

## Sun City Roller Girls



Sun City Roller Girls (SCRG) was founded in June 2008 and is a women- owned and operated roller derby league in El Paso. Throughout the years SCRG has steadily grown in numbers and popularity, and we can't wait to get the 2016 Season going.

### Who Are the Sun City Roller Girls?

We are a non-profit organization governed by an executive board, as well as, the actual members of the league. SCRG is comprised of 5 teams which are:

- Las Catrinas
- Chuco Town Chulas
- The SeXecutioners
- Las Diablas
- Las Viudas Negras

Approximately 60 women make up these teams, to include teachers, mothers, students, paramedics, hairdressers, account executives and many more walks of life. In order for our league to maintain and have an opportunity for continued growth, we need support from our community and sponsors like you.

After a very successful initial season on a Banked Track, we are excited to start our second season as one of only 23 banked track leagues nationwide. Our new track brought out even more bout-goers and we can't wait to continue traditional banked track roller derby in our beloved "Sun City"!

### Why Sponsor SCRG?

Roller derby is a full-contact sport with attitude and style. As many as 500 fans attend each of our bouts. These fans represent a captive demographic audience that is increasingly difficult to reach via traditional advertising venues. Sponsoring SCRG will help your business reach a wide and diverse demographic at a very reasonable cost.

Our league strives to be a strong influence in our community and is actively involved in charitable activities. Because SCRG continues to GROW, in both size and popularity, sponsorship is a vital tool for our league to keep up with the demands of our ever-expanding and loyal fan base. As a sponsor, your company has the opportunity to be featured alongside and affiliated with our positive athletic organization.

Our league is funded through:

- Skater dues
- Revenue generated through bout ticket sales
- Merchandise sales
- Fundraising events
- Generous sponsors

Your contribution will help our league procure practice space and uniforms, as well as keep ticket prices affordable. With your generous support, we will be able to provide El Paso with yet another intense, hard-hitting, unique, and successful season of non-stop roller derby action!

Sponsorship packages are subject to change at the discretion of SCRG, and are only applicable to inter-league games played at the El Paso County Coliseum - Judging Arena. All included trackside signage and announcer mentions are subject to venue approval. **All packages are negotiable.**

## SCRG Highlights

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- All-Girl roller derby league founded in 2008
- 5 teams made up of 60 women and growing by the day!
- 10 bouts per season, February – November (about 1 bout per month)
- Strong community involvement
- Fundraising activities
- One of only 23 leagues nationwide to offer banked track roller derby

## How Our Success Can Benefit Your Business




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Sponsorship opportunities that offer you:

- Increased visibility for your brand and/or product
- 500+ fans interacting with your brand
- Increased traffic for your business
- A method of advertising that you can measure
- Advertising tie-ins with SCRG

## Sponsorship Levels

 <p><b>THE HIGH ROLLER</b></p> <p><b>\$10,000</b> VALUE</p>	 <p><b>SUGAR DADDY SEATING</b></p> <p><b>\$5,000</b> VALUE</p>	 <p><b>THE FULL BODY CAST</b></p> <p><b>\$1,000</b> VALUE</p>	 <p><b>THE HEMATOMA TEAM SPONSOR</b></p> <p><b>\$2,000</b> VALUE</p>
Bout named after your company	Premium company banner placement on 1 of 4 seating sections	Company banner displayed around track for full season of 10 bouts	Sponsorship of an <i>entire team</i>
Company name/logo on all promo print materials (eg. signage, posters, tickets, program)	Section named after company for full season of 10 bouts	Company name/logo in program and on SCRG website and social media	Your logo on team uniforms and/or helmet
Company logo prominently displayed inside venue	Company banner displayed around track	Company mention during bout	Team participates in company events
Company mentioned in all promo media (eg. TV, radio, social media)	Company mention during bout		Mention on team's Facebook page
Minimum 10 mentions per bout	Company name/logo in program and on SCRG website and social media		
<b>PER SEASON</b>	<b>PER SEASON</b>	<b>PER SEASON</b>	<b>PER SEASON</b>

 <p><b>THE ROLLER GIRL</b></p> <p><b>\$500</b></p>	 <p><b>THE PENALTY BOX</b></p> <p><b>\$200</b></p>	 <p><b>THE SHINER</b></p> <p><b>\$200</b></p>
Tag your favorite roller girl's helmet with your logo	Company mention every time either team receives a penalty	Company banner displayed around track during bout
2 Season Passes	Company name/logo in program	4 tickets to sponsored bout
	4 tickets to sponsored bout	
	<i>Purchase 3 season bouts for \$500</i>	
<b>PER SEASON</b>	<b>PER BOUT</b>	<b>PER BOUT</b>



# Sun City Roller Girls SPONSORSHIP AGREEMENT

INFORMATION			
Company Name			
Contact Name			
Phone Number		Fax Number	
Company Website		Email Address	
Type of Service/Product			
Package Selected		At a Rate of	

If **Bout Sponsorship**, please add the date of game you'd like to sponsor: \_\_\_\_\_

If **Roller Girl Sponsorship**, please add roller girl's name: \_\_\_\_\_

Agreed to by,

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_