



# THE CHARM CITY ROLLER GIRLS

**2016-17 SPONSORSHIP KIT**

[sponsorships@charmcityrollergirls.com](mailto:sponsorships@charmcityrollergirls.com)

*Who we are.*

**THE CHARM CITY ROLLER GIRLS ARE BALTIMORE'S ONLY WOMEN'S FLAT-TRACK ROLLER DERBY LEAGUE.**

**FOUNDED IN 2005, WE'RE AN ORIGINAL MEMBER OF WFTDA, THE WOMEN'S FLAT TRACK DERBY ASSOCIATION.**

**WE'RE DEDICATED TO REPRESENTING BALTIMORE AND THE STATE OF MARYLAND WITH INCOMPARABLE ATHLETICISM AND A COMMITMENT TO THE FAN EXPERIENCE.**



## ABOUT

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Charm City Roller Girls, LLC was formed in 2005 and is comprised of more than 100 skaters, officials, and support staff. Inspired by other leagues in New York, Philadelphia, Texas and all over the United States, CCRG is Maryland's premiere all-woman, flat-track roller derby league. CCRG is one of the original members of the Women's Flat Track Derby Association (WFTDA), the international governing body for competitive flat-track roller derby.

Today's modern skater is vastly different from those made famous in movies like "Kansas City Bomber" and "Whip it." Charm City Roller Girls is proud to be represented by women from all over the Baltimore/DC area, each of whom is as unique as the city itself. While we pride ourselves on being athletes, we are also activists, mothers, teachers, artists, writers and much, much more. Every skater brings something indispensable to the league, and together we've made roller derby one of the most exciting and accessible sports in central Maryland.

Our league is comprised of three intraleague teams: Charm BLACK, Charm RED and Charm YELLOW. Inspired by the colors of the Maryland Flag, these teams are comprised of all CCRG league skaters and compete against each other during a four-month home season. Our intraleague season is played at the historic Dundalk Skateland.

CCRG also fields three interleague travel teams: The Charm City All Stars (one of the WFTDA Top 50 teams in the world) as well as the John Waters' inspired Female Trouble (B-Level) and Trouble Makers (C-Level) teams. League skaters must try out for each of these teams, and each aspires to be an elite skater on the All Star team. Travel teams compete regionally, nationally and internationally. Home games are played at the Ice Gardens sports complex, conveniently located between Baltimore and Washington, D.C.

CCRG has been featured by the Today Show, the Baltimore Sun, City Paper, 98 Rock. We've also been voted Baltimore Magazine's "Best Sports League."



## CCRG BOUT VENUES

Home bouts for intraleague and travel seasons are played at the venues below. In the last two years, away bouts for travel season have primarily been played in the Baltimore-DC DMA, though playoff and exhibition bouts have ranged throughout the US and North America, including Virginia, Pennsylvania, Michigan, Oregon, and Montreal.



### **Baltimore** **Intraleague Season**

**Venue:** Dundalk Skateland  
1113 N Point Rd  
Baltimore, MD 21222  
**Average Bout Attendance:** 500-700  
**Season:** January to May  
3-4 Bouts

### **Laurel, MD** **Travel Season**

**Venue:** Gardens Ice House  
13800 Old Gunpowder Rd.  
Laurel, MD 20707  
**Average Bout Attendance:** 300-500  
**Season:** June to October  
3-5 Home Bouts





## CCRG AUDIENCE PERSONA

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CCRG has some of the most passionate and sought-after fan demographics of any sports league in the region. The following is a composite persona of our typical fan based on data culled from Facebook insights. Note that this profile is based solely on categories, attitudes, and behaviors where our fans over-index compared to the general population.

### Our typical fan...

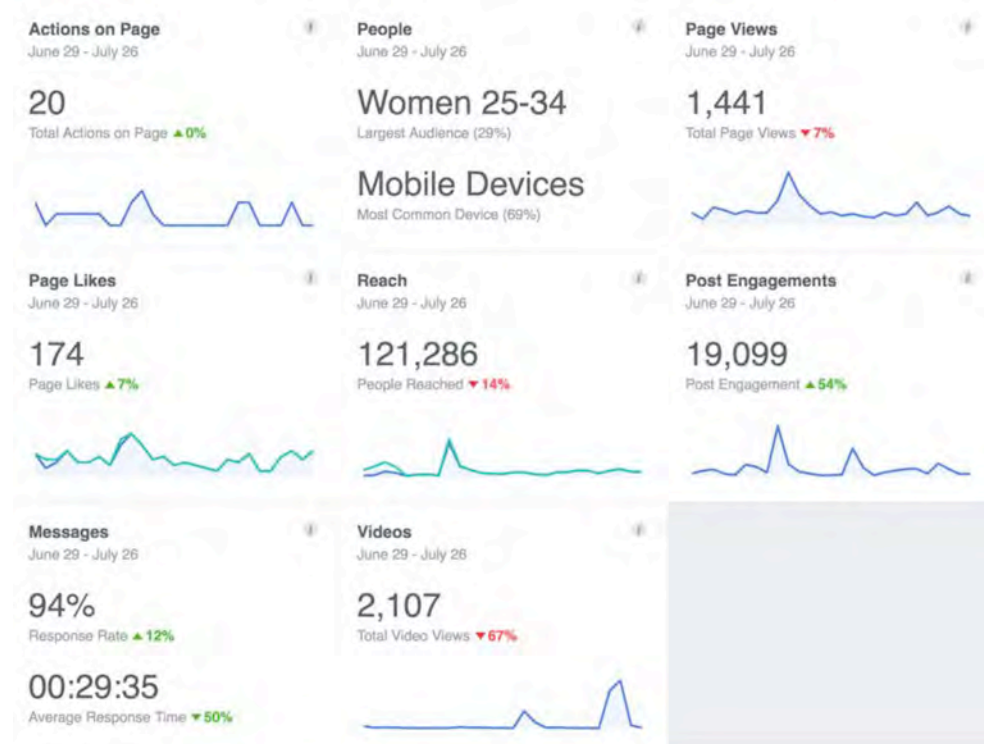
- Is a woman between 25 and 34.
- Transitions effortlessly between mobile and desktop devices to consume online content.
- Is most active on social media from late afternoon to early evening.
- Has a household income ranging between \$50,000 and \$75,000 per year.
- Owns her home, between \$200K and \$500K in value, and is likely to be in a relationship or married.
- Is highly educated, and is twice as likely as the general population to have earned a graduate or terminal professional degree.
- Spends the largest amount of her disposable income on food and drink, followed by clothing, subscription services, health and beauty, and pet products – in that order.
- Lives in the Baltimore-Washington area.



## Facebook Audience Insights (as of July 2016)

Total Page Likes: 22,200

Weekly Reach with Posts: 30K

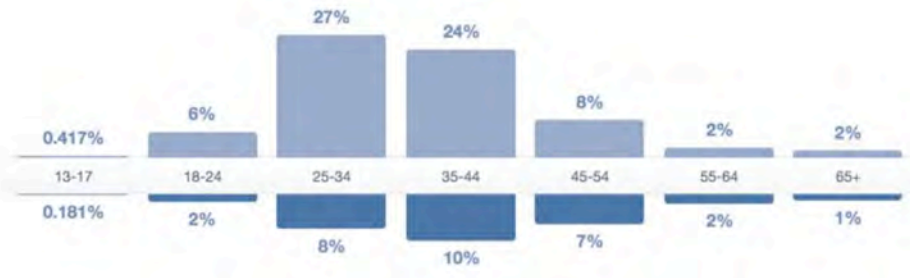


Women

69%  
Your Fans

Men

30%  
Your Fans

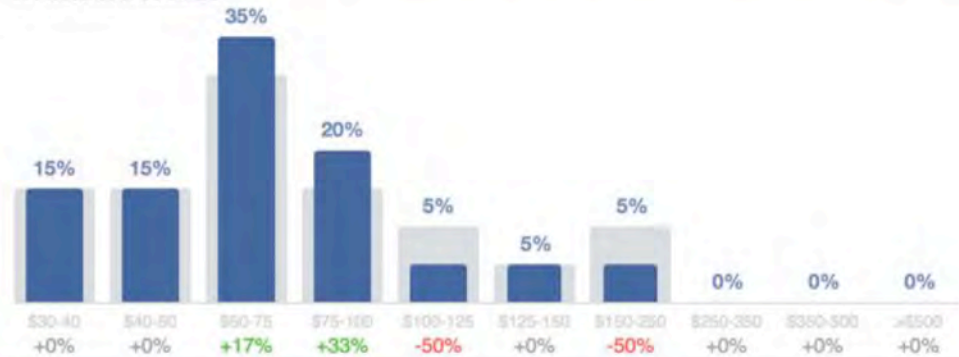




### Household Income

Estimated income for US households based on survey responses and estimates using demographic dat...

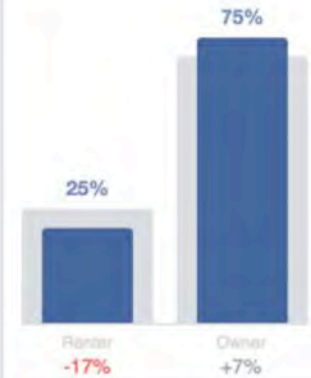
In Thousands of US Dollars



52% of audience matched

### Home Ownership

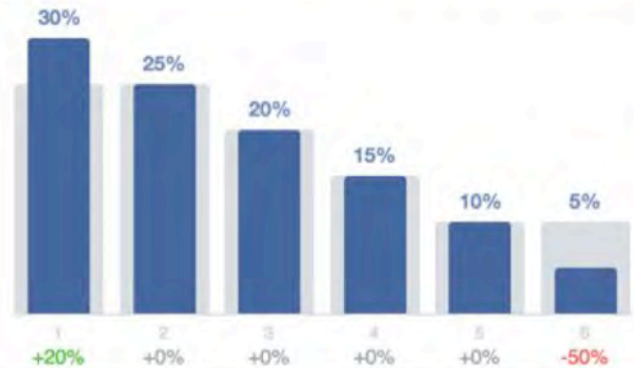
US home ownership based on...



71% of audience matched

### Household Size

Number of adults and children who live in a single US home, based...

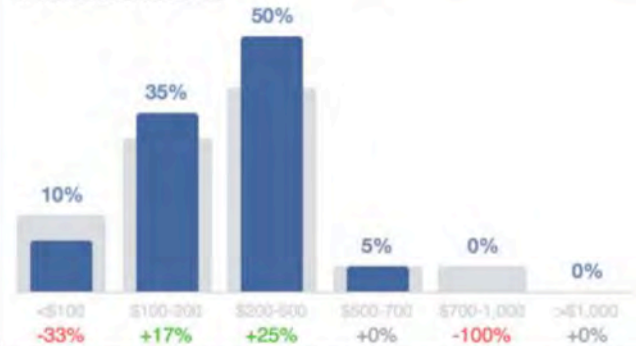


50% of audience matched

### Home Market Value

Estimated US home value based on survey responses and publicly...

In Thousands of US Dollars



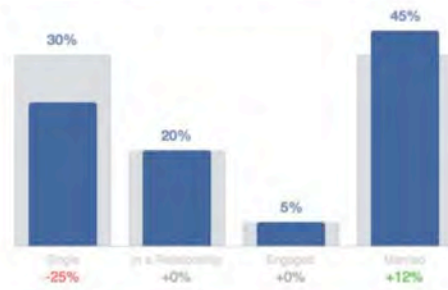
48% of audience matched





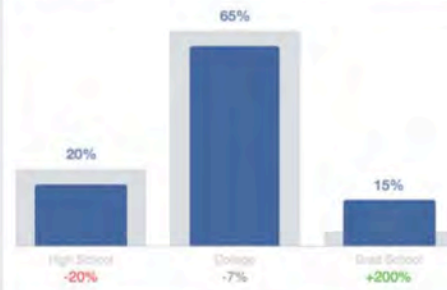
### Relationship Status

Self-reported data from people who list a relationship status on Fac...



### Education Level

The highest level of education reached based on self-reported data...



### Purchase Behavior

US consumer behavior based on purchase activity. Source: Datalogix, Epsilon and Acxiom

Category	Selected Audience	Compare
Business purchases	4%	+33%
Health and beauty	50%	+14%
Subscription services	64%	+12%
Pet products	46%	+12%
Food and drink	77%	+8%
Clothing	66%	+5%
Sports and outdoors	30%	+3%
Household products	43%	+2%
Home and garden	16%	-6%
Kids products	3%	-25%

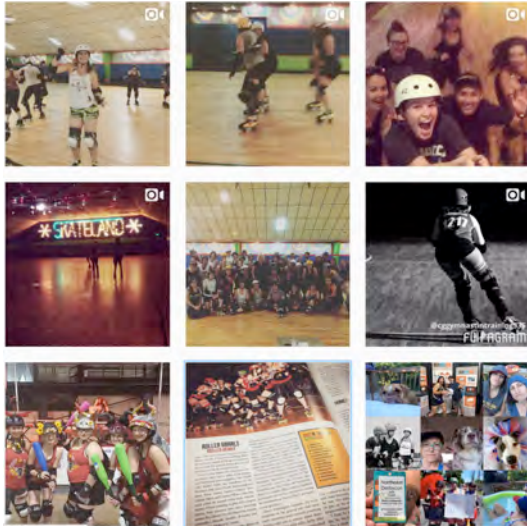
84% of audience matched



## Twitter Audience Insights (as of July 2016)

*Followers: 6,200*

*Impressions per week: 1,500*



## Instagram Audience Insights (as of July 2016)

*Followers: 1,800*

*Average likes per post: 30*

*Average video views per post: 175*

## Email Audience Insights (as of July 2016)

*Subscribers: 3,700*

*Average Open Rates: 15%*



# SPONSORSHIP OPPORTUNITIES

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The Charm City Roller Girls pride ourselves on our ability to create partnerships that deliver value for our sponsors. We've cultivated a strong brand over the last decade and are selective about the partners we work with. We assess each opportunity based on:

- A sponsor brand's synergy with our own
- The opportunity to create content that is relevant to our fans
- The positive impact a sponsorship can have on CCRG and women's roller derby

## *Tier 1: \$3,000 Commitment—About 8 Total Bout Dates (2017)*

### **Intraleague and Travel Season Pre-Bout (Home Games)**

- Two social media mentions across Facebook, Instagram and Twitter for each bout
- Branded display banner in all pre-bout emails with specific callout

### **Intraleague and Travel Season Bout Day (Home Games)**

- Vinyl banner at each bout (provided by sponsor)
- Sponsor brand table for giveaways, signups, etc. at each bout
- Rotating scoreboard ads throughout each bout
- Two announcer shout-outs at each bout

### **Intraleague and Travel Season Post-Bout (Home Games)**

- Branded display banner (brand or direct response) in each post-bout email featuring bout photo gallery, scores, fan pics
- Call out in post-bout social media post across Facebook, Instagram and Twitter
- Inclusion and tagging of any brand elements or Sponsor team members featured in professional derby photographer's bout album





### **Additional Components**

- 4 premium seats for each home bout
- Sponsor Logo and link on CCRG's soon-to-be-redesigned responsive website (Late September 2016) to run through December 2017

### **Additional Notes**

- Assets for social media, display ads, and other communications, online or offline, shall be provided by the sponsor

### ***Tier 2: \$8,000 Commitment***

#### **Intraleague and Travel Season Pre-Bout (Home Games)**

- Three social media mentions across Facebook, Instagram and Twitter for each bout
- Branded display banner in all pre-bout emails

#### **Intraleague and Travel Season Bout Day (Home Games)**

- Vinyl banner at each bout (provided by sponsor)
- Sponsor brand table for giveaways, signups, etc. at each bout
- Priority placement/frequency of ads in rotating scoreboard throughout each bout
- Sponsor uniform patch (provided by sponsor) to be worn by all home team, Travel B (Female Trouble) and Travel C (Trouble Makers) team skaters.
- Announcer Booth branding OR Penalty Box branding (e.g. The Sponsor Broadcast Booth), including vinyl banner (supplied by sponsor) and multiple references by announcers throughout each bout.
- Five announcer shout-outs throughout each bout
- Sponsor Branded Halftime show at 2 bouts

#### **Intraleague and Travel Season Post-Bout (Home Games)**

- Branded display banner (brand or direct response) in each post-bout email featuring bout photo gallery, scores, fan pics
- Call out in post-bout social media post across Facebook, Instagram and Twitter



- Inclusion and tagging of any brand elements or Sponsor team members featured in professional derby photographer's bout album

#### **Additional Components**

- 8 premium seats for each home bout
- Priority sponsor logo and link on CCRG's soon-to-be-redesigned responsive website (Late September 2016) to run through December 2017
- 2 original branded content executions during the season with skaters
- CCRG's Partnership and Media & Public Relations committees are available to provide additional creative support for asset development, conceptual brainstorming, and execution recommendations
- One Sponsor themed bout during the home or travel season
- An appearance by 4 or more Charm City Roller Girls at a sponsor event
- Large format canvas print of the Charm City Roller Girls, autographed by the skaters

### *Tier 3: \$12,000 Commitment*

#### **Intraleague and Travel Season Pre-Bout (Home Games)**

- Four social media mentions across Facebook, Instagram and Twitter for each bout
- Branded display banner in all pre-bout emails

#### **Intraleague and Travel Season Bout Day (Home Games)**

- Vinyl banner at each bout (provided by sponsor)
- Sponsor brand table for giveaways, signups, etc. at each bout
- Promotional material handout at entry
- Priority placement/frequency of ads in rotating scoreboard throughout each bout
- Sponsor uniform patches (provided by sponsor) to be worn by all home team, All-Stars, Travel B (Female Trouble) and Travel C (Trouble Makers) team skaters.
- Penalty box branding (e.g. The Sponsor Penalty Box), including vinyl banners/clings (supplied by sponsor) and multiple references by announcers throughout each bout.
- Five announcer shout-outs throughout each bout



- Sponsor branded halftime show at 4 bouts, concepts to be determined.

**Intraleague and Travel Season Post-Bout (Home Games)**

- Branded display banner (brand or direct response) in each post-bout email featuring bout photo gallery, scores, fan pics
- Call out in post-bout social media post across Facebook, Instagram and Twitter
- Inclusion and tagging of any brand elements or Sponsor team members featured in professional derby photographer’s bout album

**Additional Components**

- Sponsor Category Exclusivity – “<Sponsor>, the official <Category> of the Charm City Roller Girls
- 12 premium seats for each home bout
- “Above the fold” presenting sponsor logo, top level page display ads, and sponsor logo and link on CCRG’s redesigned responsive website to run through December 2017
- 2 original branded content executions during the season with skaters
- CCRG’s Partnership and Media & Public Relations committees are available to provide additional creative support for asset development, conceptual brainstorming, and execution recommendations
- One Sponsor themed bouts during the home or travel season
- An appearance by 4 or more Charm City Roller Girls at two sponsor events
- Display banner in all off-season email newsletters to fans
- One Sponsor promotional off-season email to fans
- Large format canvas print of the Charm City Roller Girls, autographed by the skaters

*A la Carte Pricing*

**WEBSITE**

Logo on CCRG Website in Partner Section	\$100 (running until December 31, 2017)
300X250 Banner Top-Level (non-homepage)	\$250 (running until December 31, 2017)
300X250 Banner Homepage	\$350 (running until December 31, 2017)
300X600 Banner Top-Level (non-homepage)	\$350 (running until December 31, 2017)
300X600 Banner Homepage	\$450 (running until December 31, 2017)





728X90 Banner Top-Level (non-homepage)	\$300 (running until December 31, 2017)
728X90 Banner Homepage	\$400 (running until December 31, 2017)

**EMAIL NEWSLETTER**

300X250 Banner	\$75 per send in-season
300X250 Banner	\$50 per send off-season
600X300 Banner	\$100 per send in-season
600X300 Banner	\$125 per send in-season

**SOCIAL MEDIA**

Boosted Facebook Post (Up to 8,000 impressions)	\$200
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**BOUT DAY**

Large Vinyl Banner Placement for Season/Annncr Callout	\$750 for full season (banner provided by sponsor)
Scoreboard Ad/announcer Call Out	\$50 per bout
Half-Time Show Sponsorship/Annncr Callout	\$250 per bout
Sponsor Booth Space/Annncr Call Out	\$250 per bout
Scorekeeper Table Sponsorship/Annncr Callout	\$250 per bout (banner provided by sponsor)

*Looking for something else? Let us know! We're happy to develop a custom package that meet your needs.*

