



**ROLLER DERBY**  
**SPONSORSHIP KIT**  
**2011**

## GMD MISSION STATEMENT

**THE GOLD MINERS' DAUGHTERS IS A SKATER- OPERATED, NON-PROFIT WOMAN'S ROLLER DERBY LEAGUE. OUR GOAL IS TO PROMOTE FITNESS AND A HEALTHY LIFESTYLE WITHIN A SUPPORTIVE TEAM ENVIRONMENT. WE WILL STRIVE TO DEVELOP POSITIVE RELATIONSHIPS WITH LOCAL ORGANIZATIONS THAT FOSTER THE HEART OF GOLD SPIRIT THAT RESIDES IN OUR COMMUNITY.**

## YOUR SPONSORSHIP

If you are a progressive company with a marketing focus on the edgy consumer, and you want to be aligned with the latest, greatest, toughest women's sport around, please take a few minutes to review the material contained in this sponsorship package. You will find all the sponsorship details and ways you can be involved in this exciting, bone crushing, blood thirsty and entertaining sport.

### RINK RAT SPONSOR (\$250 PER YEAR)

You will receive the following benefits.

- Small logo and link on GMD website sponsor page
- Listing on all bout posters
- ¼ page ad in all bout programs
- Sponsor announcement at each bout



### POWER BLOCKER SPONSOR (\$500 PER YEAR)

You will receive the following benefits.

- Medium logo and link on GMD website sponsor page
- Listing on all bout posters
- Logo in all bout programs
- 1/3 page ad in all bout programs
- Quarter page ad in 2012 Calendar
- Banner or stand up signage at all bouts
- Sponsor announcement at each bout



### PACK LEADER SPONSOR (\$1000 PER YEAR)

You will receive the following benefits;

- Large logo and link on GMD website sponsor page
- Logo on all bout posters
- Logo in all bout programs
- Half page ad in 2012 Calendar
- 1/2 page ad in all bout programs
- Banner or stand up signage at all bouts
- Sponsor announcement at each bout
- Recognition on print ads



### **Lead Jammer (\$2500 per year - only 1 available)**

You will receive the following benefits.

- Top sponsorship position in all recognition pieces
- First right of refusal for next year's League Sponsorship
- Top placement logo and link on GMD website sponsor page
- Top logo on all bout posters
- Large Logo in all bout programs
- Back page ad in all bout programs
- Banner or stand up signage at all bouts
- Back page ad in 2012 Calendar
- Top sponsor announcement at each bout
- Recognition on radio ads
- Recognition on print ads
- 6 VIP tickets to each bout
- 6 GMD tee shirts

### **Venue Sponsor**

The GMD is in need of a regular space to hold all practices and bouts. If you are a company that can help us out in this regard, please call us and we can work out a special sponsorship package for you based on your contribution to the league.

### **IN-KIND SPONSORSHIPS**

Rather than giving the league cash, some companies may choose to give the GMD a product such as uniforms, skating equipment or even printing our bout programs. If you would like to offer a gift in-kind, you will be recognized according to the sponsorship tiers above for the value of the goods or services you've donated.

### **CONTACT US**

**Roller Derby has hit on something Timmins is only starting to experience – something that is only growing bigger and better.** If you are looking for more of a tailored package not listed above, we are open to new ideas on how we can promote your business, and would be happy to work with you on something that is more closely aligned with your marketing plan. Please feel free to contact us at [goldminersdaughters@hotmail.ca](mailto:goldminersdaughters@hotmail.ca) to discuss further.



**MORE...**

This is not your 70's roller derby, but a full contact high speed game played by real women who skate fast and hit hard. We invite you to join us as a sponsor of these one-of-a-kind athletes whose unquenchable thirst for victory and undeniable sass and charm will leave audiences crying out for more. Gold Miners' Daughters is Timmins' very own women's flat track roller derby league. **GMD is skater-owned and skater-operated, and currently boasts a roster of approximately 18 hard-rolling, fast-skating, tough-as-nails women.** We represent women from across all the social spectrums of this fine city we call home.

### **HOW ROLLER DERBY IS PLAYED**

A roller derby game is called a "bout" and is comprised of three 20 minute periods. Each period is made up of an unlimited number of jams which last two minutes or less. A jam consists of two teams, five players each: four blockers and one point-scoring player, called the jammer. Blockers from both teams skate together in a pack and are continuously lapped by the jammers. Jammers (denoted by a helmet cover with stars on the sides) are sprint skaters, and after their first lap through the pack they score points each time they pass an opponent. The blockers at the front of the pack are pivots and wear a striped helmet cover. **If you want a more detailed description - feel free to ask one of us... We can talk about it for hours!!!!**

### **GOVERNANCE AND INSURANCE**

**The governing body of our sport is the Women's Flat Track Derby Association (WFTDA)** and by adhering to their rules, GMD is positioned for international inter-league competition however small steps before leaps and bounds. Roller derby is a full contact sport, and the GMD requires our players to train and practice several times a week to ensure proper safety and physical fitness. **We are registered and insured with Roller Sports Canada (RSC) as a roller derby team and league.**

### **TARGET AUDIENCE**

As Roller Derby is new to the area we have gathered some stats from other Roller Derby cities to give an idea of potential target audiences within our region. The audience at a roller derby bout spans a diverse demographic. It draws from those who enjoy physical, hard-hitting sports as well as those who seek out edgy and unique entertainment. Derby fans are seen as individuals, they are ahead of the trends, and they enjoy watching strong women participating in a real sport with real emotions, real hits and real enthusiasm.

### **GMD WEBSITE**

Our website [timminsgmd.co.nr](http://timminsgmd.co.nr) and Facebook Group page is a great way for us to communicate with our fans. They use our site to find out about roller derby as a sport, what the GMD's are up to and who our girls are. As a sponsor, you will be recognized on <http://timminsgmd.co.nr> as well as our Facebook group site.