



Thank you for considering sponsoring Carolina Roller Derby! We are pleased to inform you that we are a 501(c)3 nonprofit organization, which means that any financial contributions made to us are considered tax-deductible donations. By partnering with CRD, your support will not only help us achieve our mission of bringing the sport of roller derby to the Triangle, but will also provide you with a tax benefit. We are committed to using all donations to further our cause, continue growing our league, and make a positive impact on our community.

WHO ARE WE?

We are athletes dedicated to enriching the lives of individuals through sports training, and participation in international competition. We are a community that celebrates and honors every unique individual member and the multifaceted experiences that they bring to the league. Our league is an active member of the community, taking part in charitable outreach programs and local events. We strive to be strong, positive role models in our commitment to maintaining a family-friendly, inclusive environment. We are an organization run solely by skaters and volunteers. These volunteers along with our fans and community have made roller derby in the Triangle possible since 2004.

WHY CRD?

We offer an array of exposure for your business through our sponsorship packages, and are happy to customize to meet your individual needs. CRD had over 250 attendees at our first post-pandemic bout in December 2022, selling out our usual venue. With your support we hope to book even larger venues and be able to host more of the Triangle community at our games. Our social media outreach is constantly expanding; we currently have 10,000 followers on Facebook, over 3,000 followers on Twitter, and over 2,000 followers on Instagram. As a sponsor of CRD you can be a part of supporting your community in the Triangle as we work to rebuild our league in the wake of the pandemic.

Please note that as a non-profit organization, Carolina Roller Derby reserves the right to accept or deny any sponsorship partnerships based on alignment with our values. We hold ourselves to high standards of social responsibility and expect the same from our sponsors. We believe that partnering with sponsors who share our values of inclusion, equity, and accountability will help both us and our sponsors each achieve our goals more effectively.

We would love to have you as part of the Carolina Roller Derby family! Don't be afraid to reach out to us with creative ideas for collaboration/partnership. We want an opportunity for all businesses aligned with our values to be a part of sponsoring CRD, even if you don't have a big marketing budget!



2023 SPONSORSHIP OPPORTUNITIES

POWER JAM: \$1,500.00

- Full page color ad in digital programs (designed by sponsor, vetted through CRD)
- 5 announcer shout-outs during home bouts
- Rotating scoreboard advertisements at home bouts
- Bi-monthly social media shout-outs
- Featured in Derby Laundry newsletter for all CRD skaters
- Year-round feature on CRD website (full page, priority placement)
- 10 tickets to each CRD home bout

STAR PASS: \$1,000.00

- Half page color ad in digital programs (designed by sponsor, vetted through CRD)
- 3 announcer shout-outs during home bouts
- Rotating scoreboard advertisements at home bouts
- Monthly social media shout-outs
- Featured in Derby Laundry newsletter for all CRD skaters
- Year-round feature on CRD website (half page, secondary placement)
- 8 tickets to each CRD home bout

APEX JUMP: \$500.00

- 1/4 page color ad in digital programs (designed by sponsor, vetted through CRD)
- 1 announcer shout-out during home bouts
- Rotating scoreboard advertisements at home bouts
- Quarterly social media shout-outs
- Featured in Derby Laundry newsletter for all CRD skaters
- Year-round feature on CRD website (1/4 page, tertiary placement)
- 5 tickets to each CRD home bout

IN-KIND DONATIONS/ A LA CARTE OPTIONS:

- Packages can be customized by a Sponsor by Sponsor basis depending on support provided
 - Options can include: Printing t-shirts or merch at a discounted price for us, contributing gear to our gear library, donating water, paper towels, toilet paper, etc for our warehouse supply, purchasing scrim pinnies or bandanas with company logo to be given to CRD skaters, etc.
 - Giving CRD space to table/recruit at your business/event
 - Create an agreement on regular cross-promotion on social media
- Scoreboard Advertising at CRD Bout
 - \$25/Bout \$100/5-Bouts
- Ad in CRD digital programs (available at bouts and via social media)
 - Full page: \$100
 - Half page: \$50
 - Quarter page: \$25
- Raffle prizes— Contact us about sponsoring/donating a raffle items/basket with your branded material/products!
- Sponsored donations: Anytime someone goes to your business and mentions "Carolina Roller Derby" give a tax-deductible donation to our organization for a set period of time!
- Specialized discount codes: Work with CRD to create a specialized discount code to incentivize skaters/followers to frequent a business or promote a product, etc.
- Sponsor any of the following and have an announcer shoutout accordingly:
 - Team Timeout sponsor: Sponsor shoutout every time a team timeout is called (\$50)
 - Official Timeout Sponsor: Sponsor shoutout every time an official timeout is called (\$50)
 - Official Review Sponsor: Sponsor shoutout every time an official review is called (\$50)
 - Jam line (\$100)
 - Penalty Box (\$100)
 - Scoreboard (\$100)
- Table at our Bouts (dependent on space available)
 - \$150/bout

CONTACT US

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