

OVERVIEW



Assault City Roller Derby: Who We Are



Assault City Roller Derby, LLC, (ACRD) is Syracuse, NY's first and only all-female, flat-track roller derby league! Named after the "Salt City", ACRD was established in 2007 and is 100% skater owned and operated (translation: we spend as much time running our business as we do training and bouting!). All aspects of the business, from administration to bout production to charity programs, are run and maintained by our skaters. Each team member is required to pay monthly dues in order to support team practice space, training, and equipment. Our grassroots league consists of working mothers, professionals, wives and students, ranging in age from 21 to 45. We also depend on devoted volunteers, businesses, sponsors and family to hold our truly unique events.

What We Do

In addition to honing our speed, balance, and agility in practices three times per week, we coordinate bouts, hold charity events, organize fund raisers, and arrange travel for our away matches. All of these efforts and everything in between have prepared us for our highly anticipated 2011 season.

Why sponsor roller derby in Syracuse, New York?

- We are an all volunteer, women's sports organization with a focus on community and the empowerment of women. By supporting ACRD, you support the women who do it for themselves.
- Sponsorship aligns your business or product with a highly visible fast-growing and entertaining sport. Promotion is the major benefit your organization will receive, in addition to patronage by the derby girls, along with their friends, families, colleagues, and social networks. ACRD supports those who support us.
- Fans who attend our bouts range from sports fanatics to those who don't consider themselves sports fans at all. Imagine reaching punk rockers, soccer moms, and hardcore sports fans all at once. And once first-timers get a taste of the action, they can't wait for our next bout.
- We support the community in which we live by partnering with non-profit groups and participating in community-building activities. A portion of event proceeds go directly to these organizations. Partners this past year include the Carol M. Baldwin Breast Cancer Research Fund, Inc., Gollisanos Children Hospital, Shriners and Charity for Children.
- We offer sponsorship levels and packages which are flexible and can be customized to your needs. While we have created a variety of packages, we recognize there is no "one size fits all" approach. If you feel some other form of promotion or sponsorship would be more beneficial to you, please ask us about it! We are willing to work with you.

OVERVIEW



2011 Season

*Home Bouts are held at The Greater Baldwinsville Ice Arena
2725 W. Entry Rd. Baldwinsville, NY

March 5: ACRD A team vs. CTRG (Connecticut)

April 9: ACRD A&B team vs. GMDD (Vermont)

***May 14: ACRD A team vs. Skyland**

***May 14: ACRD B team vs. Ottawa (Tentative)**

***June 11: ACRD A&B team vs. CNY**

***July 23: Intra-League ACRD Red vs. ACRD Black**

August 13: ACRD A team vs. Utica Roller Girls (Utica)

***August 20: ACRD B team vs. Crown City**

September 10: ACRD B team vs. OZ (Oswego)

September 24: ACRD B team vs. Hudson Valley

October 8: ACRD A team vs. Queen City (Buffalo)

November 19: ACRD B team vs. Roc City (Rochester)

PACKAGES



2011 SPONSORSHIP PACKAGES/OPPORTUNITIES

Sponsor a Derby Girl

Home Season Sponsorship - \$250
(Includes Sponsorship Recognition in Program)

**Not available to previous sponsors*



PACKAGES

Assault City is eager to help promote your business. We offer the following opportunities:

Sponsor Opportunities	Comatose	Bone Crusher	Rink Rash	Hip Check	Shiner	Custom
Sponsor Perks	\$1000	\$750	\$500	\$300	\$200	
Proud Supporter of ACRD Poster	X	X	X	X	X	X
ACRD T-shirts	6	4	2	2	1	
Gen. Admission tickets to all 4 home bouts			6	4	2	
VIP Tickets to all 4 home bouts (♫)	6	4				
Banner Hung at Venue, 4 Home Bouts	X	X	X			
Promotional space at bout	X					
Logo on fan giveaway	X	X				
Sponsor Announcement at 4 Home Bouts	X	X	X	X	X	
Derby Girl Appearances	1					
Program Advertisement (4 Home Bouts)	Full Page	Full Page	Half Page	Half Page	Quarter Page	

(♫) GA 1st row reserved seats can be substituted for VIP tickets.

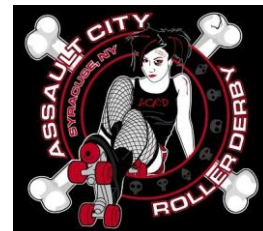
AFTER PARTY

____ Sponsor our after party! For \$500 we will host our after party with you! Included are 2 tickets to the bout, patronage by all of our friends, family, fans, and network; plugs via local media during bout advertisement, full color ad on back of our bout program, and mention on our promotional flyers for the event.

**All packages can be tailored to fit your specific needs.*

2011 ACRD Sponsorship
www.assaultcityrollerderby.org
 EMAIL ACRDsponsorship@gmail.com

TERMS



2011 SPONSORSHIP / ADVERTISING CONTRACT

Company Name: _____ Date: _____
Contact Name: _____
Mailing Address: _____
City/State/Zip: _____
Telephone: _____
Fax: _____
E-Mail: _____
Website: _____

SPONSORSHIP PACKAGES and CUSTOM PACKAGES

____ Sponsorship Package (Outlined on Packages Page)
____ Custom Package (Outlined on Packages Page)

TARGETED SUPPORT PACKAGES

____ Program Advertisement (single bout, customer provides artwork): 1/4 (\$50) 1/2 (\$75) Full (\$125)
____ Program Advertisement (full season, customer provides artwork): 1/4 (\$150) 1/2 (\$250) Full (\$400)
____ Wall Banner (single bout, customer provides artwork) \$100
____ Wall Banner (full season, customer provides artwork) \$300

FRIENDS OF ACRD CONTRIBUTION (Cash Gift Below \$150)

Cash Amount: \$ _____

IN-KIND CONTRIBUTIONS

Description of Product or Service: _____
Fair Market Value: \$ _____
Amount of In-Kind Support Credited Toward Sponsorship: \$ _____
(To Be Determined by Sponsorship Committee)

____ Full payment enclosed \$ _____
____ Partial payment in amount of \$ _____ enclosed. Next payment(s) due date(s): _____

Sponsor Representative: *(initial here)* _____

ACRD Representative: *(initial here)* _____

TERMS



TERMS AND CONDITIONS OF ACRD SPONSORSHIP

1. Assault City Roller Derby, LLC (“ACRD”) is an amateur sports organization facilitating the sport of all female flat track roller derby by hosting events which provide aggressive athletic entertainment while supporting charitable organizations that benefit the community at large.
2. Assault City Roller Derby® is a registered trademark of ACRD. Sponsor may use the mark in advertising only with the advance written consent of the organization. All requests for the use of the mark must be submitted to ACRD for approval prior to anticipated use. ACRD may withhold its consent to use the mark for any reason it deems necessary. All Sponsor advertising and/or promotional materials are subject to approval by ACRD.
3. Failure to pay any cash portion of your contribution on or before the date due as indicated on any invoice or payment book sent to you by ACRD may result in the forfeiture of your sponsorship rights. In-kind contributions shall be provided on an as-needed basis, and valued as agreed to by the Sponsor and ACRD.
4. Sponsor is entitled to the rights and benefits associated with the level of sponsorship indicated on this Contract. All rights and benefits of sponsorship are defined in the sponsorship kit titled “Packages,” the contents of which are incorporated herein as reference. ACRD reserves the right to make non-material modifications to those benefits from time to time.
5. Sponsor understands that certain of the benefits of sponsorship require information or input by the Sponsor. Failure to provide such information or input by the dates required by ACRD may result in the forfeiture of the benefits for which it was required.
6. ACRD has the right, upon request, to require Sponsor to provide an independent appraisal of the value of certain kinds of donations prior to acceptance of such donations as credit toward Sponsorship fee.

FULL PAYMENT DUE BY _____

Failure to pay any cash portion of the sponsorship according to the terms of this agreement may result in the forfeiture of sponsorship rights. This contract is subject to the terms and conditions stated in this document.

Sponsor has read, understands and agrees to be bound by these terms as a condition of sponsorship. Assault City Roller Derby, LLC, is NOT a nonprofit corporation with a 501(c)(3) tax status.

SPONSOR REPRESENTATIVE

Signed By: _____
Title: _____
Date: _____

ACRD REPRESENTATIVE

Signed By: _____
Title: _____
Date: _____