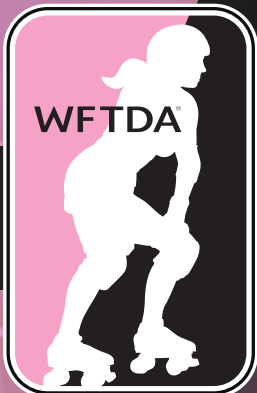


# 2018

## PLAYOFFS AND CHAMPIONSHIPS SPONSORSHIP OPPORTUNITIES



GENERAL SPONSORSHIP QUESTIONS:  
[sponsorship@wftda.com](mailto:sponsorship@wftda.com)



# Thank you for your interest in becoming a sponsor of the 2018 International WFTDA Playoffs and Championships.

The Women's Flat Track Derby Association (WFTDA) is the international governing body of roller derby, representing over 450 leagues on 6 continents. The WFTDA governs and promotes the sport of flat track roller derby and revolutionizes the role of women in sports through the collective voice of its member leagues around the world.



With almost 15 years of pushing the sport's athleticism and competition to new heights, the International WFTDA Playoffs and Championships bring together the most talented, highly trained skaters and teams from around the world. The WFTDA sets the brackets for the International Playoffs from the top 28 teams and brings the highest level of women's flat track roller derby competition in the world where the member leagues compete to battle for **The Hydra**.

Whether participating on the track, cheering in the stands, the WFTDA tournaments provide everyone an epic event to witness the most anticipated matchups of the year!

Our broadcast arm, WFTDA.tv, continues to expand the live high quality, action-packed roller derby coverage to fans worldwide. This provides our partners with lasting branded benefits within our archives and through our new streaming platform services on Twitch, which is one of several new exciting sponsorship opportunities we have added this year. By partnering with the WFTDA, you can expect exceptional event sponsorship for the 2018 Playoffs and Championships at the tournaments and an abiding experience!



**CHAMPIONSHIPS**  
**NOVEMBER 9 - 11**

LAKEFRONT ARENA:  
6801 FRANKLIN AVE.  
NEW ORLEANS, LA 70122

**NEW ORLEANS**  
USA



**PLAYOFFS #2**  
**SEPTEMBER 21 - 23**

INFINITE ENERGY CENTER:  
6400 SUGARLOAF PKWY  
DULUTH, GA 30097

**ATLANTA**  
USA

**PLAYOFFS #1**  
**AUG. 31 - SEPT. 3**

ESTADIO MUNICIPAL DE RIAZOR:  
RÚA MANUEL MURGUÍA, S/N  
15011 A CORUÑA, SPAIN

**A CORUÑA**  
SPAIN

**ATTENDANCE  
NUMBERS:**

**International WFTDA  
Playoffs & Champions**

**75,000+**

people have attended  
over the last 6 years

**WFTDA PLAYOFFS:**

**1,100** average  
attendees  
per event

**WFTDA CHAMPIONSHIPS:**

**6,000** average  
attendees

**OTHERS IN ATTENDANCE:**

**300** skaters  
per playoffs

**250** skaters at  
championships

**80** officials &  
announcers  
per event

OVER  
**12,000**  
PEOPLE ATTENDED  
THE WFTDA PLAYOFFS  
& CHAMPIONSHIPS  
IN 2017



# BROADCAST REACH

## 2017 Broadcast Season

WFTDA.tv is the broadcast arm of the WFTDA and was created to broadcast the sport professionally, with consistent standards and parameters as determined by the athletes.



**ESPN 2**

ESPN2  
UNIQUE  
VIEWS

129,000

(households reached)

**ESPN 3**

ESPN3  
ON-DEMAND  
VIEWERS

9,204

Total minutes: 349,986  
Avg. mins. per viewer: 38



TWITCH  
UNIQUE  
VIEWS (2017)

54,282

Followers: 837

WFTDA.tv  
Minutes  
Viewed

3,278,029

Avg. duration: 78 mins  
Archive viewers: 857,640

On-Demand  
Viewers

2,264

Total minutes: 37,788  
Avg. mins. per viewer: 38

ESPNW  
Content  
Shares

~5,600

Per video

WFTDA.tv  
Live Stream  
Viewers

42,286

Unique: 24,000

62%

of viewers surveyed are  
**active purchasers**  
from promotional ads

## ONLINE Presence

Followers:

90,000

Likes:

95,000

Average reach & engagement  
PER POST as of April 2018:

**STATUS:** 42,600 reached  
15,300 engaged

**PHOTO:** 29,800 reached  
4,800 engaged

**VIDEO:** 21,700 reached  
4,200 engaged

@WFTDA Followers:

23,000

@WFTDALive Followers:

11,600

Followers:

32,000

Avg. Impressions:

14,000



## 2018 PACKAGES

	GOLD		SILVER		BRONZE	
<b>Booth</b>	✓ Double Booth		✓		✓	
<b>Scoreboard Logo</b>	✓		✓		✓	
<b>In-Arena Banner</b>	✓		✓		✓	
<b>Social Posts</b>	✓ (3) per tournament		✓ (2) per tournament		✓ (1) per tournament	
<b>Event App Push Notification</b>	✓ (3) per tournament		✓ (2) per tournament		✓ (1) per tournament	
<b>Webpage Logo</b>	✓ Large		✓ Medium		✓ Medium	
<b>Half-time Sponsor</b>	✓ (3) per tournament		✓ (2) per tournament			
<b>:10 Still</b>	✓		✓			
<b>:30 Commercial</b>	✓					
<b>Tournament Passes</b>	✓ (4) - 3-Day weekend					
<b>LOCATION</b>	PLAYOFFS	CHAMPS	PLAYOFFS	CHAMPS	PLAYOFFS	CHAMPS
<b>VALUE</b>	\$4,300	\$7,500	\$2,700	\$4,500	\$1,800	\$2,900
<b>DISCOUNT</b>	\$700	\$1,400	\$450	\$750	\$300	\$400
<b>PRICE</b>	\$3,600	\$6,100	\$2,250	\$3,750	\$1,500	\$2,500



## A LA CARTE ITEMS

		PLAYOFFS	CHAMPS
<b>Booth</b>	Each booth purchase includes (1) 8-foot table, (1) power drop, (2) chairs, (2) vendor passes and a dedicated space of 10' x 8' or 10' x 10', depending on venue limitations.	\$400	\$750
<b>Double Booth</b>	Each double booth purchase includes (2) 8-foot table, (2) power drops, (4) chairs, (4) vendor passes and a dedicated space of 20' x 8' or 20' x 10', depending on venue limitations.	\$600	\$1,050
<b>3-Day Ticket</b>	Add on a single 3-day weekend pass for a discounted rate!	\$50	\$65
<b>Internet Connection</b>	Intended to be dedicated line for payment processing. Get your own personal log-in for on-site wireless internet, dependent on venue limitations. 1 username provided per connection.	\$150	\$300
<b>Banner</b>	In-arena display of banner or free-standing cardboard pop-up/signage. Visible to all in-house attendees and possibly broadcast.	\$350	\$500
<b>Scoreboard Logo</b>	Your company's logo/banner displayed digitally in rotation on event scoreboard.	\$250	\$500
<b>Floor Stickers</b>	Get your logo front and center with our vinyl floor stickers. High broadcast visibility. WFTDA covers production.	\$600	\$1,250
<b>Photo Booth</b>	Be part of the co-branded WFTDA step & repeat backdrop behind photo booth for duration of event weekend. Photos will be displayed on WFTDA Facebook.	\$750	\$1,000
<b>All Star Game New for 2018</b>	Have an exclusive branded game! In arena announcements, half time interaction, :10 still on broadcast every ad break throughout the game, featured social posts, event app notification push, co-branded merchandise. Reward skaters with exclusive samples for a great performance.  ONLY Championships [Sat. 8:20 pm]		\$1,250







WORLD ROLLER DERBY CAN CHANGE THE WORLD



## BROADCAST AUDIENCES

		PLAYOFFS	CHAMPS
<b>:10 still graphic ad</b>	:10 sponsor graphic set to music played that sponsor selects. Played 6x per Playoffs   4x Champs broadcast.	<b>\$300</b>	<b>\$800</b>
<b>:30 commercial</b>	:30 commercial played 6x per Playoffs   4x per Champs broadcast	<b>\$500</b>	<b>\$1,400</b>
<b>:30 premium commercial</b>	:30 commercial played 12x per Playoffs   8x Champs broadcast. <b>Guaranteed run in either semi- or final game of tournament</b>	<b>\$700</b>	<b>\$1,750</b>
<b>:60 premium commercial</b>	:60 commercial played 12x per Playoffs   8x Champs broadcast. <b>Guaranteed run in either semi- or final game of tournament</b>	<b>\$1,000</b>	<b>\$2,500</b>
<b>Twitch Party Desk</b>	Sponsor our Live Stream Party Desk on Twitch! This party desk will be announced at your branded party area. Brand streaming sessions from hosting gameplay breakdowns to tournament standing updates, whatever you can do to fill the streamtime! Includes company ad reads and tagline during the streaming sessions and in arena. Excluding the first game on Friday.	<b>\$2,500</b>	<b>\$5,000</b>
<b>Twitch Free Friday Streaming</b>	Sponsor the Friday Free First Game Twitch Stream! Put your company logo on a screen with a branded overlay. Use this game time to have the stream hosts talk about derby 101 or branded product launches and wear company swag! This offer is only for the first game stream session on Friday.	<b>\$750</b>	<b>\$1,250</b>
<b>Broadcast Announcer Booth Branding</b>	Put your logo alongside WFTDA and WFTDA.tv in the WFTDA.tv Announcer Booth. WFTDA will produce this banner.	<b>\$1,000</b>	<b>\$1,500</b>
<b>Facebook Live Sponsor</b>	Brand our Facebook Live interviews! Announcers will feature your product and hit a read of your choosing during every Facebook Live from the event.	<b>\$750</b>	<b>\$1,000</b>

## DIGITAL EYEBALLS

		PLAYOFFS	CHAMPS
<b>Event App Push Notification</b>	Send out a customized notification to all attendees who have download our event app. Push social engagement, flash sales or even friendly reminders!	<b>\$150</b>	<b>\$200</b>
<b>Social Media Sponsored Post</b>	The WFTDA will send one post on Facebook/Twitter per event, of your chosen content. Take advantage of our 91K followers!	<b>\$150</b>	<b>\$200</b>
<b>Medium Web Ad</b>	Get your logo front and center on WFTDA.tv and WFTDA.com front pages and drive traffic to your website through our event season. Online ads stay up for all of 2018.	<b>\$500</b>	<b>\$750</b>
<b>Large Web Ad</b>		<b>\$750</b>	<b>\$1,000</b>

# REACH SKATERS

		PLAYOFFS	CHAMPS
<b>Skater Brand Samples</b>	Get your product in the hands of our athletes. Samples will be provided directly to skaters in their locker rooms/common areas	<b>\$750</b>	<b>\$1,000</b>
<b>Full Lunch Sponsor</b>	Host a private lunch for our 200 volunteers, officials, announcers and staff at each location. Have branded signs and promotional material on display in private lounge area. Only 3 opportunities per location. Sponsor is responsible to provide branded items.	<b>\$2,000</b>	<b>\$4,000</b>
<b>Lunch Donation</b>	In-kind lunch or snack donation for 200 of our volunteers, officials, announcers, staff.	<b>Donation</b>	<b>Donation</b>
<b>Participant Lanyards</b>	Have your brand logo dripping from the neck of all skaters, officials and any other event participants with a branded lanyard!	<b>\$2,500</b>	<b>\$5,000</b>



# ATTENDEE BRAND AWARENESS

		PLAYOFFS	CHAMPS
<b>VIP Title Sponsor</b>	Reach our most dedicated attendees at Championships in New Orleans. Get direct access to our VIP attendees, provide branded lanyards, fun swag like noisemakers or rally towels and go green with a branded reusable tote bags! If you have a new innovative offer, let's discuss!	<b>-</b>	<b>\$2,500</b>
<b>Best Seats In The House</b>	Be the branded gatekeeper for track side seating by driving audiences to your location to pick up wristbands for access! Sponsor will have the opportunity to offer drink tickets and custom branded swag for each attendee.	<b>\$2,500</b>	<b>\$5,000</b>
<b>Coupon/Flyer Distribution</b>	Your coupon or flyer in the hands of the present roller derby audience! We will distribute your coupon or flyer to our audience members. Priced per distribution.	<b>\$100</b>	<b>\$150</b>
<b>Half-time Fan Interaction</b>	Sponsor a fun halftime fan interaction! Get your company's name and swag out in front of the audience while fans and audience members compete in fun games. Rate per half-time.	<b>\$150</b>	<b>\$200</b>
<b>1/4 Page Printed Program Ad</b>	Drive folks directly to you from our printed program. Have your own customized ad in our program.  Each sponsor will receive complimentary programs.	<b>\$100</b>	<b>\$200</b>
<b>1/2 Page Printed Program Ad</b>		<b>\$200</b>	<b>\$400</b>
<b>Full Page Printed Program Ad</b>		<b>\$400</b>	<b>\$600</b>



A CORUÑA, SPAIN

AUGUST 31- SEPTEMBER 2 | #WFTDAPLAYOFFS  
HOSTED BY AS BRIGANTIAS ROLLER DERBY

ATLANTA, USA

SEPTEMBER 21-23 | #WFTDAPLAYOFFS  
HOSTED BY ATLANTA ROLLERGIRLS

NEW ORLEANS, USA

NOVEMBER 9-11 | #WFTDACHAMPS  
HOSTED BY BIG EASY ROLLERGIRLS



# THANK YOU

On behalf of everyone at the WFTDA, we would like to thank you for your passion and support in Roller Derby and hope to see you at our 2018 tournament season! If you do not see anything that works for you, feel free to connect with Rachel Novak to discuss other options that might best suit your company goals.

All items are sold and charged in \$USD. The WFTDA will offer one payment option for all sponsors that is low cost to them.

## U.S. Sponsors:

(Default) Quickbooks Transfer: Free

## Non-U.S. Sponsors:

Wire Transfer: No additional fees from WFTDA; please check with your bank for any additional fees.\*\*

## Other payment options:

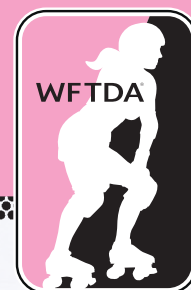
Quickbooks Credit Card: 4% fee & Paypal: 4% fee \*\*

*\*\* You should contact Rachel Novak if you would like to utilize the wire transfer, credit card, or paypal options.*

## CONTACT INFO:

### RACHEL NOVAK

Sponsorship Coordinator  
[sponsorship@wftda.com](mailto:sponsorship@wftda.com)



## WFTDA STAFF:

### Sponsorship Coordinator:

Rachel Novak

### Director of Marketing & Communications:

Jenna Cloughley

### Tournaments Manager:

Sue Nally

### Chief Media Officer:

Erica Vanstone

Atom Skates

Bont

GRN MNSTR  
Roller Sports

Riedell

S-ONE Helmets

Blood & Thunder

Derby4All

Roller Derby Elite

Triple 8

Bruised Skate Noose

Chaya

Crazy Skates

Derby City Skates

Hit This! Derby Gear

Iron Doll Clothing

Notorious Red

Printco Graphics

Roll Line

Roll One Distribution

Roller Derby Athletics

Rollerbones

Viva Las Vegas Skate Company

PREVIOUS SPONSORS