

www.detroitderbygirls.com

Detroit Derby Girls



Get to know the Detroit Derby Girls (DDG)—who we are, what we do, and what we're all about. Your support is vital to our roller derby league and we can help you promote your business.

Contact

Chair: Carrie Stefanski / Tess Tackles (586) 596-7264

**Advertising
Opportunities
2010**

Introducing the Detroit Derby Girls...

Detroit's own, all-female, flat track roller derby league!

The DIY, skater-owned and operated, league consists of:

Travel Team The Detroit Derby Girls are ranked top ten (of 78) in the nation according to the Women's Flat Track Roller Derby Association (WFTDA)



Four home teams



The Motor City Disassembly Line (Off-Season B Team)



All DDG skaters pay to play. We could use support from your business to minimize our out-of-pocket costs of practice space, travel, uniforms, and bout expenses.

All photography by Colin Johnson and Paul Maljak

The DDG are...

Newsworthy Numerous local and national publications pay recognition to the DDG:

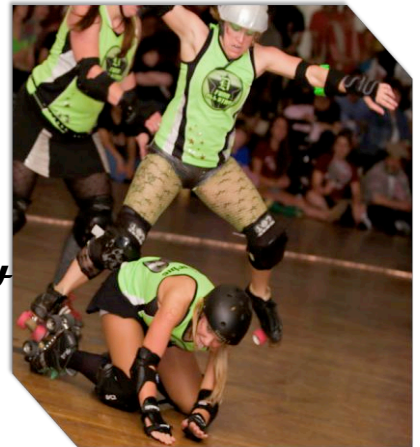
- The Detroit News
- Hour Magazine
- Channel 7 Action News
- Fox 2 News
- Heritage Papers
- MetroTimes
- Real Detroit
- CNN
- ESPN
- New York Times

Crowd-pleasers

DDG sold out all ten home games at the Masonic Temple last season (nearly 1,000 seats per game)

Family-friendly

Tickets are cheap! Plus, kids 12 years-old and under get free admission with an adult.



Movie stars and stunt doubles!

Drew Barrymore cast several DDG skaters in her directorial debut: Whip It!



Supporters

DDG have been known to make appearances at favorites like:

- Dally in the Alley
- CityFest
- Highland Games
- The Warped Tour
- Peoples Art Festival
- the Dirty Show
- Saline Christmas Parade
- Toledo's King Wamba Parade.

We welcomed local school and activity groups to our games to participate in the National Anthem and provide halftime entertainment.

In these changing economic times we are committed to our city of Detroit, its businesses, and local projects!

***We're not going anywhere,
so come join us!***

Humanitarians This season's featured charity is Alternatives for Girls and we donate all profits of our 50/50 raffles to help homeless and high-risk girls and young women.

The DDG Gardens, in the Cass Corridor, donates produce to Gleaner's Food Bank.



Why sponsor the Detroit Derby Girls?



- You can support the strong, athletic, local women who make up this DIY business.
- Sponsorship involves your business/product with the fastest-growing sport in the world. Roller derby is gaining more visibility and each bout production is an entertaining, demographic-spanning, sports entertainment event with passionate fans.
- You will reach thousands during our season. With tickets available through Ticketmaster and the debut of Whip It!, our fan base is sure to increase. Not to mention, those who also check us out via the web.
- Fans that attend our bouts range from sports fanatics to those who have never considered themselves sports fans at all. Imagine reaching punk rockers, soccer moms, hard-core sports nuts, and families (from kids to grandparents) all at the same time!
- Ask anyone who has attended a DDG bout and they'll tell you it is definitely a fun and interesting night out, and that's why the MetroTimes named the DDG the "Best Way to Spend a Saturday Night (2009)!"
- Cost of sponsorship is very reasonable compared to sponsorship or advertising with other entertainment and sporting events of similar size.



*We're
getting
noticed,
so should
you!*

2009-2010 Season Schedule

Nov 28, 2009 - Pistolwhippers vs. D-Funk Allstars
Dec 12, 2009 - Detroit Pistoffs vs. Devil's Night Dames
Jan 09, 2010 - Pistolwhippers vs. Detroit Pistoffs
Feb 13, 2010 - D-Funk Allstars vs. Devil's Night Dames
Mar 13, 2010 - Pistolwhippers vs. Devil's Night Dames
Mar 27, 2010 - Detroit vs. Surprise Guest
Apr 10, 2010 - D-Funk Allstars vs. Detroit Pistoffs
Apr 24, 2010 - Grudge match (3rd vs. 4th)
May 22, 2010 - Championship
Jun 05, 2010 - Double Header vs. Grand Rapids

@ Masonic Temple Drill Hall, 500 Temple, Detroit, MI, 48201

Levels of DDG Sponsorship

	Program Ad	Banner Placement	Web Link	Announcer Mention	Score board Ad	Tickets	Merch Voucher	Rollies Invite
Platinum \$7,500-\$5,250	Full Page	Primary	Primary	Yes	Yes	4 VIP (season)	\$100 – includes 4 custom	Yes
Gold \$5,000-\$3,500	Full Page	Primary	Primary	Yes	Yes	4 VIP (season)	\$100	Yes
Silver \$2,500 \$1,750	1/2 Page	Secondary	Primary	Yes		2 VIP (season)	\$50	Yes
Bronze \$1,000 \$700	1/4 Page	Secondary	Secondary	Yes		2 VIP (single)	\$25	Yes
Steel \$750 \$525	1/8 Page		Secondary	Yes		2 GA (single)	\$15	Yes
Iron \$500 \$350	1/8 Page		Secondary	Yes		2 GA (single)		Yes

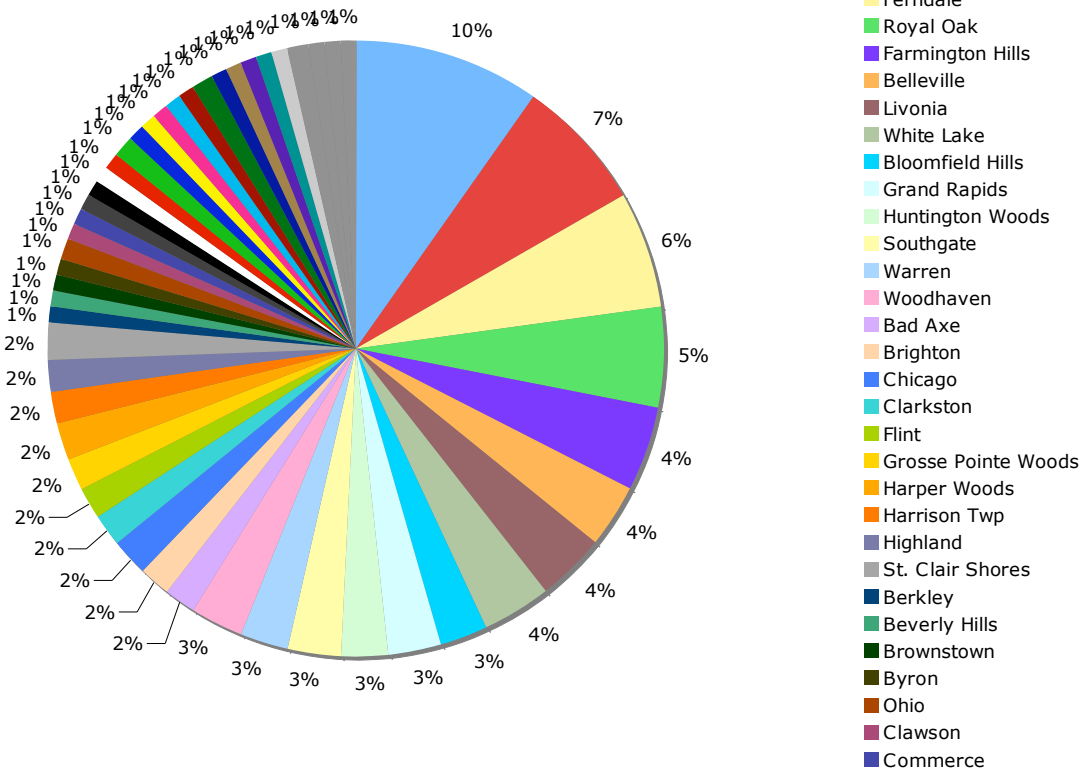
Extras!

- **Bout Mascot** 3 hours of exposure / \$100 per bout
Sponsor supplies mascot, costume, swag, etc.
- **MVP Award** Announced at end of game and in next bout program / \$100
The mentions above, unless you'd like to provide a trophy.
- **Half Time Game** 15-30 min. / \$100 per bout
Details/logistics will have to be worked out with the League.
Sponsor supplies any materials needed.
- **Sponsor a Seat** Special announcement during half time / \$50
Sponsor supplies prize (e.g. t-shirt).
- **Penalty Box Sponsor** Whole bout / \$75
Your banner moves to the box and your business will be referred to numerous times, as penalties accumulate.
- **Announcer table Sponsor** Whole bout / \$50, per game
Your banner moves in front of our announcers and they'll treat you right.



All the More Reason...

Our fans are from all around!



Sample taken from 5/10/09

Program Ad Specs

Ad Deadlines: 2 weeks prior to bout date
Format and Delivery: Digital submissions are preferred.

- High resolution (200 dpi minimum, 300 dpi preferred)
- .jpg, .tif, .pdf, or .eps format
 - If submitting an Illustrator .eps file, convert all fonts to outline.
 - PDF files must include all fonts
 - MS Word files cannot be accepted.
- If submitting printed ads, use high quality black and white laser printouts.

Send files to: bethsoucie@gmail.com or provide CD to a league representative.
 (image smaller than actual dimensions)

A La Carte Ad Costs

Ad Dimension	Per Program	Season Price
Full Back Cover 5" x 8"	\$250	\$ 1,050
Full (inside) page: 5" x 8"	\$150	\$ 700
Half page: 4 ¾" x 3 ½"	\$100	\$ 490
1/4 page: 2 ¼" x 3 ½"	\$75	\$ 350
1/8 page: 2 ¼" x 1 ½"	\$50	\$ 245

Full Page 5" x 8"

