

ANN ARBOR DERBY DIMES SPONSORSHIP 2017

The Ann Arbor Derby Dimes (A2D2), a registered 501(c)3, was founded in 2010 with the mission of promoting the sport of roller derby in the area, supporting athleticism and empowerment and creating a sense of teamwork as members train to the fullest of their individual abilities. A2D2 has steadily grown and is now the home league to over 100 skaters, officials and volunteers.

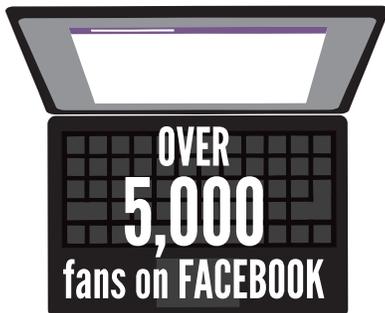
Members live, work at and patronize businesses in our Washtenaw County home base, as well as the surrounding areas of Jackson, Livingston, Monroe, Oakland, and Wayne counties. Our members choose A2D2 for the sportsmanship, camaraderie and drive. A2D2 is a full member of the Women's Flat Track Derby Association (WFTDA), the international governing body for women's amateur flat track roller derby.

LEAGUE STATS



39% are ages 21-39

45% are ages 30-39



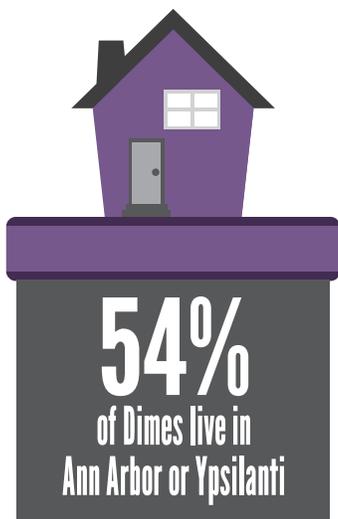
50%
OF DIMES
HADN'T SKATED SINCE AGE 12
OR YOUNGER



16% OF DIMES ARE
CURRENT STUDENTS

68%

Have or are pursuing an
advanced degree



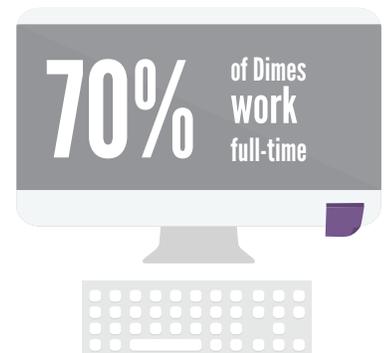
54%

of Dimes live in
Ann Arbor or Ypsilanti

34%
of Dimes
have kids



70% of Dimes
work
full-time



FRIENDS OF THE LEAGUE

If you would like to partner with the Ann Arbor Derby Dimes to offer our league members a discount in your store, please contact Sponsora2d2@a2derbydimes.org to discuss options!

If you would like to be a vendor at our home bouts, we ask for 10% of all proceeds to be donated to our league. Please contact us so we can talk about seeing you at our next home bout!

Would your company rather donate in-kind? Contact us and we will work together to create an agreement that will make us both happy.

SPONSORSHIP OPTIONS

Create your own package! Choose as many of the following options as you'd like.

Choose Your Program Ad Size:

(Program as approx 5.5 X 8.5 booklets. Ads are black and white. Includes ads in all home bout programs.)

- 1/8 Page Ad - \$50
- 1/4 Page Ad - \$100
- 1/2 Page Ad - \$150
- Full Page Ad - \$200 (With this option, we'd like to interview you for our blog!)

Choose your Social Media Shout Outs:

(We will use Facebook for these shout outs, and you will be featured in our monthly enews letter at least once throughout the year when you choose any of the following options.)

- Quarterly Shout (March, June, Sept, December) - \$50
- Every Other Month Shout (Jan, March, May, July, September, October, December) - \$100
- Monthly Social Media Shout outs - \$200

Display Banner at Home Bouts:

(We will have five home bouts in 2017. You can choose to display your banner on site at each of these bouts)

- Display My Banner! - \$50

On-Site Home Bout Options:

(These options will be for our five home bouts and any of the below items ensure category exclusivity)

- Penalty Box Sponsor - \$250**
(Announcers will mention your name each time the penalty box is mentioned. Example:
The Acme Penalty Box is has been seeing a lot of action this evening. Includes featured blog post on our website.)
- Start Line Sponsor - \$250**
(Each Jam begins at the Start Line. The announcers will mention your company whenever the start line is mentioned. Example: Both teams have lined up at The Acme Jam Line to start our bout this evening. Includes featured blog post on our website.)
- Time Out Sponsor - \$250**
(Each time is allowed 3 time outs per bout. Example: Ann Arbor has taken the first of their 3 Acme Time Outs tonight. Includes featured blog post on our website.)
- Track Side Seating Sponsor - \$250**
(There is trackside seating along each end of the track, this is the closest our fans can sit by to the track! Example: Ann Arbor's jammer just got hit out and slid into the Acme Track Side seating. Includes featured blog post on our website.)