



2024 Sponsorship Opportunities



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Powerful athletes. Powerful Reach.

Why support ROCK?



A sponsorship in support of Roller Derby of Central Kentucky (ROCK) provides exceptional exposure and recognition. As one of our sponsors, your business will be highlighted throughout our events, social media, website, press releases, newsletters, posters, flyers, bout day programs, and other marketing efforts.

Sponsors allow ROCK to provide family-friendly athletic entertainment to the people of Central Kentucky. We greatly appreciate every sponsor and offer a variety of opportunities to meet your marketing goals, listed on the following pages.

If you don't see the benefits you want, contact us at sponsorshiprock@gmail.com and we will work with you to create a custom sponsorship that will meet your budget and marketing needs.



Who We Are

ROCK is a 501(c)(3) nonprofit sports organization that promotes women's athleticism while giving back to the local community.

Formed in 2006, ROCK plays on a flat track and is a competitively ranked member of the Women's Flat Track Roller Derby Association (WFTDA). Our current top-level team, the ROCK Stars, competes for ranking against more than 300 other teams worldwide.

Become part of a vibrant community of 60 league members that is rapidly growing every day with enthusiastic skaters and dedicated volunteers.



Who We Reach

Our home games are all double-headers, and routinely bring in 400-500 local sports fans. We have 3 local games at Central Bank Arena in 2024.

Facebook: 51K views in 2023

Instagram: 1.4K views in 2023

Total followers across all platforms: 9K

PLUS, we have introduced a newly designed website. A captivating and visually appealing online platform just waiting to seamlessly promote your business. Visit today at rollerderbyofcentralky.com



Sponsorship Packages

Sponsorship Options	Social Media Package \$300	Cover Band \$350	Indie Rocker \$500	ROCK Star \$1,000	Pivot \$2,000	Lead Jammer \$3,000
Logo linked on website	✓	✓	✓	✓	✓	✓
Social Media Post and Tags	✓	✓	✓	✓	✓	✓
Photo of business/products w/skaters on socials	✓	✓	✓	✓	✓	✓
Live mentions at games		✓	✓	✓	✓	✓
Program ad		1/4 Page	1/2 Page	Full Page	Full Page	Full Page
Banner displayed at home bouts *			Standard Visibility	High Visibility	Max Visibility	Banner carried during parades in addition to bout day visibility
Game day tickets **			2 per game	4 per game	6 per game	10 per game

*Banners provided by the sponsor **Tickets valid only for games hosted by ROCK

Penalty Box Takeover

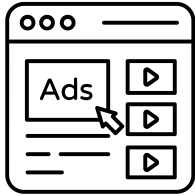
Be the MVP of one home bout with your logo above the penalty box and your name announced each time a skater gets a penalty!

Limited availability!

\$1,500 per bout

A La Carte

Per game pricing

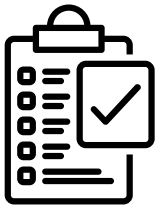


Program Ad	Price
1/4 Page	\$50
1/2 Page	\$100
Full Page	\$200

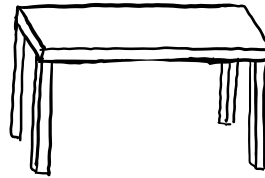


Trackside Banner	Price
Standard Visibiity	\$100
High Visibility	\$150
Max Visibility	\$200

Art Requirement



8 x 5 Full Page	5 x 3.875 Half Page
	2.375 x 3.875 Quater Page



Info Booth	Price
6 foot table	\$100
6-foot table (for all Games)	\$250

- ★ Print ads for the program book may be color or black/white. Ads may be image or text (image is recommended). Ad format: high resolution (300dpi) PDF, PNG, or JPG (we also accept AI or PSD files).
- ★ Banners must not exceed 2.5 ft. x 6 ft. (height x width). Sponsors must supply the physical banners (they will be returned at the end of the season)
- ★ Logos are accepted for all sponsors. Logos can be high resolution (300dpi) PNG, JPG, GIF, PSD, or AI format (PNG, PSD, or AI preferred).
- ★ Additional options for A La Carte located on the form page below. We can customize any package! We deeply appreciate sponsorships of any magnitude.

Email artwork, logos, and questions to: sponsorshiprock@gmail.com

Roller Derby Sponsorship Form

Sponsorship Package Options		
	Package Name	Price
	Social Media Package	\$300
	Cover Band Package	\$350
	Indie Rocker Package	\$500
	ROCK Star Package	\$1,000
	Pivot Package	\$2,000
	Lead Jammer Package	\$3,000
	Penalty Box Takeover (one bout)	\$1,500

A La Carte Option:		
	Program Ad	Size: # of Games: Price Total:
	Trackside Banner	Visibility: Price:
	Logo on Scoreboard	\$200 per Game # of Games:
	Announcer Shout-outs (one per half)	\$50/ 2 per Game # of Games:
	Banner on ROCK's Website	\$100/6 months
	Sponsor-a-skater ("Sponsor's Name + Skater", every time your specific skater is mentioned)	\$75/per bout Skater: # of Games:



Contact Name:

Company Name:

Street Address:

City: _____ State: _____ Zip: _____

Email:

Phone: (_____) _____ - _____

Please submit this form with a check made payable to: Roller Derby of Central Kentucky, P.O. 837 Lexington, KY 40588

You may also submit payment via PayPal to @rollerderbyofcentralkentucky.

If there are any stipulations or agreements that you require, please include them as a request when submitting this form.

*In-kind and trade proposals require a description and estimated value. In-kind sponsorships are subject to ROCK approval.

For questions and additional information, please contact the ROCK Sponsorship Committee at sponsorshiprock@gmail.com