



MITTEN KITTEN MASH-UP

Sponsorship and Vendor
Opportunities



Jack Kunnen

About

The 10th Annual Michigan State Roller Derby Tournament, **Mitten Kittens Mash-Up X**, consists of 2 divisions of Women's flat track roller derby + state teams, juniors and more!

The tournament will take place in mid-October at the Lansing Center and will be hosted by **Lansing Roller Derby**. The tournament has historically drawn 500+ visitors from Michigan and neighboring states for 3 days of fierce roller derby action.



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Dates

Fri. Oct 13 - Sun. Oct 15

Location

Lansing Center
333 E. Michigan Ave.
Lansing, MI

Website

MIRollerDerby.com

Social Media

FB: [@mittenkittensderby](https://www.facebook.com/mittenkittensderby)

TT: [@mitten.kitten0](https://www.tumblr.com/mitten.kitten0)

Contact Us

mittenkittensrollerderby@gmail.com

What your support means

The Greater Lansing Sports Authority has been pivotal in bring this tournament to the Lansing Center. Roller derby hasn't been played in downtown Lansing since 2014. This event will bring significant economic impact to downtown during the tournament weekend from both visiting teams and spectators.

Local Roller Derby

Lansing Roller Derby is a local skater-run, 501(c)3 nonprofit, league striving to promote health and physical fitness, healthy competition and to providing opportunities for leadership and personal growth. Mitten Kittens and Lansing Roller Derby have selected It's A Breast Thing as this year's tournament charity partner. Your donations and sponsorships are tax deductible.

Sporting Events in Downtown Lansing

Your help will support women's sports, local roller derby, and ensure this type of event will be able to return in future years, continuing the positive economic impact to downtown Lansing. Included in that, the Mitten Kittens organization plans to bring a large tournament back to downtown Lansing in 2024 made up of 24 competing state, territory, province, and borderless teams from across North America!



3 Ways to Support Mitten Kitten Mash-Up

Vendor Table

Want to be right in the action?

We are looking for vendors interested in selling their items at the tournament. Rates per table are:

\$40 Friday Only
\$75 Saturday Only
\$65 Sunday Only
\$125 Weekend

There are only 16 tables available, get yours today!

Sponsorship

Looking to get brand exposure?

Choose from tiered sponsorship packages, specialized sponsorship options such as Penalty Box Sponsor, Streaming Sponsor, etc., or Advertising focused exposure.

Donate

Want to support the event in another way?

Lansing Roller Derby and It's a Breast Thing are both 501(c)3 charitable organizations, your tax deductible contribution will be recognized on the donations page of the tournament program (size determined by level of donation).

A donation letter will be provided for any financial contribution.

Sponsorship Tiers

	Presenting \$3,000	Equipment \$1,000	Platinum \$500	Gold \$250	Silver \$175	Bronze \$100
Scoreboard Ad	✓	•	•	•	•	•
10 x 10 Space + Table	•	✓	•	•	•	•
Social Media Mention	✓	✓ ²	✓ ²	✓ ²	✓ ²	•
Website Ad	✓	✓	✓	✓	✓	•
Live Announcements	3/Game	1/Game	1/Game	1/Game	1/E-O Game	•
Free Admission	6 VIP Passes	4 Staff Passes	4 VIP Passes	4 VIP Passes	2 Passes	•
Program Ad	Full Page (full color)	½ page (full color)	½ page (full color)	½ page (b/w)	¼ page (b/w)	¼ page (b/w)
Sponsor Banner ¹	✓	✓	✓	✓	✓	✓
Description	In-rink banner Logo or "Presented By" text on posters, tickets, social media graphics and event page; Logo/website on promotional water item to be given to all skaters.	Only 3 Available! Participating leagues as well as all visiting skaters and staff will have the opportunity to shop your prevalent area at either Track 1, Track 2, or near the entrance.	In-rink banner	In-rink banner	In-rink banner	In-rink banner

¹ Sponsor to provide banner

² Social Media Mentions will include 1 Prior to the event, 1 During Event, and 1 After the Event

Specialized Sponsor Packages

Track Naming Rights \$1,500 | 2 available

Name either Track 1 or Track 2 after your brand. The track will be referred to for the entire weekend as what ever you choose. Every time the announcers mention a track, or skaters, officials, staff, and guests look at the schedule, they see your brand. Includes social media and web site mentions, banner placement, 1/2 page full color program ad, and 2 VIP passes!

Officiating Sponsor \$2,000 | 1 available

Support provisions for our refs and non-skating officials. Includes locker room signage, special announcer mentions, official's shirts with Your Logo on them, and mentions during each Official Time Out for all games, all weekend long.

Team Michigan Weekend Sponsor \$1,000 | 1 available

Become the exclusive sponsor of Team Michigan at **Mitten Kitten Mash-Up**. Includes special announcer mentions during Team Michigan games, photo opportunities, and more! Inquire for customized package

Streaming Presenting Sponsor \$600 | 2 available

Be a streaming sponsor of Track 1 or Track 2 for the entire weekend! The stream will be named after your brand letting everyone watching from afar know who your business is. Exclusive advertising video will be played before each game.

Just the Program

All Program Advertising includes a daily mention over public-address at the event. Full Color Ads: 1/4 page - \$100 | 1/2 page - \$200 | full page - \$350

Hospitality Guide Listing \$25/\$50

Just want to get your name in there, we can do that! List your business in the official Hospitality Guide shared with visiting teams, officials, and staff.

\$25 if you offer a promotion to visitors, \$50 without



IN-KIND DONATIONS
Interested in contributing goods rather than monetarily? We'd be happy to chat with you!

In-the-Action Sponsor Packages

	Penalty Box \$500 Only 1 Available!	Jammer Line \$500 Only 1 Available!	Team Time-Out & Official Review \$500 Only 1 Available!
Social Media Mention	✓ ²	✓ ²	✓ ²
Website Ad	✓	✓	✓
Live Announcements	min. 2/Game	min. 2/Game	At every Time Out (up to 6+ per game)
Free Admission	2 VIP Passes	2 VIP Passes	2 VIP Passes
Program Ad	½ page (full color)	½ page (full color)	¼ page (full color)
Sponsor Banner ²	✓	✓	✓
Description	Banner behind/above Penalty Box When skaters go sit for penalties (they happen a bit!), they and anyone looking at them (including the announcers) will be looking at your banner! Whatever you would like to nickname the Box (it's your call for the weekend) when the referees call penalties – everyone will be reminded of our Penalty Box Sponsor!	High visibility banner placement It all starts at the Jammer Line! Every single jam will be right there and the announcers will regularly remind everyone who our proud Jam Line Sponsor is, helping to bring the action we'll all be anticipating.	Whether it's to rest a jammer, argue with the refs, touch up the track, or make sure points were right... Timeouts happen. Sometimes a lot, sometimes a little, but like Taxes and after party dance-offs, they happen. When they happen, though, they could be yours!

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