



WOMEN'S FLAT TRACK DERBY ASSOCIATION

Sponsorship Highlights and Opportunities

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Sponsorship Opportunities for 2014

The Women's Flat Track Derby Association is committed to engaging and growing sponsor and fan relationships as roller derby continues to expand worldwide. By partnering with the WFTDA you will be provided premium event sponsorship for the 2014 tournaments. In addition to in-arena promotion at the tournaments, WFTDA.tv continues to expand the live high quality, action-packed derby footage available to skaters and fans worldwide, and our sponsors will benefit from this lasting resource.

We encourage you to email sponsorship@wftda.com for opportunities to turn our fans and athletes into the audience you have been seeking.

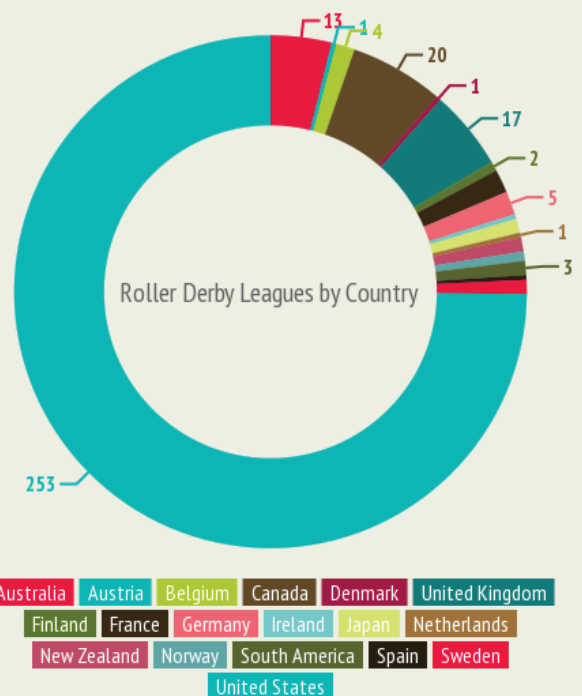
For the love of Flat Track

WFTDA introduced Division 2 playoffs in 2013, which opened up more opportunities than ever for WFTDA sponsors and advertisers to engage directly with athletes and fans, both domestically and internationally, and 2014 promises to continue. WFTDA made the bold decision to restructure their tournaments and allow for teams ranked 41-60 to battle it out for the first ever Division 2 Playoffs and qualify for Championships, played alongside the Division 1 Championships in Milwaukee.

For fans, expansion to Division 2 Tournaments meant more opportunities to watch and participate in world-class roller derby. For sponsors and advertisers, this meant more exposure and new opportunities to reach those fans and skaters. WFTDA.tv saw an impressive 47% increase in subscriptions with the inclusion of the two Division 2 playoffs, and a drastic uptick in international viewership.

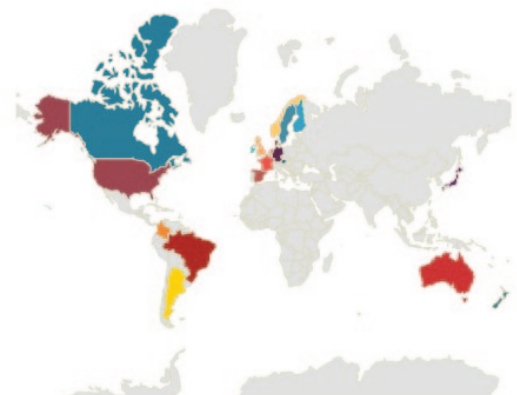
Whether you are an established brand in the derby world, an established business looking to tap into a unique demographic or a new business, WFTDA has a sponsorship package that can suit your brand and budget. We can find the right way to bring your product to derby fans, be it through broadcast or online ads, fan interaction elements or in-arena promotions. It's time to make an impact! The world is watching; will you be seen?

Roller Derby Leagues Around the World



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2014 WFTDA leagues



Contact sponsorship@wftda.com with questions or easily order your package online at wftda.com/store/sponsors



WFTDA 2014 Tournament Locations

Division 2 Playoffs

August 15-17, 2014
Duluth, Minnesota

August 22-24, 2014
Kitchener-Waterloo, Ontario

Division 1 Playoffs

September 5-7, 2014
Sacramento, California

September 19-21, 2014
Evansville, Indiana

September 26-28, 2014
Salt Lake City, Utah

October 3-5, 2014
Charleston, West Virginia

Championships

October 31- November 2
Nashville, Tennessee

Sponsorship Advertising Opportunities

It's time to rock a new market of clients worldwide by getting your brand in front of an engaged, diverse and loyal fan base. It's time to become a partner of WFTDA. Opportunities include effective and meaningful in-arena presence, broadcast ads, product placement, social media, an interactive Bracket Game, online ads, and much more. The world of WFTDA is waiting for YOU!

In-Arena Sponsorship Packages (priced per tournament)

THE GRAND SLAM

\$1,500 D1/D2 Playoffs / \$2,250 Champs

- Double booth with premium placement
- Scoreboard ad
- 2 Banners with premier placement
- Half-page program ad
- 4 Tournament passes
- 2 Vendor passes
- Social media announcement of partnership
- Large logo ad on tournament specific web page

THE HIP CHECK

\$800 D1/D2 Playoffs / \$1,200 Champs

- 1 Banner at tournament
- Quarter-page program ad
- 1 Vendor booth
- 2 Vendor passes
- Medium logo ad on tournament specific web page

THE WHIP

\$500 D1/D2 Playoffs / \$750 Champs

- 1 Banner at tournament
- Quarter-page program ad
- 2 Tournament passes
- Small logo on tournament specific web page



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Fan Interaction!

Sponsorship with the WFTDA offers unique ways to interact with fans!



© Mike Boycourt



© Tyler Shaw



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À La Carte Elements

	Full Season	D1/D2 Playoffs	Champs
Penalty Box Sponsor	\$4,200	\$900	\$1500
Startline Sponsor	\$3,000	\$600	\$900
Photo Booth Sponsor	\$2,500		
1/4 Page Program Ad	\$750	\$150	\$225
1/2 Page Program Ad	\$1,500	\$300	\$450
Full Page Program Ad	\$3,000	\$600	\$900
Booth Only		\$500	\$800
Upgrade To Double Booth	\$1,100	\$250	\$400
Additional Tournament Pass	\$50		



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WFTDA.TV Sponsorship Advertising Opportunities

Can't make it to one of the tournaments? You can still leave a lasting impression on derby enthusiasts by advertising your brand online!

Growth of WFTDA.tv – Since the launch of WFTDA.tv in 2012, WFTDA has been able to offer high-quality broadcasts of live tournament play at a low cost to fans and open up a multitude of opportunities for our sponsors to advertise to viewers at home and fans in the arena. Long after the scoreboard is packed away and the skaters have unlaced their skates, sponsors have a lasting impact with over hundreds of thousands of visitors tuning in to watch the WFTDA.tv archives.

COUNTRIES BY VIEWERSHIP

UNITED STATES:	340,530 (247,225 In 2012: 38% increase)
UNITED KINGDOM:	44,176 (28,364 In 2012: 56% increase)
CANADA:	39,561 (20,350 In 2012: 94% increase)
AUSTRALIA:	16,238
FRANCE:	10,759
GERMANY:	6,303
NEW ZEALAND:	5,203
SWEDEN:	4,382
FINLAND:	4,154
MEXICO:	2,700



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WFTDA.tv Landing Page

1,886,881 Total Page Views (56% increase from 2012)

1,299,031 Unique Page Views (50% increase from 2012)

WFTDA.tv Unique Views of Live Events: 184,688 (81% increase from 2012)

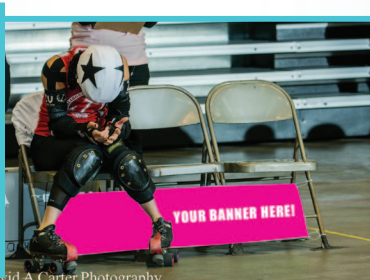
WFTDA.tv Advertising				Full season includes all 7 tournaments. Commercials and graphic ads will be saved in archived footage.
	Full Season	D1/D2 Playoffs	Champs	
• :10 Still graphic ad 4x in tournament	\$1,400	\$250	\$375	• :10 Still graphic ad set to music
• :30 Commercial 4x in tournament	\$2,000	\$375	\$550	• :30 Commercial played at least 4x per tournament
• :30 Premium commercial 8x in tournament	\$3,500	\$675	\$975	• :30 Commercial played at least 8x per tournament, one run will be in either 3rd/4th or 1st/2nd place game for tournament.
• :60 "How-To" video 8x in tournament	\$3,500	\$750	\$1,125	• :60 Commercial that is designed to educate viewers on a topic relevant to roller derby, played at least 8x per tournament.
• :60 Premium commercial 8x in tournament	\$5,000	\$900	\$1,350	• :60 Commercial centered on a product played at least 8x per tournament, one run will be in either 3rd/4th or 1st/2nd place game for tournament.
• Top of the morning report	\$1,500	\$300	\$450	• First announcer broadcast of the day highlighting the previous day's events and/or the upcoming events. "Top of the morning report brought to you by XXX, (insert 10 word mention for sponsor)". Includes on screen graphic ad during report.
• Team Time Out Sponsor	\$4,200	\$900	\$1,500	• Refer to team time outs as "XXX sponsor team time out" and have on screen graphic pop up twice per bout. In arena :10 still graphic ad.
• #Talk2WFTDA Sponsor	\$2,500	\$475	\$700	• Branded Twitter handle! Read one tweet plus "#Talk2WFTDA sponsored by "XXX" once per game. Includes a :10 still graphic ad.
• Bracket Game Title Sponsor	\$2,500			• "WFTDA's bracket bonanza brought to you by XXX sponsor". Includes logo ad on bracket page, mentions in social media, and :10 still graphic ad in playoff tournaments (Does not include champs tournament).
• Announcer Table Sponsor	\$2,000			• Product placement in view of the announcer fish-eye camera, 10-word mention in broadcast each bout.
• 728x90 Web Ad	\$1,000			• Large logo (728wx90h) in rotation on WFTDA.tv
• 180x150 Web Ad	\$750			• Medium logo ad (180wx150h) web ad in rotation on WFTDA.tv



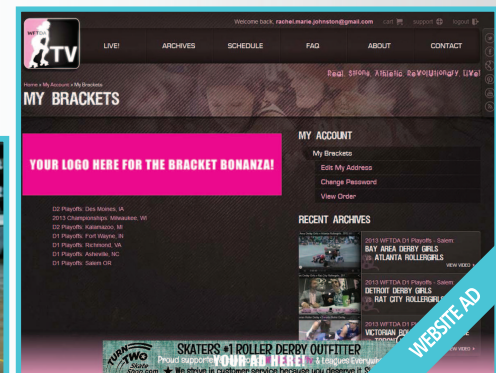
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