



TALLAHASSEE ROLLERGIRLS

2019 Sponsorship Brochure



WHAT IS ROLLER DERBY?

Women's flat-track roller derby is a fast-paced full-contact team sport that requires speed, strategy, and athleticism.

The flat track version of the sport evolved in 2004, and has quickly grown to encompass more than 421 leagues worldwide.

7,500

FACEBOOK
FOLLOWERS

200+

DIE HARD FANS AT
EACH GAME

6

HOME GAMES
IN 2019



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WHO IS TRG?

The Tallahassee RollerGirls, LLC is Tallahassee's first and only flat track roller derby league.

The league began in 2006 through the hard work of its members and it has since emerged as a competitive league representing the capital city of Florida.

The TRG skaters are a group of women ranging in age from 18 to 55 from a variety of backgrounds. We are business owners, social workers, teachers, students, pharmacists, and more. We are a grassroots, DIY, skater owned and operated league with a commitment to promoting fitness and healthy competition while maintaining an inclusive skating culture.

Our skaters, volunteers, and referees use their diverse skill sets to successfully run the business that is TRG. We are not paid for our time, but we commit ourselves to the development of our league because we love the sport of roller derby.



“We are a grassroots, DIY, skater owned and operated league.”

YOUR SPONSORSHIP HELPS KEEP US ON TRACK

It takes a lot to keep the Tallahassee RollerGirls rolling. Equipment, uniforms, advertising, practice space, game space, etc. are at a premium. Donate your time, space, goods and/or services to help keep the Tallahassee RollerGirls on track and we will match that amount through free advertising on our website, game programs, or any other suggested mediums. Read on for more details!



WHY DO WE NEED SPONSORS?

Game production, building and equipment rentals, uniforms, and travel costs cannot be covered by skaters alone.

With skater costs averaging around \$700 per person per year, the sport can become expensive quickly. Each skater provides their own gear and skates, and pays for their own WFTDA insurance and monthly league dues, but there are many other costs that go into running the league. Game production, building and equipment rentals, uniforms, and travel cannot be covered by skaters alone.

The Tallahassee RollerGirls is owned and operated by the people who skate and volunteer with the league. Not only do we run the business, but we also produce games and community events ourselves. We could not keep our league in operation without the dedication and support of local businesses, vendors, performers, and volunteers.

With your help, we will be able to make TRG a key attraction in Leon County and its surrounding areas. Your assistance will help us improve our league's financial capabilities and help us achieve our mission.

WHAT'S IN IT FOR YOU?

By sponsoring our league, your business will be associated with a popular, all women, local sports team. Here are a few benefits to becoming a sponsor:

1 Capture a unique audience

The Tallahassee RollerGirls' games often sell out with an average crowd of 200 people. Our dedicated fans are just as diverse as our skaters and staff with an average age range of 21 to 45. They support local businesses and most of them have families with young children. We also attract new fans with each game.

2 Give back to the community

TRG gives back to the community through service. Our league sponsors a variety of local and national charities throughout the year. By helping our league, you will also be helping to give back to the Tallahassee community.

3 Get your business noticed

The roller girls are often featured on local television, radio, and newspaper. Depending on your sponsorship, your name can be featured in our public relations as well such as our website, media packets, and printed materials.

4 Gain a new partnership

We love supporting local businesses! As a sponsor, if you have an event that you'd like the Tallahassee RollerGirls to promote or be a part of, we are more than happy to volunteer or make "celebrity" appearances.

BECOME A SPONSOR OF THE TALLAHASSEE ROLLERGIRLS!

Choose a level that works best for you. We're always open to customizing.

PENALTY BOX OR BENCH SPONSOR

Banner at all TRG
events and games

Logo on game
posters

Booth set up at
games

Logo w/ link on
website sponsor
page

Promotion on social
media

Logo/name
featured on
scoreboard at
halftime

4 season passes

100 free tickets to
hand out

5 mentions by
announcer

Half-page ad in all
game programs

\$1,000

DANGER ZONE SPONSOR

Logo w/ link on website
sponsor page

Promotion on social
media

2 season passes

3 mentions by
announcer

Quarter-page ad in all
game programs

\$350

SCORE SPONSOR

Banner at home games

Logo w/ link on website
sponsor page

Logo/name featured on
scoreboard at halftime

2 season passes

Quarter-page ad in all
game programs

\$300

FAN ZONE SPONSOR

Banner at home games

2 season passes

Quarter-page ad in all
game programs

\$200

A LA CARTE OPTIONS

\$100 2 tickets to any game + quarter-page ad

\$50/game Quarter-page ad

\$75/game Half-page ad

\$125/game Full-page ad

\$100/game Banner in fan zone

\$1,200 Dasher boards at all events & practices at Tallahassee Indoor Sports

For more information contact us at trgsponsorships@gmail.com or visit TallyRG.com

**FULL
PAGE**

**QUARTER
PAGE**

**HALF
PAGE**

AD SUBMISSIONS

We prefer digital ad submissions. Please send as a high resolution (300 dpi), black and white ad in one of the following formats: JPEG, EPS, TIFF, PDF. If creating the ad in Adobe InDesign, please make sure to package your ad. Send artwork to: Jordan "Virginia the Woolf" Engelke at tallyrgmedia@gmail.com

DEADLINES & PAYMENT

Payment and deadline for all ads are the Monday before each game. (All games take place on Saturdays.) Payment may be made by check or money order payable to Tallahassee RollerGirls. For more information, please contact Rhea "Audrey Scorn" Begazo at trgsponsorship@gmail.com.

TALLAHASSEE ROLLERGIRLS 2019 GAME SCHEDULE

March 16

vs. Muscogee

April 13

vs. Southern Harm

May 11

vs. Richland County

May 18

at Low Country

June 22

vs. Savannah

July 6

vs. Bradentucky

August 3

vs. Thunder City

August 31

at Savannah

September 21

at Thunder City

September 28

Legiskators vs. Sinators

October 12

at Gainesville

All games played at
Tallahassee Indoor Sports,
130 Four Points Way

Doors @ 6:30, First Whistle
@ 7:00

Bring a lawn chair!

Find more information and
buy your tickets at
TallyRG.com or
Facebook.com/tallyrg