



Who We Are

The **Bellingham Roller Betties** are a skater-owned collaboration of professionally-minded female athletes, dedicated to empowering woman with the sport of roller derby through individual athletic ability, self- discipline and character. And we're excited to announce the upcoming start of our highly anticipated *2012 Fifth Season!*

All 2012 bouts take place at Whatcom Community College.

Bout 1	Bout 2	Bout 3	Bout 4	Bout 5	Bout 6
February 11 th	March 17 th	April 7 th	May 5 th	June 2 nd	July 7 th

Travel Team Dates to Be Announced

We Love Our Community!

As a business, we choose to **foster relationships in the community** where we live, work and play. We commit ourselves to personal growth, integrity and of course, bone-jarring, full-contact roller derby! Our fans are a diverse and loyal group: young professionals, punk rockers, soccer moms, bikers, teachers, children, grandparents, artists, students and die-hard sports nuts. We're all enthusiastic supporters of our community – we live here, go to school here, raise children here, and do business in this area, just like you.

The Roller Betties are also proud to be active in Whatcom and Skagit County charitable causes and organizations. Our goal is to use our influence to benefit the communities that support us, both on and off the track.

In 2011, our community volunteer work included:

- Donating a portion of bout proceeds to the Lydia Place, Bellingham Food Bank and the American Cancer Association
- Forming a team to walk for Relay for Life supporting cancer research
- Participating in Ski to Sea and the Bellingham Pride parades
- Organizing a holiday food drive for the Bellingham Food Bank

Upcoming Causes

In 2012, The Bellingham Roller Betties is partnering with Northwest Youth Services (NWYS). Founded in 1976 as a shelter for homeless youth, NWYS serves some 1,000 youth each year, through shelter services, transitional living, permanent housing and a restorative justice program for youth offenders (called Teen Court). For runaway, homeless, "throw-away", abused, neglected and other at-risk youth and young adults, NWYS is a valuable lifeline. Their mission is to keep kids safe, heal family relationships, connect youth with the community and to help promote self-reliance.

Our Sponsors

The Bellingham Roller Betties are lucky to have some of the most engaged and supportive sponsors around! We hope to partner with businesses who want prominent exposure to our loyal fans; businesses who also share our love of competitive sporting action.

Would you care to sponsor our 2012 season? The cost of sponsorship is very reasonable. Catch us while were still growing. Your sponsorship dollars may be **tax deductible**.

Our 2011 sponsors included: Lustick Law Firm, Boundary Bay Brewery, Old World Deli, Avenue Bread, Bellingham Spinal Care, Cascadia Weekly, Creator's Edge Comics, Rumors Cabaret, Vail Studio Photography, Birch Equipment, Belly Timber, What's Up, Mount Baker Planned Parenthood, Mallard Ice Cream, Mountain View Physical Therapy, Data Link West, Lynden Skateway, Aah Massage, Chuck's Midtown Motors, and Service Master Clean.





2012 Sponsorship Options	Breakin' Hearts & Body Parts	Lovin' & Shovin'	Cuddles & Concussions	Sweet Nothin' & Ruff Uppin'	Flirtin' & Hurtin'	Other
	\$2,500	\$1,500	\$1,000	\$750	\$500	\$250
Sponsor name/logo/link on website	X	X	X	X	X	X
Sponsor announcements	X	X	X	X	X	X
Sponsor-provided banners displayed	X	X	X	X	X	X
Season passes	5	4	3	2	1	1
Sponsor ad on scoreboard	Screen	Screen	Logo	Logo	Listed	
Sponsor ad in bout program	Inside Cover	Full Page	½ Page	¼ Page	Name Listed	
Sponsor ad in quarterly newsletter	2" by 2" Ad	Logo	Name Listed			
Promotional space at	X	X				
Sponsor name/logo on bout posters	X	Name Listed				
Sponsor name on floor track bumper	X					
Bettie appearance at one of your events (3-5 derby girls)	X					
All sponsor ads at Travel Team home bouts	X					

Advertising Options

Ad in Bout Program	Announcement per bout	Ad in Quarterly Newsletter	Ad on Scoreboard per bout	Ad at all Travel Team home bouts	Promotional Space per bout	Ad on Track Bumper
\$40-\$125	\$100	\$200	\$250	\$500	\$500	\$1000

The Bout Program is a book handed out to every patron at each of our bouts, which contains information such as the rules of Roller Derby, Bettie Bios, Sponsors of the Roller Betties, and advertisements for local businesses like yours.

Advertising Opportunities	Full-Page	Half-Page	Quarter-Page
Ad Dimensions	7.75"H x 4.75"W	3.75"H x 4.5"W	3.75" x 2.25"W
Single Bout	\$125.00	\$75.00	\$40.00
6 Bout Package	\$500.00	\$300.00	\$175.00

❖ Cover advertisements are reserved for 2012 sponsorship packages

Requirements

- Sponsor/Business must supply digital ad to BRB a minimum of two weeks prior to the bout.
- No alterations will be done to artwork. BRB will contact sponsor/business to approve any changes, if necessary.
- All rates are based on black and white advertisements.
- Full payments are due upon approval of the advertisements. To discuss payment terms, or for general questions, please contact sponsorship@bellinghamrollerbetties.com



Sponsorship Contract

This contract for sponsorship and/or advertising is entered into between the Bellingham Roller Betties, a Washington Non-profit Corporation, and _____

Sponsorship/Ad Level & Amount _____

In Kind Trade & Amount _____

Sponsorship Period: 2012 Season starting February 11, 2012 and ending December 31, 2012.

Sponsor/Advertiser:

_____ [Contact name, title]
_____ [mailing street]
_____ [city, state, zip]
_____ [telephone]
_____ [email]
_____ [website]
_____ [best time/method for contact]
_____ [SIGNATURE]
[print name & title if different
_____ from contact person]
_____ [date]

Bellingham Roller Betties:

By: _____ [signature]
_____ [print legal name]
_____ [print skater name]
_____ [title]
_____ [date]

sponsorship@bellinghamrollerbetties.com [best method of contact]