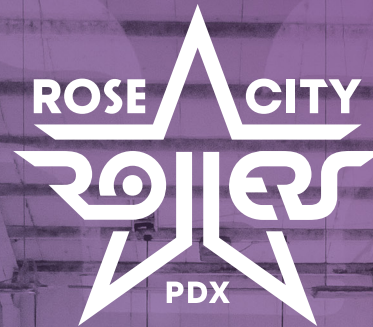


SPONSOR THE ROSE CITY ROLLERS



Announcer
Mentions

Ad in Pre-Game
Slideshow
Scoreboard
Ad HERE

Scoreboard
Surround

Team Bench

Official
Penalty Box
Sponsor
HERE

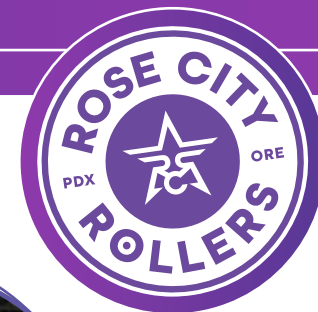
Premium Banner
Placement

Team Bench

VIP Section
HERE

Track
Bumper

Partner with the world's largest roller derby league and one of the world's fastest-growing sports.



A LITTLE ABOUT US

Rose City Rollers (RCR) was founded on the mantra, "for the skater, by the skater." Our sport has led the way in celebrating body-diversity, LGBTQIA+ skaters, and creating safe, affirming spaces for junior and adult skaters to be their most authentic selves. Keeping with our history, RCR continues to break down barriers to derby by making skating accessible to all through scholarships, a gear rental library, and free community events! As a largely volunteer-run organization, skaters and community volunteers are heavily involved in decision making, running programs, participating in DEI committee, and making RCR a passionate, fun, and inclusive community. The sport is exciting, the competition is fierce, and fans can count on a dynamite experience!

OUR MISSION STATEMENT

The Rose City Rollers mission is to serve women, girls, and gender-expansive individuals who want to play the team sport of roller derby, connect with an inclusive community, and realize their power both on skates and off.



WHY SUPPORT RCR

Supporting Rose City Rollers means that you are investing in Portland's future. Your sponsorship allows us to keep roller derby accessible to any woman, girl, or gender-expansive athlete who aspires to strap on skates as they discover how strong they can be individually, as part of a team, and as a member of a diverse, inclusive, and dynamic community. RCR is a strong community partner, joining with nonprofits, businesses, and organizations alike to continue breaking down barriers by making skating accessible to all.

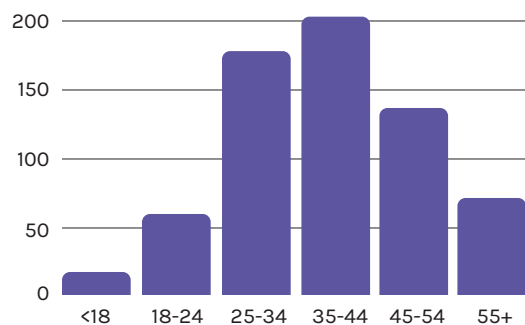


ROSE CITY ROLLERS SKATEMOBILE STATS

- 42+ free & low-cost events
- 6 Completed afterschool programs since 2022
- 1,500+ Youth served

RCR DEMOGRAPHICS

AGE



EDUCATION

76%

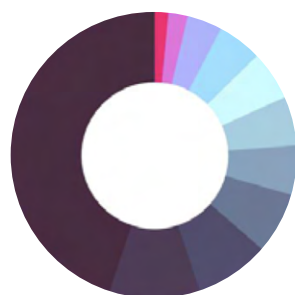
RCR Fans have a Bachelors Degree or higher.

INCOME

75K

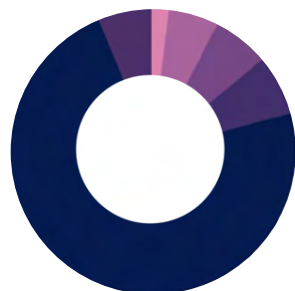
Median Income = \$75k/Household

GENDER IDENTITY



- 2-Spirit - 2%
- Agender - 2%
- Trans-Femme - 5%
- Gender Fluid - 5%
- Trans-Masc - 6%
- Gender Neutral - 6%
- Other (Self Described) - 6%
- Gender Queer - 7%
- Non-Binary - 9%
- Cis-Male - 10%
- Cis-Female - 45%

RACIAL IDENTITY



- Black/ADOS - 14%
- Asian - 42%
- Latinx/Latine - 45%
- Indigenous/Native American - 50%
- White - 538
- Other (Self Described) - 45%

ROSE CITY ROLLERS PROGRAMS

THE LEAGUE

18 Total Teams

- 6 Adult teams (2 travel teams, 4 home teams)
- 10 Junior teams (3 travel teams, 7 home teams)
- Adult Recreational Program (with 5+ games/yr)
- Junior Training Program (with 4 games/yr)

COMMUNITY PROGRAMS

- Youth + Adult Scholarship Program
- Rent 'n Roll Gear Lending Library
- Skatemobile (with 150+ skates/gear rentals)
- Youth Spring, Summer + Winter Camps

ROSE CITY ROLLERS STATS

- 501c(3) Charitable Non-Profit
- 4x WFTDA Champs
- 1x JRDA World Champs
- 400+ Skaters age 7-60+
- 800+ Dedicated Volunteers



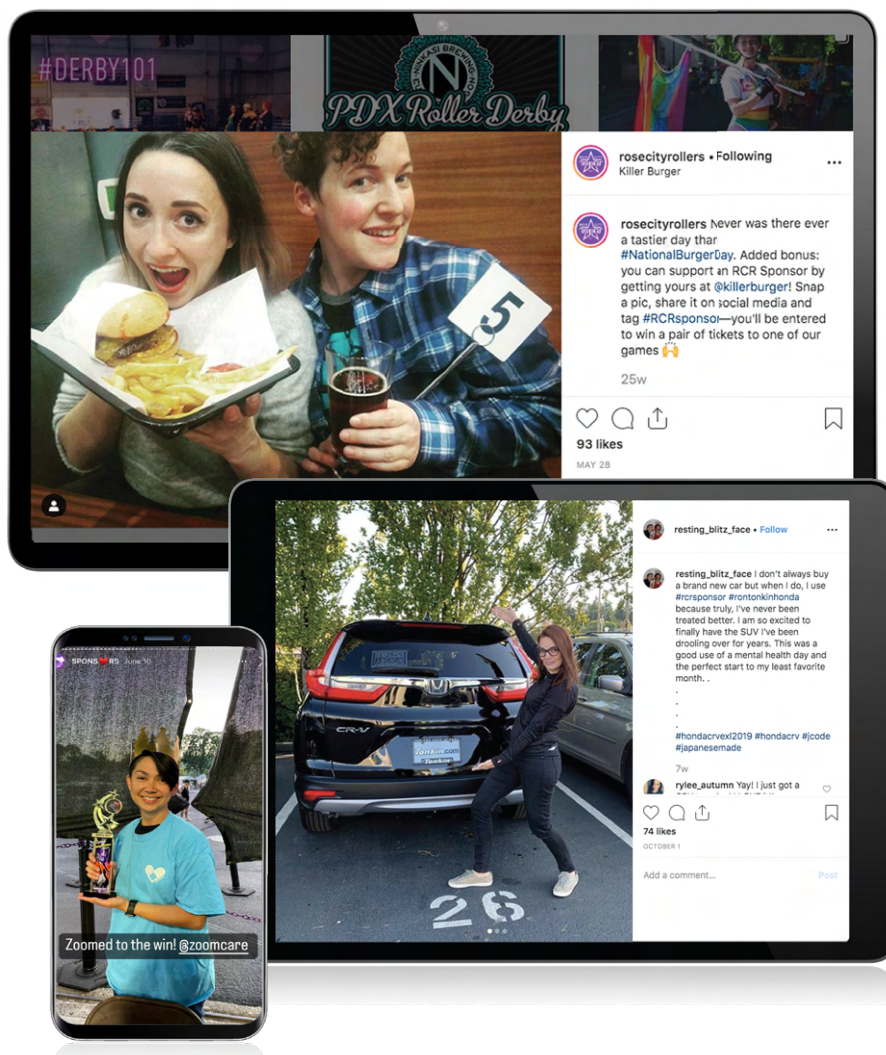


A YEAR FULL OF OPPORTUNITY

23+K Annual Bout Attendees

60+ Bout & Events Annually

January	February	March	April	May	June
			Bridge City Riot		
		Juniors Exhibition Play			
		Wreckers Exhibition Play			
Skatemobile After School Programming					Skatemobile Events
				Adult All-Stars Season	
		Juniors All-Stars Season			
Adult Home Team Season					
July	August	September	October	November	December
				WFTDA Global Champs	
		Wreckers Exhibition Play			
		Juniors Home Team Season			
Skatemobile Public Events					
Adult All-Stars Season					
Juniors All-Stars Season		Skatemobile After School Programming			
Juniors Summer Camps		Adult Home Team Exhibition Play			
<div><div></div><div></div><div>Exclusive 2024 Events: World Champs (11/1-3) and Bridge City Riot (4/20-21), Youth Summer Camps (July-Aug)</div><div>sponsorships sold separately, inquire for more information!</div></div>					



SOCIAL MEDIA & DIGITAL PROMOTION

Dedicated Eblast

One email dedicated solely to your brand, sent to 15,000 subscribers

One (1) Story Post

Post to Instagram & Facebook (where applicable)
Including but not limited to sharing sponsor content, posts during bouts/ events or sponsor-provided content

One (1) Feed Post - 2 Platforms

Photo and carousel posts are available for Facebook & Instagram and include sponsor website on our LinkinBio, when applicable. Video posts can be posted on our TikTok as well. Add-on options include sharing post(s) on our Story, including post(s) in thread, and adding sponsor as collaborator on IG. Please inquire about full pricing list.

TikTok/Instagram Live w/Video Post

Furthur the reach of your activation - Includes brainstorming meeting with RCR Team + RCR to coordinate date/time and volunteers. Filmed live on RCR TikTok or Instagram w/sponsor tagged.

Photo/Video Shoot at Hangar with Skaters!

Marketable content for Sponsor + Collaboration Post(s) on RCR Social Channels. Sponsor to provide products for shoot. Price range determined by content type & photographer/videographer (provided by RCR). Reach out to RCR Sponsorship for a full price list.



42K
followers



24K
followers
6.3%
engagement
rate



2K
followers
New
opportunity!



3K
followers
15K
likes



15K
subscribers
42%
open rate



BRAND ACTIVATION

Activate your brand at one of our 70+ events!

Sponsor-Provided Coupon/Product Distribution & 15-Second Mention

Sponsor provided coupon distributed to 450 people at 1 game (or in conjunction with programmatic asset)

One (1) Product or Event Activation

Whether you want to sponsor a half-time activation at a bout, launch a product, set up a beer garden, table an RCR event, or host a movie premiere - we will go above and beyond to activate your brand! Sponsor tagged in all social promotions of event, story post of activation, 15-second announcer mention, slide in the pre-game slideshow & live stream slideshow.

Logo on Event/Ticketing Page

Reach thousands of derby fans annually with premium placement on our rollerderbytickets.com ticketing site. Your logo added to all RCR event/ticketing pages.

Logo on Skatemobile

10'x10' Decal. Feature your company's logo on the back of our truck! Viewable on the road and at all of our 55+ annual events.

Skatemobile Event Activation

Go beyond the Hangar and elevate your brand at one of our Skatemobile events! Sponsor tagged in all social promotions of the event with 1 story post of the activation. Our team will go above and beyond to activate your brand!





IN-ARENA ASSETS

Good for a season of 50+ games!

Products Sold at Concessions

Your product(s) sold at our Plow Stop Bar, open during most games and events

Scoreboard Ad (4 available) *

Digital ad rotates on scoreboard for entirety of bout, shown at 50+ games

Scoreboard Surround Ad (1 available) *

Your logo surrounding our 12'x9' scoreboard. Premium hangar visibility!

Banner Placement

Banner (8x3) in rink. Banner provided by sponsor, placement based on total spend.

Track Bumper (6 available) *

1x4 logo displayed on foam bumper surrounding track

Logo in Pre-Bout Slideshow (In-arena + broadcast!)

Your logo listed on our in-arena + broadcast slideshows, rotating 1 hour before each bout!

* Current Sponsor has first right of refusal.



NAMING RIGHTS & ANNOUNCER MENTIONS

Official Penalty Box Sponsor *

10' x 12" Signage behind the Penalty Box and mention most occurrences (~10x/game for 50+ games)

Official Timeout Sponsor *

Announcer mention each occurrence (~10x/game for 50+ games)

Official Jam Line Sponsor *

Announcer mention most occurrences (~10x/game for 50+ games)

One (1) Ten-Word Mention Per Game

Your custom 10-word mention announced 1x/game for 50+ games

Your Custom 10-Word Mention Announced During Pivotal Moments:

- **"Your Brand" Apex Jumps** *
Mention when a skater jumps the apex during play (at least 1x/game for 50+ games)
- **"Your Brand" Lead Jammer** *
Mentions when Lead is established (~10x/game for 50+ games)
- **"Your Brand" Star Pass** *
Mention when Jammer passes the Star during play (at least 1x/game for 50+ games)

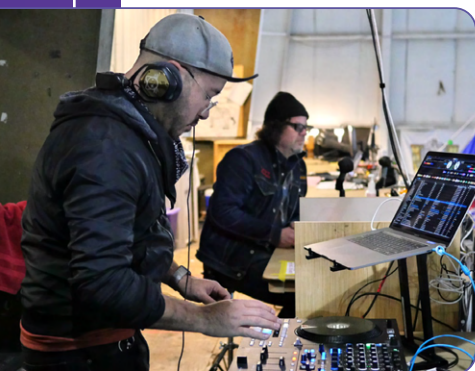
Skatemobile Presenting Sponsor

Have your brand reach thousands across PDX through free, paid, and private skate events by our Skatemobile!

RCR Porta Potty Sponsor

This is a deal that does not stink! Between RCR fans, skaters, and community members - our Porta's are the optimal way to get over 100k guaranteed in-person impressions annually!

* Current Sponsor has first right of refusal.







READY TO ROLL?

Our team will go above and beyond to help you creatively elevate your brand. Whether you're looking to get your product in the hands of fans & skaters, grow your social media following, or have your in-arena branding seen by millions each year - we'll collaborate with you to find a partnership that best meets your marketing goals!

 **MAILING ADDRESS**
Rose City Rollers
PO Box 86885
Portland, OR 97286


 **EMAIL**
sponsorship@rosecityrollers.com

 **PHONE**
(503) 784-1444

 **FACEBOOK**
[@rosecityrollers](https://www.facebook.com/rosecityrollers)

 **INSTAGRAM**
[@rosecityrollers](https://www.instagram.com/rosecityrollers)

 **THREADS**
[@rosecityrollers](https://www.threads.net/@rosecityrollers)

 **TIKTOK**
[@rosecityrollers](https://www.tiktok.com/@rosecityrollers)

