

# Greenville Derby Dames

Greenville, SC



## 2012 Donation Packages & Advertisement Information

Donation packages subject to change at the discretion of the Greenville Derby Dames. All accommodations at bouts and events, including track signage and sponsorship announcements, are subject to venue morality clause and venue approval (i.e. tobacco, alcohol).

Thank you for your interest in donating to the Greenville Derby Dames (GDD). Roller derby's popularity continues to explode across the country and even around the world. Help your home team continue to develop the fastest and most exciting contact sport for women and advertise for your business at the same time.

### **Who is GDD?**

The Greenville Derby Dames is an all women's flat track roller derby league right here in Greenville, SC. Established in November 2008, they are a group of dedicated, strong, hard working, independent women who continue to volunteer their time to provide live, athletic entertainment that features strong, smart and dynamic women of the Upstate. GDD grew so much over the course of their 2010 season that they now have 4 teams within the league to accommodate all the women that want to be a part of the derby world: GDD All-stars, GDD Bad News Babes, Dames of Destruction, and Victorious Secrets.

GDD strives to improve each member's individual athletic ability, self-discipline and character while improving the community as a whole. When the skates, helmets, and pads come off the involvement in their community is essential. Some past and current charities include: Save the Children, Triune Mercy Center, Berea Elementary School, Safe Harbor, Home Instead, Walk for the Homeless, and Relay for Life. The league is actively taking the necessary steps needed to become a member of the Women's Flat Track Derby Association (WFTDA). To learn more about WFTDA please visit [www.wftda.com](http://www.wftda.com).

### **GDD Fans and Your Potential Advertisement Readers**

Derby fans come from all walks of life, and each bout seems to draw in more and more. Promoting a family friendly environment guarantees that anyone of any age will have a good time. Whether you live in the downtown core or in the suburbs, roller derby is a sport that promises entertainment.

GDD typically has one (1) home bout each month from February through November and each bout draws in approximately 300+ fans from the Greenville area.

### **Who plays roller derby?**

According to responses to the WFTDA's second annual comprehensive demographic survey in 2011:

60% of female skaters are 25 to 34 years old

64% of female skaters have a college degree and 20% have graduate degrees

37% of female skaters are married

31% of skaters live with children under 18 years old in their household

### **Who watches roller derby?**

According to fan responses to the 2011 demographic survey:

66% of fans are female

53% of fans are under 34 with the average age of fans being 35.6

63% of fans have a college degree

31% of fans earn an annual average house hold income of \$75,000

27% of fans live with children under 18 years old in their household

### **Donation Levels**

Your donation helps the league improve training sessions, purchase new uniforms, rent bout space, and much more. GDD is a for-the-skater-by-the-skater league and all money goes right back into improving the team. Under each donation level you will find what GDD is giving you as a token of appreciation. It is GDD's way of saying THANK YOU for your donation to the league.

#### **Grand Slam - \$1,000.00**

- 1) Live announcements throughout all GDD home bouts
- 2) Logo placement on [www.greenvillederbydames.com](http://www.greenvillederbydames.com)
- 3) Table set up trackside to promote your business at all 2012 home bouts
- 4) Banner hung trackside at all 2012 home bouts
- 5) Two (2) season passes to all GDD home bouts in 2012
- 6) Full color, half page bout program ads at EVERY GDD HOME BOUT in 2012 \*\*

#### **Lead Jammer - \$750.00**

- 1) Live announcements throughout all GDD home bouts
- 2) Logo placement on [www.greenvillederbydames.com](http://www.greenvillederbydames.com)
- 3) Table set up trackside to promote your business at all 2012 home bouts
- 4) Banner hung trackside at all 2012 home bouts
- 5) Two (2) half season passes for the 2012 season
- 6) Full color, half page bout program ads at EVERY GDD HOME BOUT in 2012 \*\*

#### **Pivot - \$500.00**

- 1) Live announcements throughout all GDD home bouts
- 2) Logo placement on [www.greenvillederbydames.com](http://www.greenvillederbydames.com)
- 3) Table set up trackside to promote your business at all 2012 home bouts
- 4) Two (2) half season passes for the 2012 season
- 5) Full color, ¼ page bout program ads at EVERY GDD HOME BOUT in 2012 \*\*

#### **Blocker - \$250.00**

- 1) Live announcements throughout all GDD home bouts
- 2) Logo placement on [www.greenvillederbydames.com](http://www.greenvillederbydames.com)
- 3) Full color, ¼ page bout program ads at EVERY GDD HOME BOUT in 2012 \*\*

*\* Banners are to be provided to GDD by the sponsor. If you need a banner made that will attract attention to your business please feel free to contact Ed Coleman at EZ Signs 864-630-7913.*

*\*\* Please refer to Bout Program Advertisement Information below for details on what is needed in order for you to place your ad in a GDD bout program.*

### **PER BOUT DONATIONS:**

#### **Purchase a Fanny \$100**

For \$100 you can purchase your very own fanny...fanny pack that is. GDD will place your logo, company name, and/or website on a fanny pack and one of your favorite GDD

skaters will wear it during one bout of your choice. You and 300+ derby fans will watch as your logo takes laps around the track.

**Vendor Table Setup \$150**

Set up a table trackside at the GDD home bout of your choice to help promote your business. Hand out fliers, business cards, swag, and more!

**Banner Displayed \$75**

For \$75 you can display your businesses banner trackside for your choice of one GDD home bout. Banners must be provided to GDD by 3pm on bout day.

**MC Announcements \$50**

\$50 will get your business announced throughout the GDD home bout of your choice.

**IN-KIND DONATIONS\*:**

**Donate a percentage**

Donate a percentage of your sales to GDD for a day, a week, or a month! For example 10% of the proceeds of all martinis, safety gear or roller derby inspired tattoos, would be donated to GDD. You invent it-we'll promote it!

**Donate items**

Donate items for use in actions and raffles. Gift certificates, massages, art pieces, bike tune-ups, classic cars, dinners, again anything helps and we are open to all creative suggestions!

**Donate services**

Donation of services – Can you sew? Write a grand proposal? Help out with the promotion of events? The options are limitless, and anything helps just let us know!

*\*Contact GDD Sponsorship at [gddsponsorship@gmail.com](mailto:gddsponsorship@gmail.com) for more information if you would like to set up an in-kind donation.*

**PAYMENT AND CONTACT INFORMATION:**

Please fill out the form on the last page. You can scan and email to [gddsponsorship@gmail.com](mailto:gddsponsorship@gmail.com) or snail mail to the address below.

To make payment via PayPal please visit our website at [www.greenvillederbydames.com](http://www.greenvillederbydames.com) or make checks payable to: **Greenville Derby Dames** and mail to:

Greenville Derby Dames

Attn: Sponsorship

PO Box 5463

Greenville, SC 29606

Completed forms **and** payment must be received by GDD before any sponsorship agreement is deemed active. Please contact GDD Sponsorship with any questions you may have at [gddsponsorship@gmail.com](mailto:gddsponsorship@gmail.com).

**In all communication, please include your contact name, company name, mailing address, and phone number.**

# 2012 Bout Program Advertisement Information

The bout program is a popular souvenir available for free to all our fans at each home bout. Program advertisements may be purchased separately or included as part of a Donation Package (see Donation information above for details).

The bout program is produced individually for each game and includes fun facts about skaters, photos of the team and skaters, referee and jeer leader pages, fascinating stats, explanations of rules and penalties, GDD merchandise information, shout-outs to our charities, season recaps, and most important of all **Your Business's Advertisement**.

GDD cannot make this program happen without your support.

## Rates and Sizes

Format: 5" x 8" Color is available for all ads. See prices below.

FULL PAGE	¼ Page Vertical	Desc.	Price		Actual Size
			Color	B&W	
		Full Page	\$100.00	\$80.00	5"W x 8"H
	½ Page Horizontal	½ Page	\$75.00	\$45.00	5"W x 3.9375"H
		¼ Page	\$40.00	\$20.00	2.4"W x 3.9375"H

## Program Advertisement Guidelines

Greenville Derby Dames reserve the right to edit or reject any material which may be deemed unsuitable for our publication.

## Make Good Policy

Errors in ads must be reported to GDD within 2 weeks of publication. At that time, any errors on the part of Greenville Derby Dames will be considered for a make-good by the publisher.

## Digital Ad Specs

All camera-ready ads must be a pdf, jpg, tif, or eps. We **do not** accept Word, Publisher, or PowerPoint files for printing. Note: please make sure all fonts are embedded or outlined to prevent font problems. When making pdf files turn OPI off and make sure that all layers have been flattened prior to making pdf should you wish to email your ad to the Greenville Derby Dames. Ads should be emailed to Greenville Derby Dames Creative Arts at [gddcreativearts@gmail.com](mailto:gddcreativearts@gmail.com). If your business does not currently have an ad and would like to

have one created, Creative Arts is available to create an ad to suit your business needs. Feel free to contact them by the email listed above with any further questions.

*\*Incorrectly sized ads may be reordered or resized at the discretion of the Greenville Derby Dames.*

**PAYMENT AND CONTACT INFORMATION:**

Please fill out the form on the last page. You can scan and email to [gddsponsorship@gmail.com](mailto:gddsponsorship@gmail.com) or snail mail to the address below.

To make payment via PayPal please visit our website at [www.greenvillederbydames.com](http://www.greenvillederbydames.com) or make checks payable to: **Greenville Derby Dames** and mail to:

Greenville Derby Dames  
Attn: Sponsorship  
PO Box 5463  
Greenville, SC 29606

Completed forms **and** payment must be received by GDD before any agreement is deemed active. Please contact GDD with any questions you may have at [gddsponsorship@gmail.com](mailto:gddsponsorship@gmail.com).

**In all communication, please include your contact name, company name, mailing address, and phone number.**

Want to help in a way you don't see listed above? Let us know!

Not just financial support is needed. We are also looking for: services you can easily provide at little or no cost (i.e. bottled water for our bouts, printing our fliers, allowing ticket sales at your business, etc.), allowing the use of you company space for fundraisers or closed practices, supplying volunteers to help out at our home bouts, and much more. Just ask, as the list goes on and on.

**Questions, comments, or concerns? Please contact GDD Sponsorship at [gddsponsorship@gmail.com](mailto:gddsponsorship@gmail.com).**

THANK YOU for your interest in helping out the Greenville Derby Dames!

# GDD Donation and Bout Program Advertisement Agreement

\*Please mark your choice below\*

<b>Season Donation Levels</b>	Announcements during bouts	Placement of logo on GDD	Table set up trackside at bouts	Banner hung trackside at bouts	2 x Full Season Pass	2 x 1/2 Season Pass	1/2 page color ads throughout	1/4 page color ads throughout	Total #	
<b>Grand Slam (\$1000)</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<b>X \$1000</b>
<b>Lead Jammer (\$750)</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<b>X \$250</b>
<b>Pivot (\$500)</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<b>X \$500</b>
<b>Blocker (\$250)</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>		<b>X \$250</b>

<b>A La Carte pick your bout(s)</b>	<b>2/18</b>	<b>3/24</b>	<b>4/21</b>	<b>5/19</b>	<b>6/30</b>	<b>8/25</b>	<b>9/29</b>	<b>10/27</b>	<b>Total #</b>	
<b>Purchase a Fanny</b>										<b>X \$100</b>
<b>Vendor Table Setup</b>										<b>X \$150</b>
<b>Banner Displayed</b>										<b>X \$75</b>
<b>MC Announcements</b>										<b>X \$50</b>
<b>Full Page ad, color</b>										<b>X \$100</b>
<b>Full Page ad, b&amp;w</b>										<b>X \$80</b>
<b>1/2 Page ad, color</b>										<b>X \$75</b>
<b>1/2 Page ad, b&amp;w</b>										<b>X \$45</b>
<b>1/4 Page ad, color</b>										<b>X \$40</b>
<b>1/4 Page ad, b&amp;w</b>										<b>X \$20</b>

**Total = \$ \_\_\_\_\_**

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
 \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

**Thank You for your support!**