



Roller Derby Sponsorship Package 2017 Season

Border City Brawlers Roller Derby League Info

Border City Brawlers is the only women's flat track league in Windsor-Essex County. The league consists of women 18+ from all walks of life and all parts of the region.

Season: All Year Long **Home Skating Season with Spectated Games:** April-October

Home Venue: Adie Knox in the West End of Windsor, John Atkinson Memorial in the East End

Secondary Venue: Lanspeary Park Arena

Teams: **Border City Brawlers All-Stars** – Competitive level team that competes in sanctioned matches as part of the international Woman's Flat Track Derby Association. There is potential for this team to compete on an international scale.

Canadian Clubbers – Recreational team that plays all over the region and focuses on skill development.

A-Salt – Entry Level Team- Composed of skaters who have just finished their skills testing, focus on development and fun!

Average Number of skaters in League: 50

Recruitment Cycle: 2 per year called "Fresh Meat" intakes, 20 week training program with a skills test which must be passed before skaters can play full contact roller derby

Average total bouts and public scrimmages played per year: 20-30

Average home (Windsor) bouts and public scrimmages per year: 10

Average attendees per bout: 400, we have had attendance up to 1200!

Ticket Price for home games: \$8 in advance \$10 at the door

Facebook likes: 3098 **Twitter followers:** 678 **Instagram followers:** 1635

Website: www.bordercitybrawlers.com : Features scrolling sponsorship banner and links to sponsor websites

Number of Game Day Programs Distributed Per Season: 1000 – Advert space available



Roller Derby Sponsorship Package 2017 Season

Who Attends a Roller Derby Bout?

According to WFTDA's Demographic Survey:
(2,262 fans surveyed from around the globe)

- Average fan age: 37.0 years old
- Male: 39%, Female: 61%
- Annual household income greater than \$50,000: 55%
- Annual household income greater than \$75,000: 33%
- Education: 84% with some college education

Community Involvement and Events where BCB is Visible:

- Take Back the Night march, The Santa Clause Parade, Canadian Blood Services Blood Drives, The Hiatus House, Pride Parade, The Well-Come Centre Shelter for Women, United Way Truck Pull, The Mayors Walk, Running for a cure 5k, Blackburn Radio's Jeff in the Box 48 hour food drive, Big Sisters and Big Brothers, United Way iClimb.
- The Brawlers also promote our bouts on roller skates downtown Windsor at the waterfront before every bout! We can double side our flyers with other information to get the word out about our sponsors or community partners.

Sponsorship

When you sponsor the Border City Brawlers your brand, product, service or message will reach many people in Windsor-Essex County. Our fans are loyal and they like to support the businesses that sponsor us. Whether it's program ad space or sponsoring a custom aspect of our roller derby game productions your name is out there loud and clear!

Connect with Karlene at live.local.legit@gmail.com to talk about how your brand will benefit!



**Roller Derby
Sponsorship Package
2017 Season**

A SNAPSHOT OF ROLLER DERBY



Roller derby is a contact sport played by two teams, five members of each team roller skate in the same direction around a flat track.

There are four blockers on each team and two jammers (point scorers).

Game play consists of a series of short matchups (2 minute “jams”) in which both teams designate a jammer who scores points by lapping members of the opposing team. The teams attempt to assist their own jammer whilst hindering the opposing jammer—in effect, playing both offense and defense simultaneously. The blockers want to prevent the opposing jammer from passing them so they attempt to hit her out of the track area or block her from passing.

Athlete’s train year round bi-weekly for this sport with special strength and conditioning, strategy and speed classes. Each athlete must pass a 20 week training course, skating skills test and written rules test before they can play.



Roller Derby Sponsorship Package 2017 Season

Modern roller derby is an international sport dominated by all-female amateur teams, in addition to a growing number of male, co-ed, and junior roller derby teams, and is a roller sport under consideration for the 2020 Olympics. The Women's Flat Track Derby Association has over 700 member leagues.

BCB is a WFTDA member. Most modern leagues share a strong "do it yourself" ethic which produces game-day events that are family friendly, well attended and very entertaining for their fans. If you haven't seen roller derby in person you are in for a real treat!

As a small non-profit the Border City Brawlers are always interested in sponsorship and fundraising opportunities. Let us promote you while you support us in making sure that Windsor has a roller derby league to be proud of!

We have many sponsorship packages and a team of energetic skaters waiting to help you get the exposure and recognition for your business out to our audience and loyal fans!

For more information e-mail info@bordercitybrawlers.com.

