



HAPPY VALLEY'S OWN WOMEN'S FLAT TRACK ROLLER DERBY LEAGUE

SCAR DERBY
P.O. BOX 1051
STATE COLLEGE, PA 16804
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WWW.SCARDERBY.COM

We are inviting your company to be involved with one of the most fun and meaningful local organizations around! State College Area Roller (SCAR) Derby is a skater-owned and operated women's flat track roller derby league that has been part of the Central PA landscape since 2010. The league is a 501(c)(3) volunteer organization of skaters, referees, and officials. Our members are women and men ages 18-50 who are educators, college students, professionals, business owners, and parents; representing a true cross section of our community. SCAR Derby empowers our skaters to become positive role models by promoting physical and emotional health, athleticism, healthy competition, and camaraderie.

Now in our 9th season, SCAR Derby has two recreational home teams and two competitive travel teams. We are a ranked, full-member league of the Women's Flat Track Derby Association (WFTDA), the international governing body of our sport, comprised of around 450 leagues. Since our induction in 2015, we have climbed steadily in the rankings and jumped over 100 spots just in the last three seasons. To accomplish this, our skaters practice year-round and spend many of their weekends traveling across state lines to compete.

SCAR Derby provides a great outlet for physical and creative energy. In addition to being one of the only full contact sports pioneered and played predominantly by women, roller derby provides an inclusive community that encourages athletes of all shapes and sizes to realize their full potential, on and off the track. Skaters often say the sport completely changed their relationship with their own bodies by focusing work outs on building strength and skill instead of weight loss and the pursuit of perfection. Other skaters credit the empowerment they felt from roller derby with helping them improve their entire lives; giving them the strength and support they needed to move to a new city, or ask for a promotion, or even leave an abusive relationship. In short, roller derby is more than a simple hobby or sport, and SCAR Derby is more than just a local sports team. SCAR Derby changes lives.

In addition to price of their skates and gear, each SCAR Derby member pays \$500 a year in dues which barely covers our league's costs for practice time and home games. In 2019, our travel team skaters will continue breaking in their new uniforms and will be traveling to Massachusetts, Vermont, and Michigan. It is a cost prohibitive sport, and expense is one of the top reasons promising athletes leave or never join. Your generous support helps SCAR Derby offset increasing travel expenses, rink fees, safety equipment, production costs, and more. Your support allows us to change more lives by keeping our sport as affordable as possible. Most importantly, your sponsorship and donation allows SCAR Derby to keep skating and keep our focus on increasing community outreach and competitiveness. SCAR Derby has never been a stronger league, or more excited to skate as we are for the upcoming 2019 season. Will you be a part of SCAR Derby's story this year? Thank you for your consideration and support!

Best Regards,

State College Area Roller Derby

2019 SCAR DERBY SPONSORSHIP OPPORTUNITIES

BASIC HOME EVENT ADVERTISING PACKAGES

FULL SEASON PROGRAM ADS*

- Full Color Back Cover: \$700
- 2-Page Autograph Section: \$600
 - Interior Full Page: \$500
 - ½ Page: \$300
 - ¼ Page: \$175

BUSINESS BANNER**

- Full Season: \$500*
- Single Game: \$150

All advertisers will be periodically recognized at home events and on social media.

*Price based on 6 home games/season.

**Banner provided by sponsor.

SCOREBOARD ADS

- Full Season: \$500*
- Single Game: \$150

BASIC SPONSORSHIP PACKAGES

The Grand Slam: \$1500

- Announced as sponsor 6 times at home events
- Full page ad in all home event programs
- Business banner displayed at all home events
- Scoreboard ads throughout all home events
- Logo or mention in all home event marketing
- 10 Season Passes (or equivalent single tickets)
- Framed team picture in front of banner
- Link to company's website on SCARDerby.com
- Social media posts throughout 2019
- Official SCAR Derby Merchandise Package

The Power Play: \$1200

- Announced as sponsor 3 times at home events
- Full page ad in all home event programs
- Business banner displayed at all home events
- Scoreboard ads throughout all home events
- 5 Season Passes (or equivalent single tickets)
- Framed team picture in front of banner
- Link to company's website on SCARDerby.com
- Social media posts throughout 2019
- Official SCAR Derby Merchandise Package

The Apex Jump: \$1000

- Announced as sponsor 3 times at home events
- ½ page ad in all home event programs
- Business banner displayed at all home events
- Scoreboard ads throughout all home events
- 5 Season Passes (or equivalent single tickets)
- Link to company's website on SCARDerby.com
- Official SCAR Derby Merchandise Package

The Star Pass: \$800

- Announced as sponsor at home events
- ½ page ad in all home event programs
- Scoreboard ad or banner at all home events
- 5 Season Passes (or equivalent single tickets)
- Link to company's website on SCARDerby.com
- Official SCAR Derby Merchandise Package

The Hip Check: \$600

- Announced as sponsor at home events
- ¼ page ad in all home event programs
- Scoreboard ad or banner at all home events
- 2 Season Passes (or equivalent single tickets)
- Link to company's website on SCARDerby.com
- Official SCAR Derby Merchandise Package

The Whip: \$250

- Announced as sponsor at home events
- ¼ page ad in all home event programs
- 2 Season Passes (or equivalent single tickets)
- Link to company's website on SCARDerby.com
- Official SCAR Derby Merchandise Package

SPECIAL SPONSORSHIPS

Naming rights to our 2019 Jammer Line and Seating Area are still available to interested sponsors. Please see the following page for more info on those opportunities, as well as a few other special projects we need help with including Team Uniforms, Tournament Travel, & Safety Equipment!

2019 SCAR DERBY SPONSORSHIP OPPORTUNITIES

SPECIAL SPONSORSHIP PACKAGES

BOUTFIT BENEFACTOR: \$3000

2 YEAR TRAVEL TEAM UNIFORM SPONSOR

- Logo patch on all travel team uniforms
- Announced as sponsor 6 times at home events
- Full page ad in all home event programs
- Business banner displayed at all home events
- Scoreboard ads throughout all home events
- Logo or mention in all home event advertising
- 10 Season Passes (or equivalent single tickets)
- Team picture in uniforms in front of banner
- Link to company's website on SCARDerby.com
- Social media posts throughout 2019 & 2020
- Official SCAR Derby Merchandise Package

TRAVEL TEAM HELMETS: \$1500

2 YEAR TRAVEL TEAM HELMET SPONSOR

- Logo sticker on all travel team helmets
- Announced as sponsor 6 times at home events
- ½ page ad in all home event programs
- Scoreboard ads throughout all home events
- Business banner displayed at all home events
- 5 Season passes for 2019 & 2020 seasons
- Link to company's website on SCARDerby.com
- Social media posts throughout 2019 & 2020
- Official SCAR Derby Merchandise Package

The Lead Jammer: \$1500

Producing Sponsor for Single Home Game

- "Presented by" credit on all event tickets
- "Presented by" credit in all event advertising
- Announced as sponsor 10+ times at event
- Full page ad in event program
- Scoreboard ad throughout sponsored event
- Business banner displayed at sponsored event
- Team picture in front of banner
- 25 tickets to event, VIP seating available
- Social media posts before, during, and after
- Listed as sponsor in all home event programs
- Announced as sponsor at all home events
- Link to company's website on SCARDerby.com
- Official SCAR Derby Merchandise Package

ROAD WARRIOR: \$2000

TOURNAMENT TRAVEL SPONSOR

- Business banner displayed at tournament
- Announced as sponsor 6 times at home events
- Full page ad in all home event programs
- Business banner displayed at all home events
- Scoreboard ads throughout all home events
- Logo or mention in all home event advertising
- 10 Season Passes (or equivalent single tickets)
- Team picture at tournament with banner
- Link to company's website on SCARDerby.com
- Social media posts throughout 2019 & 2020

FRESH MEAT TENDERIZER: \$1000

2 YEAR LOANER GEAR SPONSOR

- Announced as sponsor at home events
- Logo or mention in all pre-recruitment marketing
- ½ page ad in all home event programs
- Scoreboard ads throughout all home events
- 5 Season Passes for 2019 & 2020 seasons
- Link to company's website on SCARDerby.com
- Social media posts throughout 2019 & 2020
- Official SCAR Derby Merchandise Package

JAMMER LINE: \$1000

- Announced as sponsor 10 times at home events
- ½ page ad in all home event programs
- Banner displayed at home event Jammer Line
- 5 Season Passes (or equivalent single tickets)
- Link to company's website on SCARDerby.com
- Social media posts throughout the 2019 season

SEATING AREA: \$600

- Announced as sponsor 3 times at home events
- ¼ page ad in all home event programs
- Scoreboard ad or banner at all home events
- Link to company's website on SCARDerby.com
- 2 Season Passes (or equivalent single tickets)
- Official SCAR Derby Merchandise Package

IN-KIND and DESIGN-YOUR-OWN SPONSORSHIPS

If you don't see the perfect package for your company, please contact us and we will make it happen! We are also happy to accept In-kind donations of items or services we need, as well as items to be used as prizes in raffles, auctions, and other fundraising events throughout the year.

2019 SCAR DERBY SPONSORSHIP AGREEMENT

Business Name _____

Contact Person _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Website _____

Sponsorship Package/Notes:

Amount Due \$ _____ Paid _____

Artwork will be provided* _____ Design services requested* _____

Please make checks payable to State College Area Roller Derby

\$10 per annual advertisement will be assessed if you choose for SCAR Derby to generate the advertisement for you. If you have camera-ready artwork, please email it to scarderby@gmail.com. Artwork must be submitted in either PDF or TIFF format (minimum resolution: 300 dpi). All ads are printed in gray-scale unless otherwise noted.

Sponsor Rep Signature _____ Date _____

SCAR Rep Signature _____ Date _____