

ABOUT THE BETTIES

COMMUNITY MINDED

We use our influence to benefit the communities that support us both on and off the track. The Betties foster relationships in the community where we live, work and play derby. Each season, we select a Community Partner—a nonprofit organization to assist by giving them exposure at our events and donating a portion of our profits to their organization.

Past Community Partners have included Girls Rock Camp, The Subdued City Rollers, and NAMI Whatcom.

Our league participates in community events such as Downtown Sounds and the St. Patrick's Day Parade, partners with organizations such as the Pickford Film Center and Bellingham Youth Pride and hosts a free outdoor derby bout each summer: the Downtown Throwdown.



OUR FANS

A diverse and loyal group: young professionals, punk rockers, parents, bikers, teachers, children, grandparents, artists, students and die-hard sports nuts. Our fans range in age from kindergarten through retirement.

OUR SPONSORS

The Betties partner with businesses who want prominent exposure to our loyal fans—businesses who also share our love of competitive sports and community building. Our last full season sponsors included Brain & Spine Clinics, REI, Joy of Pilates, Law Offices of Aaron M. Lukoff & Associates, Tony's Coffee, Everything In Sight Optical, Boundary Bay Brewery, Unknown Board Shop, and many more.



SCAN
FOR
MORE



CONTACT

sponsorship@bellinghamrollerbetties.com

MAILING ADDRESS

Bellingham Roller Betties
Attn: Sponsorship/Treasurer
PO Box 246 Bellingham, WA 98227

WEBSITE

bellinghamrollerbetties.com/sponsorship

SEASON 15 SPONSORSHIP INFORMATION



The Bellingham Roller Betties accept cash, trade and in-kind sponsorships. Trade includes services and perks provided to our league members throughout the season. In-kind items are used in our raffle prize packages at our bouts. The estimated cash value is used to determine sponsorship levels for trade and in-kind sponsors.

| SPONSORSHIP LEVELS | POWER JAM | APEX JUMP | WHIP IT | LOVETAP |
|---|--|------------|----------|------------------|
| Cash Value | \$2500 | \$1600 | \$1200 | \$800 or less |
| VIP SPONSOR PACKAGES | Choose One | Choose one | | |
| Includes all of the general sponsor perks in addition to the special perks listed here. | | | | |
| NAMING RIGHTS FOR ENTIRE SEASON Your name on one of the hot spots at the bout: Jam Line • Penalty Box • DJ Booth The announcers will use your name when talking about these items. "Lining up at the Donuts for Days Jam Line." All 5 home-season bouts included. | | | | |
| HOST ONE AFTER-PARTY We will promote it before and during our bouts. 5 dates available - first come, first served. | | | | |
| PROMO BOOTH AT BOUTS Choose a bout and set up a table or display. Tables not provided. Limited availability. | | | | |
| GENERAL SPONSOR PERKS | | | | |
| Bout Book Ads | full page | 1/2 page | 1/4 page | 1/8 page or logo |
| Season Passes | 8 | 6 | 4 | 2 |
| Social Media Shout Outs | 4 | 3 | 2 | 1 |
| POSTERS: Your logo will be included on one or more of our season bout posters | 5 | 4 | 2 | 1 |
| BANNERS: Sponsor provided banner displayed at home season bouts (Optional) | X | X | X | X |
| SCOREBOARD: Logo displayed in rotating slide show on scoreboard | X | X | X | X |
| WEBSITE: Sponsor Logo on website | X | X | X | X |
| ALL-STAR ADD ON: \$350 | Sponsor our All-Star team this season, your banner will be displayed at their bouts, your logo will be included on their posters and on their website. | | | |
| BURLESQUE ADD ON: \$200 | Sponsor our annual Burlesque Show with your logo on the posters and you will be thanked from stage during the show. | | | |
| TICKET SPONSOR: CASH VALUE | Ticket Bundles (25+ tickets to any regular season bout(s) for 25% off door price). Receive the sponsor perks equal to cash value. | | | |
| RAFFLE SPONSOR: CASH VALUE | Donated items included in raffle baskets and announcements. Receive the sponsor perks equal to cash value. | | | |

OUR AUDIENCE

150 SKATERS & VOLUNTEERS

2,900 FANS AT OUR BOUTS

6,800 FACEBOOK FOLLOWERS

2,000 INSTAGRAM FOLLOWERS

OUR EVENTS REACHED **55,000**
PEOPLE ON SOCIAL MEDIA
FOR OUR LAST FULL SEASON

AVERAGE SPONSOR SHOUT OUT
REACHED **1,107** PEOPLE

AD SIZES

Full page: 5" x 8"

1/2 page: 5" x 3.95"

1/4 page: 2.45" x 3.95" (vertical)
5" x 1.925" (horizontal)

1/8 page: 2.45" x 1.925"

FILE TYPES ACCEPTED

PDF (Press Quality)

Photoshop

Illustrator

InDesign

TIFF, JPEG, or PNG

300dpi or higher

All files should be high resolution and in black & white or grayscale.