

# Bay Area Derby

## || 2019 SPONSORSHIP PACKAGES ||

### IT FEELS GOOD TO BE **BAD**

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 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.

### BAD DETAILS + DEMOGRAPHICS

- 800 ATTENDEES PER GAME
- 23,000+ FACEBOOK FANS
- 4,600+ TWITTER FOLLOWERS
- 7,600+ INSTAGRAM FOLLOWERS
- 5,000+ SUBSCRIBERS TO EMAIL NEWSLETTER
- 100+ ACTIVE LEAGUE MEMBERS/VOLUNTEERS
- 3,000 MONTHLY WEBSITE VISITORS
- 60,000+ VIEWS ON YOUTUBE CHANNEL

### BAD HAS A NEW EVENT VENUE!

BAD WILL BE PLAYING PUBLIC BOUTS IN THE MARINA DISTRICT OF SAN FRANCISCO THIS SEASON. DATES AND SPECIFIC LOCATION TO BE ANNOUNCED SOON!

For more information, please contact [sponsorship@bayareaderby.com](mailto:sponsorship@bayareaderby.com) or visit [www.bayareaderby.com](http://www.bayareaderby.com).



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GAME DATES TO BE ANNOUNCED  
CHOOSE YOUR WAY TO BE **BAD** IN 2019

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

- 4 TICKETS PER GAME
- FREE BAD T-SHIRT
- FREE VENDOR SPACE DURING GAMES
- PREMIER PLACEMENT OF BANNER AT EVERY GAME\*
- 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
- BANNER DISPLAYED AT EVERY GAME\*
- 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\*
- 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 Appearance // After Party Sponsorship // Bout Halftime Production // Custom Banner Artwork\* // Raffle Donations

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

FOR MORE INFORMATION PLEASE CONTACT: [sponsorship@bayareaderby.com](mailto:sponsorship@bayareaderby.com)