

2024 GLOBAL CHAMPIONSHIPS

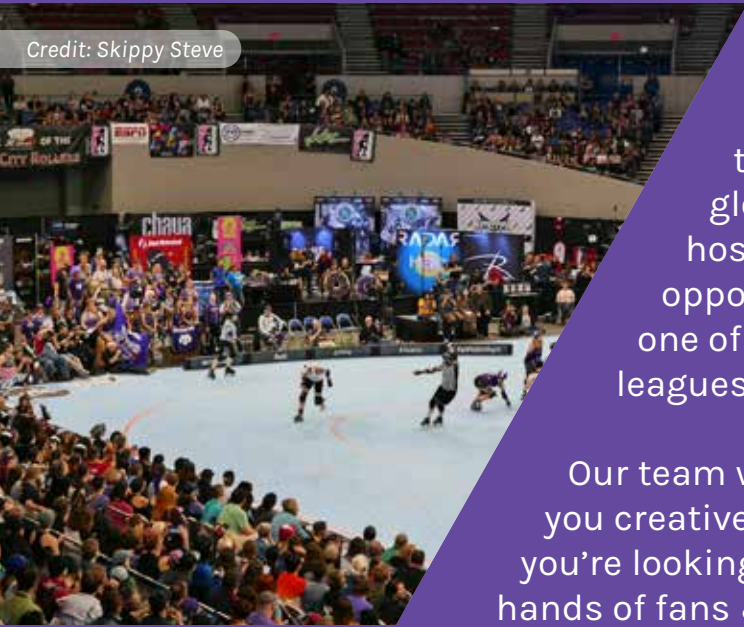
SPONSORSHIP OPPORTUNITIES

GENERAL SPONSORSHIP QUESTIONS:
sponsorship@rosecityrollers.com



Thank you for your interest in becoming a sponsor of the 2024 WFTDA Global Championships!

Credit: Skippy Steve



With an anticipated 15,000+ in-arena fans, hundreds of in-arena skaters, coaches, officials, volunteers, and thousands more tuning into our broadcast across the globe, 2024 WFTDA Global Championships, hosted by Rose City Rollers, is an excellent opportunity for your brand to interact with one of the fastest-growing, inclusive sports leagues in the world!

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 thousands across the globe - we'll collaborate with you to find a package that best meets your marketing goals!

BENEFITS OF SPONSORSHIP- BRAND EXPOSURE

Whether participating on the track or cheering in the stands, the WFTDA tournaments provide everyone with an epic event to witness the most anticipated matchups of the year on a GLOBAL stage!

By partnering with the WFTDA and Rose City Rollers this postseason, you can expect exceptional event sponsorship and direct interaction with skaters, fans, and our global community supporters at the 2024 Global Championships.



Credit: Regularman

GLOBAL CHAMPIONSHIPS

NOV 1-3, 2024

Veterans Memorial Coliseum
Portland, Oregon, USA

13 visiting teams from

3 different regions of the globe:

NORTH AMERICA
EUROPE
OCEANIA

16 total single elimination bracket games over the weekend

3 Headliner games



IN-ARENA ATTENDANCE

15,000+

Anticipated attendance

3-5K fans per day

300+ skaters + coaches per day

200+ volunteers over the weekend

80 officials & announcers per day

PAST ATTENDANCE NUMBERS:

International WFTDA Playoffs & Championships

75,000+

people have attended over the last 6 years

WFTDA PLAYOFFS

1,100 average attendees per event

WFTDA CHAMPIONSHIPS

6,800 average attendees per day

BROADCAST REACH

Through our live broadcast, fans across the globe will have access to our action-packed tournament all weekend long!

41K+ average unique viewers per event

62% take action from promo ads during stream

WHAT IS THE WFTDA?

The Women's Flat Track Derby Association (WFTDA) is the international governing body of roller derby. Representing over 450 leagues on 6 continents. The WFTDA governs and promotes the sport of flat track roller derby and revolutionizes the role of women in sports through the collective voice of its member leagues around the world.

DEMOGRAPHICS

34 average age
of fans

\$75K average income
of fans

95% fans hold a favorable
view of businesses who
sponsor roller derby.

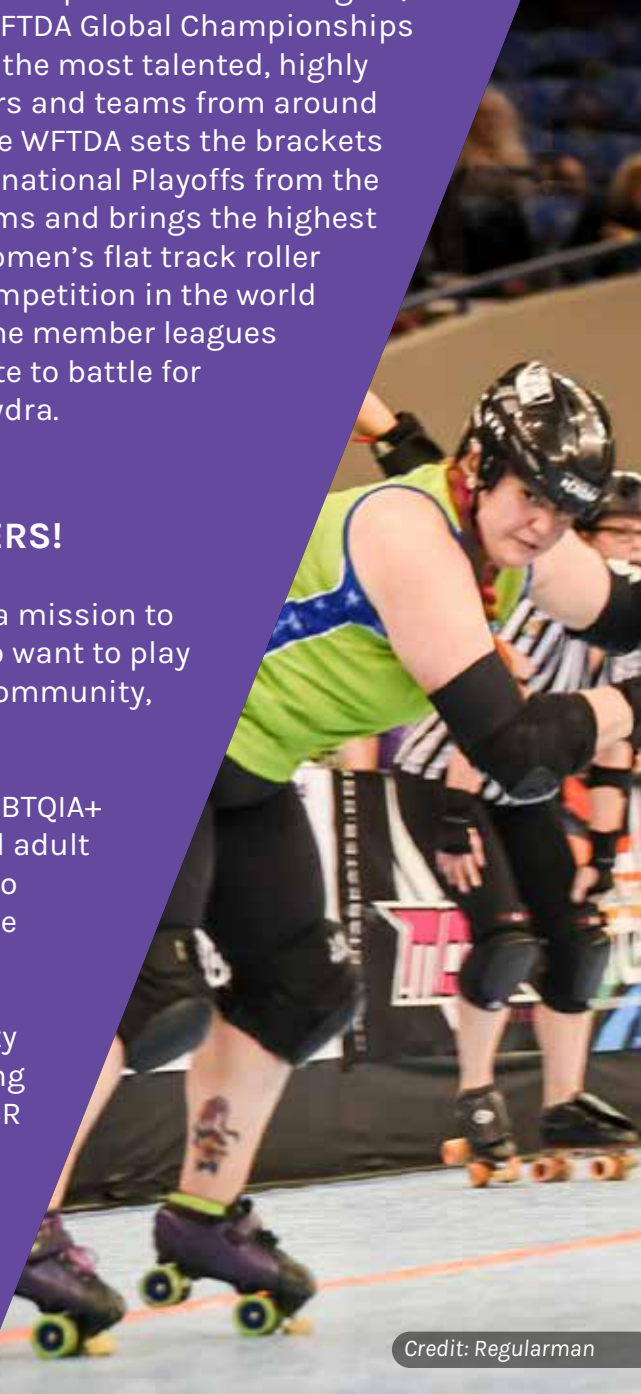
Modern roller derby is an inclusive high-impact sport governed by the WFTDA. We provide a safe space for individuals who self-identify as women to perform at their highest level of roller derby athleticism.

With almost 20 years of pushing the sport's athleticism and competition to new heights, the international WFTDA Global Championships bring together the most talented, highly trained skaters and teams from around the world. The WFTDA sets the brackets for the International Playoffs from the top 28 teams and brings the highest level of women's flat track roller derby competition in the world where the member leagues compete to battle for The Hydra.


MEET YOUR HOST LEAGUE, THE ROSE CITY ROLLERS!

Rose City Rollers (RCR) is a Portland 501c3 nonprofit with a mission 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.

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. RCR continues to break down barriers to derby by making skating accessible to all through scholarships, a gear rental library, and free community events through our SkateMobile truck! 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!



2024 WFTDA GLOBAL CHAMPIONSHIPS SPONSOR PACKAGES



	THE GRAND SLAM	THE HIP CHECK	THE WHIP
BOOTH	✓ Premium	✓ Standard	✓ Standard
SCOREBOARD LOGO	✓	✓	✓
IN-ARENA BANNER	✓	✓	✓
SOCIAL POSTS	✓ 3x Stories	✓ 2x Stories	✓ 1x Stories
WEBPAGE LOGO	✓ Large	✓ Medium	✓ Small
ANNOUNCER SHOUTOUT	✓ 1x/game	✓ 1x/game	✓ 1x/game
PROGRAM AD	✓ Full pg	✓ Half pg	✓ Quarter pg
:10 STILL BROADCAST AD	✓	✓	✓
:30 COMMERCIAL	✓ Premium	✓ Standard	
TOURNAMENT PASSES	✓ 4x (in addition to vendor passes)		
VALUE	\$12,275	\$9,900	\$6,150
PRICE	\$10,000	\$8,000	\$5,000

Credit: Preflash Gordon

A LA CARTE ITEMS

STANDARD BOOTH	Each booth purchase includes (1) 8 ft table, (1) power drop, (2) chairs, (2) vendor passes and a dedicated space of 10'x8' or 10'x10' depending on venue limitations	\$1,500
PREMIUM BOOTH	Each double booth purchase includes (2) 8 ft tables, (2) power drops, (4) chairs, (4) vendor passes, and a dedicated space of 20'x8' or 20'x10' depending on venue limitations	\$2,000
NONPROFIT BOOTH	Each booth purchase includes (1) 8 ft table, (1) power drop, (2) chairs, (2) vendors passes and a dedicated space of 10'x8' or 10'x10' depending on venue limitations	\$800
TOURNAMENT PASS	Add on a single 3-day tournament pass	\$100
BANNER	In-arena display of banner or free-standing cardboard pop-up signage. Visible to all in-house attendees and possibly broadcast. Sponsor provides banner.	\$800
SCOREBOARD LOGO	Your company's logo/banner displayed digitally in rotation on event scoreboard	\$750
BUMPER LOGO	Your company's 1'x4' logo displayed on floor track bumper's, visible in-arena and on broadcast. (12) available	\$750
FLOOR STICKER	Your company's logo front and center with a vinyl floor sticker. High broadcast and in-arena visibility. Sponsor covers production. *One brand per category	\$1,500
VIP SPONSOR*	Reach our most dedicated attendees at Global Champs! Get direct access to our VIP attendees by providing branded lanyards and swag (noisemakers, rally towels, totes, koozies, etc.). If you have a new innovative idea, we're all ears!	\$3,000
PHOTOBOOTH SPONSOR*	Be part of the co-branded WFTDA/RCR step and repeat backdrop behind our photo booth for the duration of the weekend. Photos will be displayed on WFTDA Facebook and RCR website	\$2,000

* Exclusive Activation



Credit: Skippy Steve



Credit: Skippy Steve



Credit: Skippy Steve



Credit: Regularman

IN-ARENA OPPORTUNITIES

<p>TEAM BENCH SPONSOR*</p>	<p>Sponsor 1 of 2 available team benches, elevating your company's brand in-arena and on broadcast! We will work with you on ways to represent your brand such as chair covers or a banner behind team benches.</p>	<p>\$1,500</p>
<p>START LINE SPONSOR*</p>	<p>Be the presenting sponsor of the start line all weekend long! Your brand's name is guaranteed to be announced roughly 10x per game in-arena and on our broadcast! Sponsor can provide start line branded tape for the floor.</p>	<p>\$1,500</p>
<p>PENALTY BOX SPONSOR*</p>	<p>Be the presenting sponsor of the start line all weekend long! Your brand's name is guaranteed to be announced roughly 10x per game in-arena and on our broadcast! Sponsor can provide start line branded tape for the floor.</p>	<p>\$2,000</p>
<p>STAR PASS SPONSOR</p>	<p>Have your brand and custom plug mentioned by announcers at least 2x per game when the jammer passes the star during play!</p>	<p>\$1,500</p>
<p>TIME OUT SPONSOR*</p>	<p>Have your brand and custom plug mentioned by announcers at least 5x per game during time outs! Announced in-arena & on broadcast.</p>	<p>\$2,500</p>
<p>HALFTIME SPONSOR</p>	<p>Get your company's name and/or product in front of our lively fans during one of 16 available thrilling halftimes! Launch swag out of our t-shirt canon or sponsor a game with a halftime prize! Rate per half time.</p>	<p>\$500</p>
<p>ANNOUNCER MENTION UPGRADE</p>	<p>Add on a custom 10-word mention to both in-arena & broadcast stream mentions</p>	<p>\$500</p>
<p>OFFICIAL GAME PRESENTER</p>	<p>Have your brand be the official presenter for one of our 16 action-packed games! This includes your brand on all promo material, programs, social media posts, custom announcer mentions in-arena and on broadcast, your logo on our broadcast stream, and an optional halftime activation!</p>	<p>\$1,500 *3 HEADLINER GAMES AVAILABLE (+500)</p>
<p>BEST SEATS COUCH*</p>	<p>Sponsor the coveted trackside couch that super fans will have the chance to sit on during the game. *Sponsor provides couch</p>	<p>\$2,000</p>
<p>COUPON/FLYER DISTRIBUTION</p>	<p>Your coupon or flyer in the hands of the present roller derby fans. We will distribute your coupon/flyer to our audience. Consider a full house coupon for semi-rare occurrences throughout the weekend (40 point jam!) Priced per distribution</p>	<p>PRICES VARY - NEGOTIABLE</p>
<p>QUARTER PAGE PRINTED PROGRAM AD</p>	<p>Drive fans and attendees directly to you with a custom ad in our printed commemorative program. *Each sponsor will receive complimentary programs</p>	<p>\$400</p>
<p>HALF PAGE PRINTED PROGRAM AD</p>	<p>Drive fans and attendees directly to you with a custom ad in our printed commemorative program. *Each sponsor will receive complimentary programs</p>	<p>\$800</p>
<p>FULL PAGE PRINTED PROGRAM AD</p>	<p>Drive fans and attendees directly to you with a custom ad in our printed commemorative program. *Each sponsor will receive complimentary programs</p>	<p>\$1,500</p>

* Exclusive Activation

BROADCAST OPPORTUNITIES

:10 STILL GRAPHIC AD	:10 sponsor graphic played 16x per Champs broadcast	\$1,200
:30 COMMERCIAL	:30 commercial played 16x per Champs broadcast	\$2,100
:30 PREMIUM COMMERCIAL	:30 commercial played 20x per Champs broadcast. Guaranteed run in either semi or final game of tournament.	\$2,625
:60 PREMIUM COMMERCIAL	:60 commercial played 20x Champs broadcast. Guaranteed run in either semi or final game of tournament.	\$3,750
BROADCAST ANNOUNCER BOOTH BRANDING*	Put your logo alongside WFTDAs as the backdrop for the Announcer Booth. Host will produce this banner. Branded in-shot product placement also available.	\$4,000



DIGITAL OPPORTUNITIES

SOCIAL MEDIA SPONSORED STORY POST	One (1) Story Post (WFTDA's + RCR Facebook & Instagram)	\$500
SOCIAL MEDIA SPONSORED VIDEO POST	One (1) Video Post (WFTDA's + RCR Facebook & Instagram)	\$1,400
SMALL WEB PAGE LOGO	Your logo front and center on RCR Champs site, wftda.com/tournament-central-2024/ front pages and drive traffic to your website throughout our event season. Online ads stay up all of 2024	\$750
MEDIUM WEB PAGE LOGO	Your logo front and center on RCR Champs site, wftda.com/tournament-central-2024/ front pages and drive traffic to your website throughout our event season. Online ads stay up all of 2024	\$1,000
LARGE WEB PAGE LOGO	Your logo front and center on RCR Champs site, wftda.com/tournament-central-2024/ front pages and drive traffic to your website throughout our event season. Online ads stay up all of 2024	\$1,250



REACH SKATERS

SKATER BRAND SAMPLES	Get your product in the hands of our world-class athletes. Samples will be provided directly to skaters in their locker rooms/common areas	\$1,500
FOOD SPONSOR	In-kind lunch or snack donation for of our hard-working volunteers, officials, announcers, and staff!	IN-KIND
PARTICIPANT LANYARDS*	Have your company's logo around the necks of all skaters, officials, staff, and other event participants with our branded lanyards! Lanyards will include WFTDA, RCR + Sponsor logo.	\$3,500

* Exclusive Activation



READY TO ROLL?



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MAILING ADDRESS

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Portland, OR 97286



PHONE

(503) 784-1444



THREADS

@rosecityrollers



TIKTOK

@rosecityrollers



FACEBOOK

@rosecityrollers



INSTAGRAM

@rosecityrollers



RCR STAFF:

Executive Director

Kim Stegeman aka Rocket Mean

Sponsorship & Development Manager

Morgan McClanahan

Sponsorship Coordinator

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