



The **WOMEN'S FLAT TRACK DERBY ASSOCIATION** is the **international governing body** of roller derby, representing over **450 leagues** on **6 continents**.



The Women's Flat Track Derby Association is committed to developing **audience engagement opportunities for sponsors and advertisers** both live at the six events we produce and live online through WFTDA.tv. **The**

**WFTDA Playoffs and Championships** are the **premiere roller derby viewing events of the year globally** and give WFTDA sponsors and advertisers the opportunity to engage directly with athletes and fans around the world.

The International WFTDA Playoffs and Championships bring **highest level of women's flat track roller derby competition in the world**.

The top 60 WFTDA member leagues compete to battle for The Hydra. Whether participating on the track, cheering in the stands, WFTDA tournaments provide everyone who loves roller derby an opportunity to witness the most anticipated matchups of the year.



**ATTENDANCE**

**International WFTDA Playoffs and Championships**

Over **65,000** people have attended (since 2012)

**15,547**

attendees at the 2016 Playoffs and Championships

**30%**

growth over 2015

**By partnering with the WFTDA you will receive premium event sponsorship for the 2017 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 partners will benefit from this lasting resource.

**We encourage you to email [sponsorship@wftda.com](mailto:sponsorship@wftda.com) for opportunities to turn our fans and participants into the audience you have been seeking.**



**Contact [sponsorship@wftda.com](mailto:sponsorship@wftda.com) to order your sponsorship package today**



**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.**

**BROADCAST REACH**

**2016 Broadcast Season**

**ESPN 3** **ESPN3 UNIQUE VIEWERS**

**22,177**

Total Minutes: **1,402,919**

Average Minutes Per Viewer: **60**

**ESPN 3** **ESPN3 ON-DEMAND VIEWERS**

**7,073**

Total Minutes: **1,677,138**

Average Minutes Per Viewer: **67**

**WFTDA.tv UNIQUE VIEWERS**

**133,852**

**WFTDA.tv Archive Viewers**

**857,640**

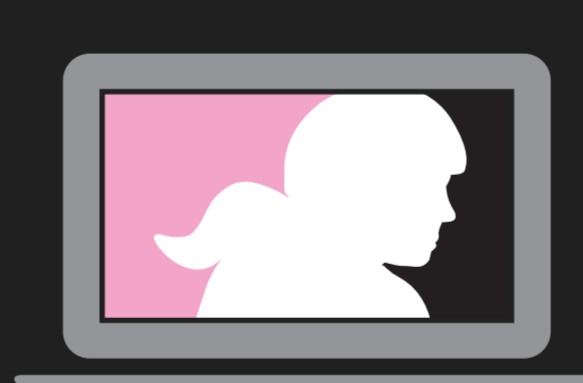
**TOTAL VIEWERS ESPN3 & WFTDA.tv**

**1,020,742**

**ONLINE PRESENCE**

The WFTDA has a **loyal and dedicated fan base.**

Over **168,203** visits per month (Aug-Dec 2016)



**59%** return visitors each month

**f 89,870** Facebook likes

**30,927** Twitter followers

**AUDIENCE STATISTICS**

**AVERAGE FAN AGE** **37** years

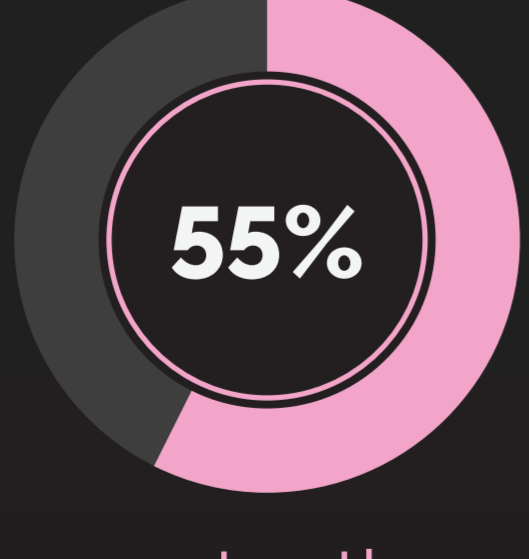
**82%** **STRAIGHT**

**MALE** **39%**

**18%** **GLBT**

**FEMALE** **61%**

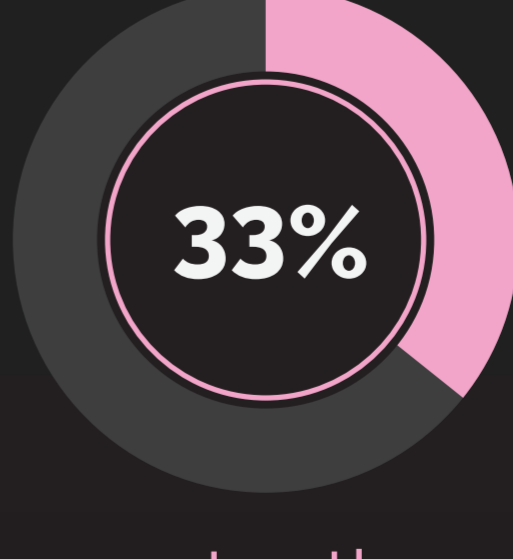
**84%** **SOME COLLEGE EDUCATION**



greater than **\$50,000**



**ANNUAL HOUSEHOLD INCOME**



greater than **\$75,000**

2012 WFTDA Demographic Survey

**REAL. STRONG. ATHLETIC. REVOLUTIONARY.**

**WFTDA.com**

