

Auld Reekie ROLLER GIRLS

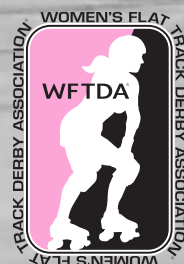


SPONSORSHIP PACKAGE

Edinburgh's Premier Flat Track Roller Derby League

sponsorship@arrg.co.uk

www.arrg.co.uk



WE ARE THE AULD REEKIE ROLLER GIRLS!

We are a women's flat track roller derby league based in Edinburgh, Scotland. Together since April 2008, we are run entirely by our skaters for our skaters and are proud members of the Women's Flat Track Derby Association (WFTDA).

Since our inception, the league has grown from a group of women meeting up to talk about roller derby, to a full WFTDA member league with over 90 members, two well established travel teams and a stellar referee and Non-Skating Official (NSO) crew.

TRAVEL TEAMS

Auld Reekie Roller Girls have two travel teams who skate both at home and away against teams from the UK and Europe, and also recently the United States. The Twisted Thistles are our WFTDA all star charter team and the Cannon Belles are the all star reserves.

HOME TEAMS

Our home teams compete in an intraleague season every year, playing for a league championship. Home teams include all of our bout ready competitive skaters divided into three teams - the Skatefast Club, the Cherry Bombers and Leithal Weapons.

WRECKING BALLS

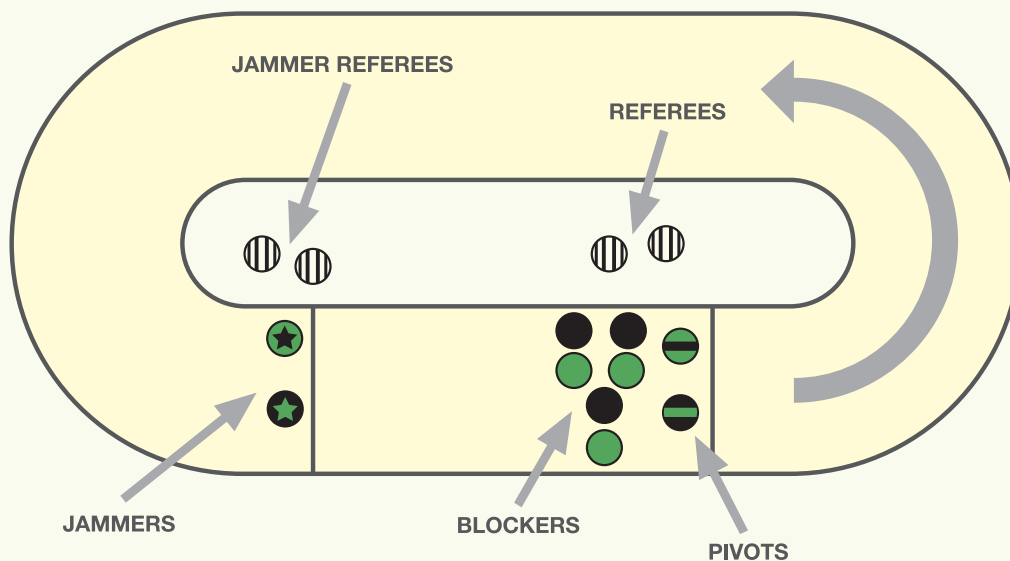
The Wrecking Balls are our recreational team for skaters interested in skating on a recreational basis rather than competitively.

REFEREES AND NON SKATING OFFICIALS

Our dedicated referees and non skating officials train with our skaters on a regular basis and have officiated WFTDA sanctioned games at the highest level in Europe.



WHAT IS ROLLER DERBY?



Roller Derby is a tactical, full contact sport played on quad roller skates. Two teams consisting of four blockers and one jammer compete against each other in a 60 minute bout consisting of two 30 minute periods. The jammers are the skaters who score points and they must begin the game behind the blockers who skate in a tight formation known as the pack.

The jammers race to pass through the pack in an attempt to gain lead jammer status. They continue to race around the track a second time in order to pass the pack once again. Jammers score one point for each player of the opposite team they pass as long as they do it in bounds and legally. Jammers can continue to skate around the track scoring points for two full minutes or until the lead jammer calls off the jam by repeatedly placing both hands on her hips. Once the jam ends a new line-up of skaters enters the track and a new jam can begin.

Generally, a jammer scores four points each time she makes it through the pack within bounds and five points if she laps the other jammer.

WOMEN'S FLAT TRACK DERBY ASSOCIATION

The Women's Flat Track Derby Association is the international governing body for the sport of women's flat track roller derby and a membership organisation for leagues to collaborate and network. The WFTDA sets standards for rules, insurance, sanctioned games, tournaments, rankings and referee certifications.

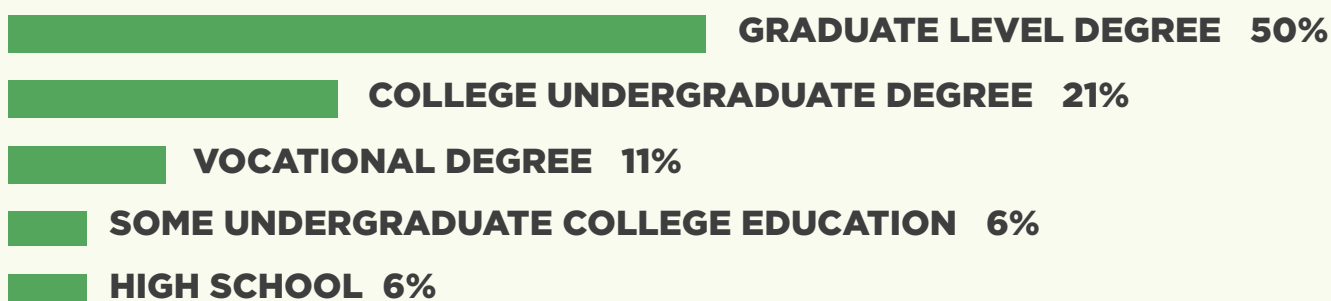
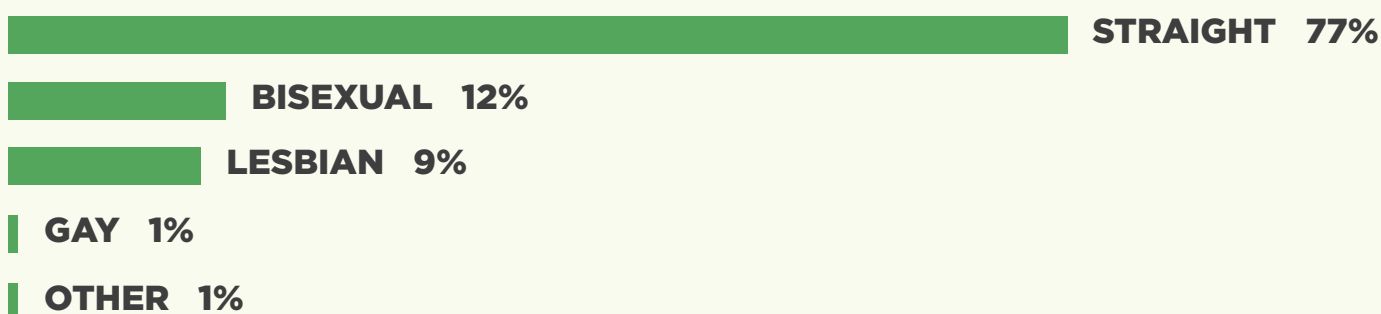
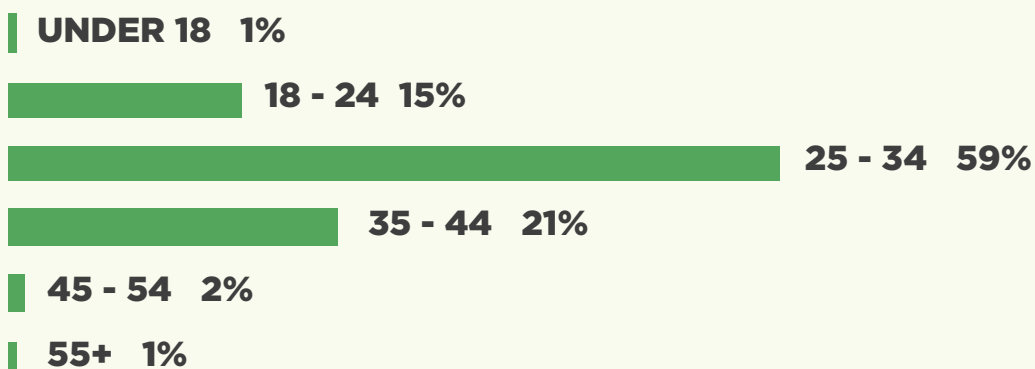
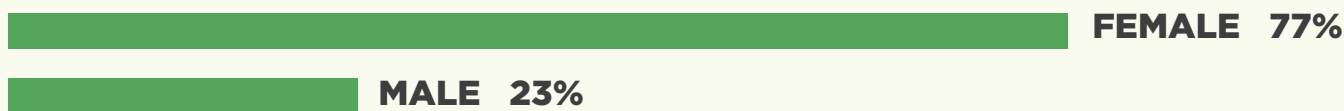
There are currently 176 WFTDA member leagues and 119 leagues in the WFTDA Apprentice Programme. WFTDA's mission is to promote and foster the sport of women's flat track roller derby by facilitating the development of athletic ability, sportswomanship, and goodwill among member leagues.

In September 2011 ARRG became only the second league outside of North America to be accepted as a full member of the WFTDA.

This membership is a fantastic testament to the development of European roller derby and has allowed ARRG to compete in WFTDA sanctioned games in the UK, Europe and the US, factor in rankings and contribute to shaping the development of the sport.

DEMOGRAPHICS

Typical fans of Roller Derby are:



70% of all fans are aware of the businesses that support Auld Reekie Roller Girls
89% hold a favourable opinion of these businesses
65% say they make an effort to support businesses who support Auld Reekie Roller Girls

Source: WFTDA (Women's Flat Track Derby Association) survey, 2012.

WHY YOU SHOULD PARTNER WITH US

- Grow your company along with the fastest growing sport in the world
- Positive association with a grass roots, DIY, all-female sport
- Positive Edinburgh community impact and support
- Vendor sales and product sampling at bouts and other events
- Cross promotion and special events
- Over 5000 Facebook fans with a reach of 10,000 per week
- 2000+ followers on Twitter



ADVERTISING WITH US

Souvenir programmes are distributed for free at every Auld Reekie Roller Girls home bout. These include a rules explanation, information about roller derby as well as the full roster for each participating team with head shots of each skater, plus information about any upcoming ARRG events. The programmes are given out to everyone who attends our bouts and are designed to be kept. Full colour adverts run throughout the programme allowing businesses to promote themselves to a fun, vibrant, and diverse audience. 500 copies are distributed, with an increased print run for bouts during the Edinburgh Fringe Festival.

SMALL AD	70mm Wide x 74mm High	Per Ad
Single		£30
Multiple (2-4)		£25
Annual (5+)		£20

MEDIUM AD	140mm Wide x 74mm High	Per Ad
Single		£60
Multiple (2-4)		£50
Annual (5+)		£40

LARGE AD	140mm Wide x 148mm High	Per Ad
Single		£120
Multiple (2-4)		£100
Annual (5+)		£80



TRAVEL TEAM SPONSORSHIP PACKAGES

DOUBLE PLATINUM LEVEL

Suggested amount **£5000**

Sponsors every home and away bout for the Twisted Thistles and Cannon Belles for 12 months

Customised sponsorship packages available

PLATINUM LEVEL

Suggested amount **£3000**

Sponsors every home and away bout for the Twisted Thistles and Cannon Belles for 12 months

Includes Gold level perks plus logo displayed on players uniform and the scoreboard at home bouts, a large advert on the back cover of the souvenir programme and recognition as a 'Platinum Sponsor'

GOLD LEVEL

Suggested amount **£1500**

Sponsors every home and away bout for the Twisted Thistles and Cannon Belles for 12 months

Includes Silver level perks plus large programme advert instead of medium advert in souvenir programme, logo on homepage of website, vendor table at ARRG events and 2 x ARRG T-shirts.

SILVER LEVEL

Suggested amount **£900**

Sponsors every home bout for either the Twisted Thistles or Cannon Belles for 12 months

Includes Bronze level perks plus banner placement at ARRG events, external link and logo on website for 12 months, additional sponsored news post and social media mentions via Facebook and Twitter.

BRONZE LEVEL

Suggested amount **£350**

Sponsors one home bout for either the Twisted Thistles or Cannon Belles

Includes logo and external link on website for 3 months, medium advert in the souvenir programme, shout outs from the game announcers, complimentary bout tickets, sponsored news post and logo on flyers / posters distributed by Auld Reekie Roller Girls.

HOME TEAM SPONSORSHIP

HOME TEAM

Suggested amount **£500**

Sponsor any of our three home teams for one season

Only one sponsor per team. Choose from Cherry Bombers, Leithal Weapons or The Skatefast Club.

Customised sponsorship package.

FULL HOME SEASON

Suggested amount **£1000**

Sponsor one full Home Season

Our Home Season is at least four bouts including the Home Season Final Double Header. Customised sponsorship package.



CUSTOMISED PACKAGES

BESPOKE OPTIONS

Custom sponsorship packages can include any of the following...

BOUT DAY OPPORTUNITIES

Programme Advertising

Free Tickets

Announcements

Vendor Stall

Banners and Displays

**Track side advertising including -
penalty box, scoreboard, time outs
and jammer or pivot line**

Halftime Show

MVP Awards

Co-branded Fan Giveaway

ADDITIONAL OPPORTUNITIES

Link and Logo on Website

Website Banner

Corporate Event Appearances

Logo Placement on Uniform

Social Media Promotion

News Posts

Inclusion in Email Newsletter

Inclusion in Print Advertising

Inclusion in Press Releases

ARRG Merchandise

One to one skate lessons



All sponsorship packages are flexible, and can be easily tailored to create bespoke packages that fit your budget and requirements.

To discuss bespoke packages please email sponsorship@arrg.co.uk



WWW.ARRG.CO.UK

sponsorship@arrg.co.uk

Twitter: [@auldreekieRG](https://twitter.com/auldreekieRG)

www.facebook.com/auldreekiegirlers

** Images courtesy of Scott Carroll, Chris Breame, Ewan Hannay & Marko Niemela*