



Dear Prospective Sponsor:

Imagine it.

When the Arts and Entertainment Channel's (A&E) Rollergirls aired two years ago, there were fewer than 20 Roller Derby leagues in the United States. Now, three years later, close to 300 leagues exist in nearly every major city throughout the country, as well as leagues from Canada, London and New Zealand. Roller Derby is racing across the nation at a furious pace. Your company now has a unique opportunity to cash in on this wave of publicity.

Roller Derby appeals to fans from all walks of life, young and old. Hence, companies such as Doublemint Gum, Coca-Cola, and I pod have recently featured roller skating in their commercials. Furthermore, it has an extensive fan-base of hardcore fans from the 60s and 70s who fondly remember the sports, and revel in sharing the sport with friends, and younger family members. These fans are already attending bouts in the area, while a growing youth fan base is bringing a new hip 21st Century urban-look to the sport. The Wilmington City Ruff Rollers also provide a strong positive female role model for their young fans.

Our extensive sponsorship packages, game-day programs, website advertising, client development packages and more, will allow you to be part of the Wilmington City Ruff Rollers as they make sports history. This variety of packages has something to offer to everyone.

Enclosed with this letter you will find a sponsorship sheet containing a complete listing of our sponsorship opportunities, or contact us directly to custom tailor a package to meet your company's specific needs.

We look forward to hearing from you.

Best regards,

Domenica Personti  
League President  
Wilmington City Ruff Rollers

### *Game-Day Program Ads:*

Full Page Inside Cover = \$200

Full Page Inside = \$150

Half Page = \$100

Quarter Page Inside=\$50

Business Card Inside=\$25

Patron Listing Inside=\$10

Website Sponsor - Information/link displayed on website  
for one full-year from date added =\$400

### *Platinum Sponsors - \$1000 or equivalent in goods or services*

- Announcement of company name and website address at the beginning, end and all breaks throughout the bout
- Season Passes for six people
- Large bout banner
- Full-page advertising on game-day programs (all home games)
- Link on Website
- Autographed Team Photo
- Inclusion in public relations materials
- Recognition in leaflets and flyers at appearances
- Recognition on posters used as advertising

### *Gold Sponsors - \$750 or equivalent in goods or services*

- Season Passes for 4 people
- Medium bout banner
- Half-page ad in game-day program
- Link on website
- Autographed Team Photo

### *Silver Sponsors - \$500 or equivalent in goods or services*

- Season Passes for 2 people
- Small bout banner
- Quarter-Page ad in game-day program
- Link on website
- Autographed Team Photo

Interested parties should contact:  
[sponsorship@wilmingtonruffrollers.com](mailto:sponsorship@wilmingtonruffrollers.com)

Wilmington's Finest, Delaware's First All-Girl Roller Derby League