Exposition and has remained an iconic historical landmark in the Bay Area ever since. Join us as we make the Palace of Fine Arts an intergral part of our BAD community!

GOLDEN BOWL 2018: JUNE 15-17

Now in its 7th year, Golden Bowl is played against some of the highest-ranked Women's Flat Track Derby Association (WFTDA) teams, all vying to improve their international rankings in preperation for the upcoming WFTDA tournament season.

PHOTO BY MATT BECKER

THANK YOU IN ADVANCE FOR YOUR CONSIDERATION!
FOR MORE INFORMATION PLEASE CONTACT:
sponsorship@bayareaderby.com

Bay Area Derby 2018 SPONSORSHIP PACKAGES

GAME DATES

7.21 / 8.25

BAD ALL STAR SPONSOR

\$1,250 SEASON INVESTMENT

- 4 tickets per game
- Free BAD T-Shirt
- Free vendor space during games
- Premier placement of banner at every game*
- 5 social media and live stream shoutouts /yr
- Feature in every email newsletter
- Logo on website

BAD GOLD SPONSOR

\$500 SEASON INVESTMENT

- 2 tickets per game
- Banner displayed at every game*
- 3 social media and live stream shoutouts /yr
- Feature in 4 email newsletters
- Logo on website

BAD SILVER SPONSOR

\$250 SEASON INVESTMENT

- Banner in events game*
- 2 social media and live stream shoutouts /yr
- Feature in 2 email newsletters
- Logo on website

BAD BRONZE SPONSOR

\$125 SEASON INVESTMENT

- Banner displayed at every game*
- 1 Social media and live stream shoutouts/yr
- 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 Events Collaborations
Skater Appearances // After Party Sponsorship // Bout Halftime Promotion // Custom Art for your Banner
Raffle Donations // Custom Commercial Production

FOR MORE INFORMATION PLEASE CONTACT:

sponsorship@bayareaderby.com

Bay Area Derby

2018 GOLDEN BOWL SPONSORSHIP PACKET

3 DAY TOURNAMENT: JUNE 15-17TH

GOLD LEVEL

\$750 MONETARY AND/OR IN-KIND DONATION:

- Ownership of a specific track section throughout the tournament weekend
- Signed & framed photo of the BAD All Stars
- Banner in event space
- 6 on-air shout outs per day
- 3 social media shout outs per day
- Logo on website
- Article in the BAD newsletter

SILVER LEVEL

\$500 MONETARY AND/OR IN-KIND DONATION:

- Signed & framed photo of the BAD All Stars
- Banner in event space
- 4 on-air shout outs per day
- 3 social media shout outs per day
- Logo on website
- Article in the BAD newsletter

BRONZE LEVEL

\$300 MONETARY AND/OR IN-KIND DONATION:

- Banner in event space
- 2 on-air shout outs per day
- 1 social media shout out per day
- Logo on website
- Logo in newsletter

RUNNER-UP LEVEL

\$150 AND/OR IN-KIND DONATION:

- 1 on-air shout out per day
- 1 social media shout-out per day
- Logo on website
- Logo in newsletter

\$50 MONETARY AND/OR IN-KIND DONATION:

- Logo on BAD website

LIVE FEED ADS ONLY:

\$150

- :10 still shot- 6x each day Fri, Sat and Sun

\$250

- :30 video - 6x each day Fri, Sat and Sun

\$350

- :60 video - 6x each day Fri, Sat and Sun

DON'T HAVE A VIDEO AD? NO PROBLEM

Use our in our house video production team to create your next ad.

For more info and rates contact bayareaderbytv@gmail.com

FOR MORE INFORMATION PLEASE CONTACT:

sponsorship@bayareaderby.com