

# SPONSORSHIP INFORMATION

## LANSING ROLLER DERBY

Lansing Roller Derby (LRD) is a non-profit, skater-run league committed to making the Greater Lansing Area an even better place to live. We strive to promote overall health, healthy competition, and opportunities for leadership and personal growth. We work with like-minded organizations to provide funds, volunteers and support to further our common goal of improving life in greater Lansing.

LRD is an amateur sports organization formed in July of 2010. The league is made up of about 100 skating members, skating and non-skating officials and volunteers. We have two competitive travel teams that compete against other leagues across Michigan, the Midwest, and southeastern Canada. Additionally, we have four intra-league home teams that allow us to compete with the goal of development.

### LRD is a 501(c)3 charitable organization, your tax deductible contribution will help support:

- Scholarships covering monthly member dues, jerseys, and other skater needs to create an equitable opportunity for anyone interested in playing roller derby.
- Continued investment and upkeep of our free loaner gear



## LANSING JUNIOR ROLLER DERBY

Lansing Junior Roller Derby is a member of the Junior Roller Derby Association (JRDA) and is dedicated to bringing the exciting sport of roller derby to youth of all genders, ages 7 to 17 years old, in Michigan's Greater Lansing area. Our organization provides opportunities for young athletes of all skill levels to learn and play in a fun, inclusive, safe and supportive space. This intentional space allows them to thrive both physically and mentally, develop a sense of healthy competition, and to grow as athletes and individuals.

## WHY DO WE NEED SPONSORS?












Lansing Roller Derby approaches sponsorship with a community mentality. With your commitment, we are able to create a thriving, prosperous working relationship between your organization and LRD. Not only does your contribution help with league financial obligations, it allows us to give back to the community. Our league's environment is designed to help people feel welcome, supported and capable of things they previously believed they weren't.

Our goal through this sponsor relationship is to help promote local organizations and their contributions to the community. The following page offers a comprehensive guide and description of sponsor opportunities available through Lansing Roller Derby.



**HOW WILL YOU BENEFIT AS A SPONSOR?**

Lansing Roller Derby provides you, the sponsor, a unique audience that is local and loyal within the Greater Lansing community. As shown in the chart below, sponsors are given a plethora of opportunities for business/organization recognition and exposure. Even better, when you sponsor us - you become part of the LRD family! 150+ people who become avid supporters and consumers of your business or product. We thank you in advance and look forward to working with you in the future!

<b>SPONSORSHIP OPPORTUNITIES</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>TEAM</b>
	\$2,000	\$1,000	\$750	\$400	\$200
Number of Ticket Passes	8	6	4	2	1
Number of Announcer Mentions at Home Bout	10	6	4	2	1
Mentions on Social Media	Monthly	6/yr	4/yr	2/yr	1/yr
Bout Day Program Advertisement	1/2 page	1/4 page	1/8 page	Listed	Listed
Logo and Link on Public Website	Home Page	Home Page	Sponsor Page	Sponsor Page	Sponsor Page
Live Stream Marketing Ribbon					
Scoreboard Marquee					
Banner Displayed at Home Bout (Sponsor must provide banner)					
Logo on Printed Bout Posters					
"The Pack Is Here" - Custom Package	All Prices and items to be negotiated by package.				

**Most Valuable Fan**

Name listed in bout program, social media and announced during the bout for contributions given \$50 & up. For individual or business.