



BE PART OF THE HOTTEST CONTACT SPORT IN THE CITY PARTNER WITH GOTHAM GIRLS ROLLER DERBY IN 2011



Gotham Girls Roller Derby is synonymous with hard-hitting, fiercely competitive women's sports action which is both addictive and affordable.

The skaters of Gotham Girls Roller Derby are determined to lead the sport's continued surge in global popularity. GGRD's athletes work tirelessly to entertain the greatest city in the world. Nothing about GGRD action is staged or scripted; the league's loyal fans enjoy honest, genuine, and exhilarating competitive action, which creates an intense and unique fan experience and has attracted international media attention since 2004.



Roller derby is an emerging promotional platform with many opportunities for partners to leverage its positive, athletic, hip, smart and sexy image. Partners can enhance their own brand image by affiliating with the all-female, skater-operated sports league which consistently delivers captivating and memorable fan experiences unlike anything else in New York City.



2011 SCHEDULE – TEN DATES – MANHATTAN AND BROOKLYN

Tentative 2011 Schedule

- **March 26** – single-header at CCNY (Manhattan)
- **April** – single-header at LIU/Brooklyn
- **May** – single-header at LIU/Brooklyn or Hunter College (Manhattan)
- **June** – single-header at Hunter College (Manhattan)
- **July** – two bouts (location TBD)
- **August 13** – double-header at Aviator Sports (Brooklyn)
- **September** – single-header at Hunter College (Manhattan)
- **October** – single-header at Hunter College (Manhattan)
- **October 29** – league championship at CCNY (Manhattan)

The Gotham Girls are planning a **ten-bout home season** in 2011, moving exciting roller derby action in to a variety of venues around the city. Along with spring and fall bouts at **LIU-Brooklyn, Hunter College,** and **City College of New York,** Gotham Girls Roller Derby will present a special event in Brooklyn the Aviator Sports and Events Center.

Some of these venues will support a number of 'vendor tables' for your business, where you can introduce yourself to the Gotham fans.

August 13, 2011 – THE GOTHAM GIRLS BARNSTORM TO BROOKLYN

An interleague double header at **Aviator Sports and Events Center**, in Brooklyn at Floyd Bennett Field. Aviator is a flexible space supporting many kinds of partner promotions before, during, and after the event. The league is planning a blow-out after-party on site after a full day of derby action; be part of the fun!

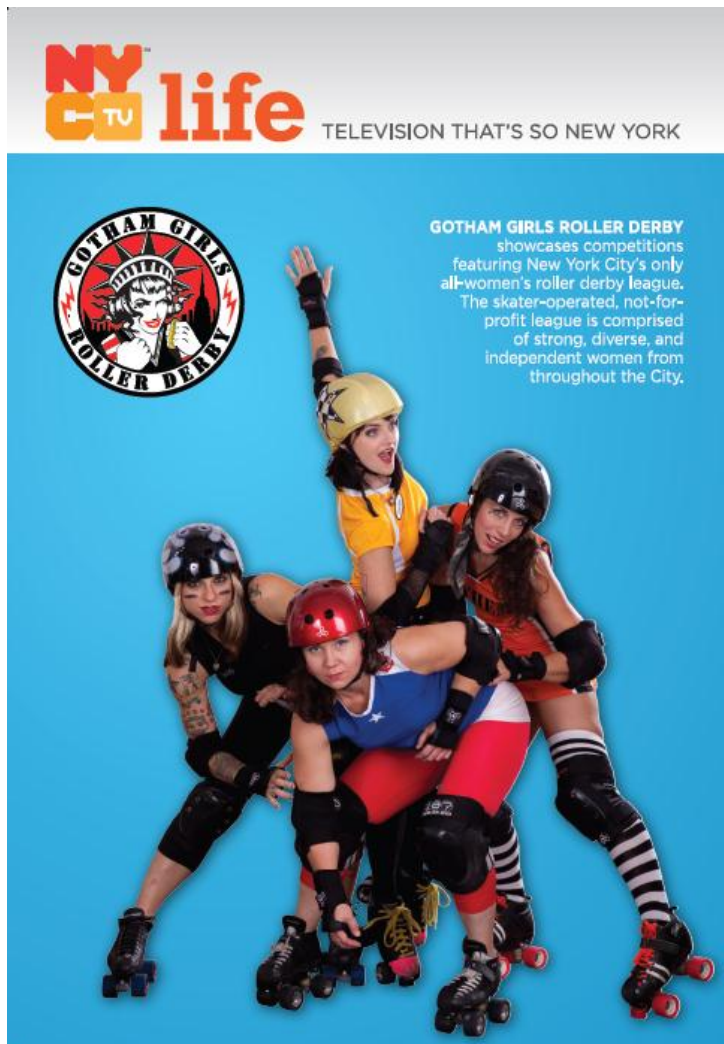


BROADCASTING OPPORTUNITIES IN 2011 – BE SEEN BEYOND THE VENUE

The Gotham Girls' broadcasts of 2010 bouting action have been immensely popular late-night attractions on *NYC life*. The league produces 90-minute episodes of action on *NYC life*, the flagship station of NYC Media, the official network of the City of New York.

The Gotham Girls bout programming began in May 2010 and was promoted to a six-nights-a-week broadcasting schedule in October. The bouts are breaking in to the late night ratings, currently drawing between 1,000 and 6,000 New York households every night on cable and UHF terrestrial channel 25. The bouts are also available on NYC Media's video-on-demand site (www.ggrd-nyclife.com), where they are watched around the world by fans and learning skaters (appx 24,000 on-line views from May 2010 to January 2011).

In 2011 we're upping the ante by producing more shows with more skater features, more vignettes, more replays, and more action.



The league has installed live internet video equipment in our practice space for broadcasting scrimmages, private bouts, and training seminars throughout 2011.



Talk to the Gotham Girls about being a foundation sponsor of the 2011 video productions and the league's live stream programming.

Be an underwriter of:

- Pregame and post-game analysis
- Player profiles
- "Chalk talk" segments

Technical underwriting sponsors of the bout videos are prominently featured on the *NYC life* broadcasts.

GOTHAM GIRLS ROLLER DERBY FAN DEMOGRAPHICS

**Gotham Girls Roller Derby fans are hip and educated New Yorkers
who go off the beaten path to find unique entertainment experiences.**

(Preliminary results
of January 2011 survey)

*Among fans attending one or
more bouts in person in 2010:*

Female: 61% Male: 39%

Age:

< 25: 7%
25-34: 48%
35-54: 41%
> 55: 4%

Average Age: 35.6

Single: 43%
Married: 27%
Living with Partner: 20%
Divorced/Separated: 6%

Highest level education completed:
Undergraduate degree: 41%
Graduate degree: 31%

Average household income: \$77,000

Among avid fans (attending 4+ bouts):
70% can name one or more
league sponsors (unaided recall)

Straight: 71%
Gay, lesbian, bisexual, or other: 29%

Most common NYC zip codes
(based on credit card purchases):
10003 (East Village)
11215 (Park Slope)
11211 (Williamsburg)
10128 (Upper East Side)



GGRD's 2010 Achievements On and Off the Track

- Entertained 8,809 loyal fans over nine 2009 home bouts (all complete sellouts) at LIU-Brooklyn, Hunter College in Manhattan, and City College of New York in Manhattan
- **5% audience increase over 2009**, following a **14% increase over 2008**.
- GGRD's All-Stars finished as the WFTDA's East Region Champions and finished 3rd at the WFTDA's 2010 Championship Tournament.
- Averaged 11,400 unique visitors to the league web site each month in 2010, totaling over 1.75 million page views in 2010.
- Social media audience now includes over 9,000 Facebook fans, 2,800 Twitter followers, and 5,400 opt-in e-newsletter subscribers.
- Skaters were featured in national promotional campaigns for Cheerios and Dr. Hauschka skin care
- The league continued to score numerous national and local media impressions, including print, television, and web features in *Sports Illustrated*, *The New Yorker*, *The New York Times*, *New York Daily News*, *New York Magazine*, *ESPN.com*, *Huffington Post*, and the *Village Voice*

Unique Ways to Maximize Your Exposure

The Gotham Girls love to work with partners to produce creative and memorable promotions. Unique opportunities for activation:

- Title sponsorship, raffle sponsorship, or sponsorship of specific awards at League Events:
 - "Derbytaunt Ball" – annual party to introduce rookie class of "Fresh Meat" to the fans (March 2011)
 - "Five Borough Fury Awards" – annual season awards event for skaters, fans and media (December 2011)
- Sponsorship of the halftime show or post-bout autograph table
- Partner tables in merch/concessions areas (limited availability)
- Sponsor of interactive stats tracking technology, making real-time player stats available on every venue smartphone or iPad.
- Title sponsor of key bout assets including the penalty box, the scoreboard, time outs, and the "Jammer" starting line
- After-bout party venue and food/drink sponsorship
- Admission wristbands – put your message on every fan's wrist
- League merchandise co-production (season schedule cards and posters, playing cards, beverage holders, tote bags, hats, etc.)
- Supplies and support for community and youth skating clinics



Other memorable ways to be part of the show:

- Pre-game and halftime raffles feature sponsor products or gift certificates
- 'VIP' bags for front-row fans can include your product samples
- Sponsor the live internet stream of one or more bouts
- 'MVP' prizes for most valuable skaters from each competing team





GOTHAM GIRLS ROLLER DERBY 2011 SPONSORSHIP BASE PACKAGES



Sponsorship Entitlement	Diamond of the Derby \$10,000	Platinum Season Sponsor \$7500	Gold Season Sponsor \$5000	Silver Season Sponsor \$3000	Bronze Season Sponsor \$1000	All Skate Sponsor \$500
<i>Logo with link on GGRD web site sponsor roster</i>	✓	✓	✓	✓	✓	✓
<i>Bout announcements</i>	✓	✓	✓	✓	✓	✓
<i>Scoreboard logo presentation (select venues)</i>	✓	✓	✓	✓	✓	✓
<i>GGRD Party Admission: Derbytaunt Ball (March) Awards Party (December)</i>	✓	✓	✓	✓	✓	✓
<i>Advertising in 2011 Season Program</i>	✓ (full page)	✓ (full page)	✓ (full page)	✓ (half page)	✓ (half page)	✓ (quarter page)
<i>Admission to all ten 2011 season home bouts</i>	4 VIP or 8 General Admission	3 VIP or 6 General Admission	2 VIP or 4 General Admission	1 VIP or 2 General Admission	2 General Admission	2 General Admission (five bouts)
<i>Banner hung at all 2011 Home Bouts</i>	✓	✓	✓	✓	✓	
<i>Featured logo in all emailed GGRD newsletters (5400+ subscribers)</i>	✓	✓	✓			
<i>Logo with link in rotation on home page of website</i>	✓	✓				
<i>Logo on all promo materials (i.e. posters, postcards & promotional video shorts)</i>	✓	✓				
<i>"Victory Lap" title sponsor</i>	✓					

Be part of the Gotham Girls' seventh home season -- ten home bouting dates (March-October).

Returning 2010 Sponsors enjoy renewal discount of 20%.

Custom entitlement packages are available for Diamond, Platinum, and Gold level sponsors.

2011 Season Program advertising is available independently from formal league sponsorship.

The Gotham Girls also entertain value in-kind exchanges.

Learn how our previous seasons' sponsors worked with the Gotham Girls -- see previous years' reports at www.gothamgirlsrollerderby.com/sponsors/info

For more information about sponsoring the Gotham Girls in 2011, email sponsorship@gothamgirlsrollerderby.com.
Visit the GGRD website at www.gothamgirlsrollerderby.com