



## SPONSORSHIP PROGRAMME

### **WHAT IS ROLLER DERBY?**

Roller derby is a fast-paced, full-contact team sport played on roller skates. Over two 30-minute periods, two teams of five players compete in a series of two minute jams, in which the jammer from each team attempts to score points by skating through the pack and gaining one point for each opposing team member she passes per lap.

Blockers assist their jammer and attempt to thwart the opposition using defensive and offensive hip-, shoulder- and full-body hits. The team with the most points at the end of the second half is the winner.



## WHO ARE WE?

We are Sheffield Steel Roller Derby. We are Sheffield's first, largest and highest ranked women's flat track roller derby league, competing at a national and international level. Since 2008 we've gone from a tiny local team to a league comprising two competitive teams, a recreational team, a new skater team and a junior league, with more than 70 active members.

## VALUES

Sheffield Steel Roller Derby's number one rule is 'Be Excellent to Each Other'. This principle guides everything that we do within SSRD and refers not only to members of the league but to other teams, the wider roller derby world and the local community.

We are committed to building a league based on respect and acceptance. Our members come from all walks of life, and this diversity is what helps makes us great. Women and men, gay, straight, bisexual, transgender, cisgender, religious, atheist, full-body abled, disabled, neurotypical, neurodiverse, young and old: the 70+ people who make up our league are all indispensable, and deserve all the love and respect we have to offer.

We believe in redefining what it means to be an athlete. We believe that all bodies are good bodies. We believe that athleticism comes from what you do, not what you look like. We believe in supporting our trans and non-binary teammates in their sporting ambitions.

⚙️ *Be Excellent To Each Other*

⚙️ *Respect and acceptance*

⚙️ *Athleticism for all*

⚙️ *To continue to provide opportunities for the next generations to join the league*

⚙️ *To rise to within the top 20 teams in Europe and Tier 1 of British Championships by 2025*

## OUR GOALS

⚙️ *To secure and fund a permanent home venue for training and games*

⚙️ *To continue to grow our fan base and presence in the Sheffield community*



## WHY SPONSOR US?

### Join the movement

- Become a part of the fastest growing women-led sport in the world and support the incredibly popular This Girl Can campaign
- Be at the forefront of UK Junior Roller Derby! The sport is on the rise among 8-17 year olds and Sheffield Steel Junior Rollers are one of the first junior teams in the country

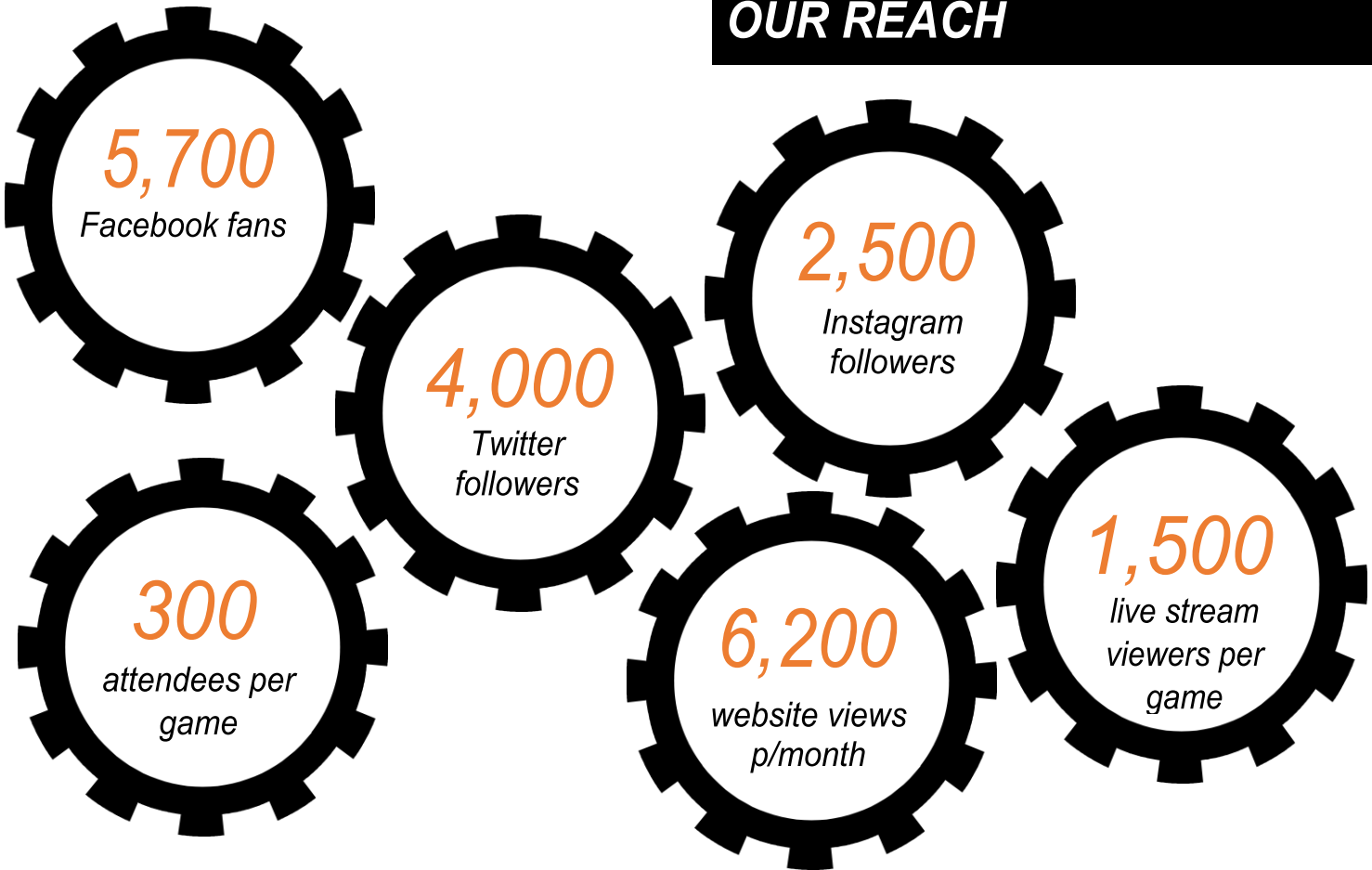
### Be seen

- We work hard throughout the year to increase league awareness with games and off-skates dates
- Access our growing fan base across our website, social media, live streaming, radio appearances and more
- Get your logo seen by 1,000 people in just one hour through our pioneering live stream service

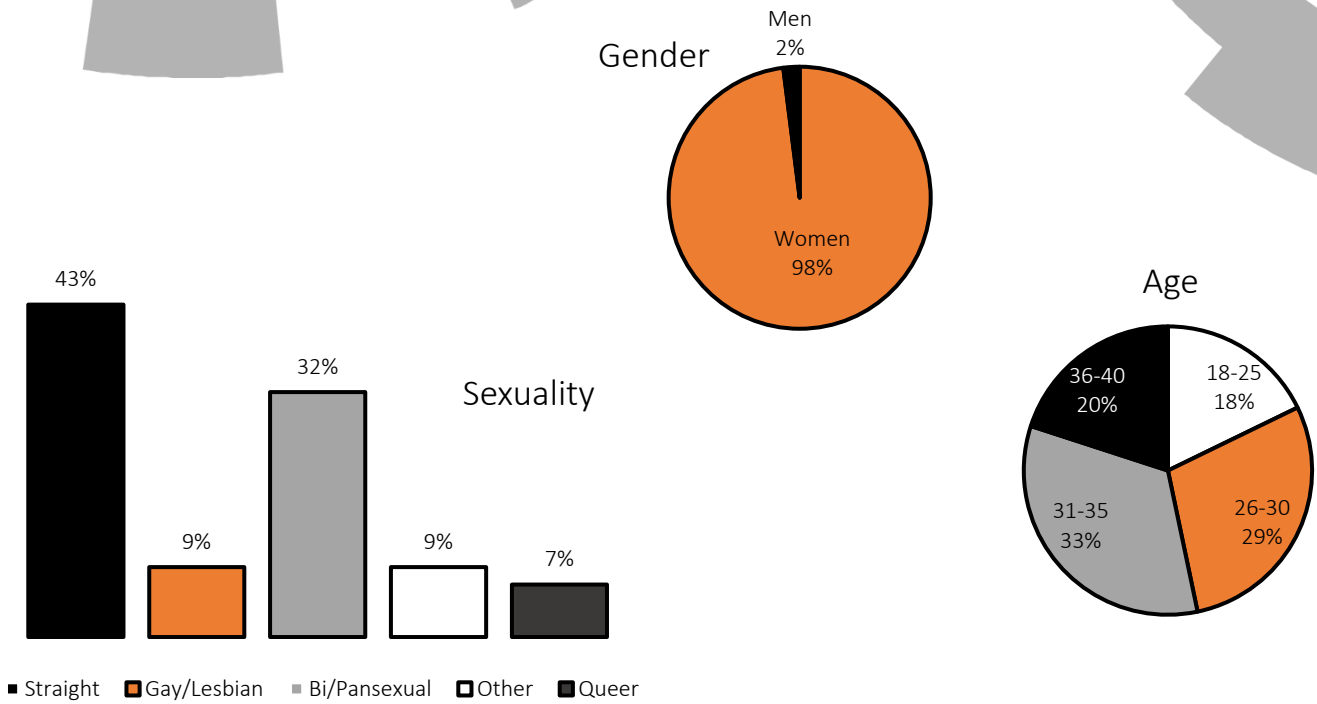
### New business:

- Our members love our sponsors, and use and recommend them regularly
- You'll gain access to a potential new client base of 70+ like-minded members, as well as their networks of friends, family and fans

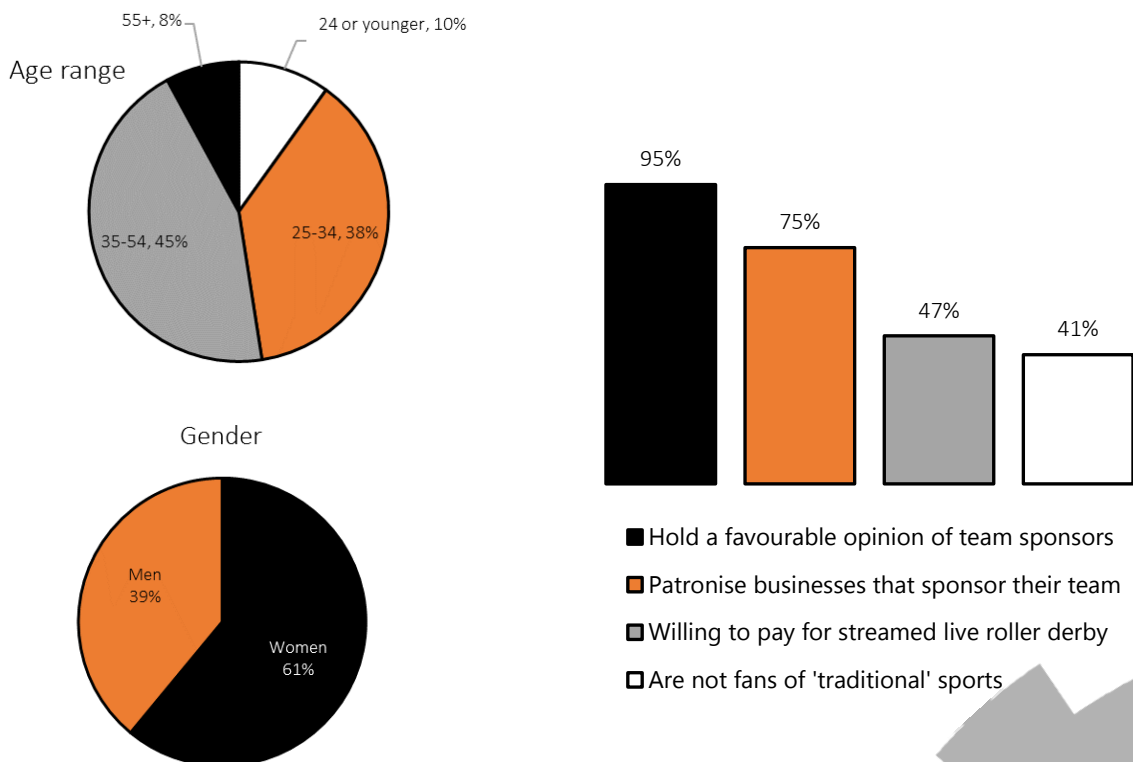
# OUR REACH



# MEMBER DEMOGRAPHIC\*



# AUDIENCE DEMOGRAPHIC\*\*



\* Sheffield Steel Roller Derby Members Equality and Diversity Survey 2017

\*\*Wftda.org. 2012. *Roller Derby Demographics: Results from the Third Annual Comprehensive Data Collection on Skaters and Fans*. [ONLINE] Available at: <https://wftda.org/files/roller-derby-demographics-2012.pdf>. [Accessed 21 February 2018].



## WHO ARE WE LOOKING FOR?

We need your help! As an entirely self-funded league, every contribution helps us grow and develop.

We are looking for sponsors who share our values and who want to help us meet our goals.

We want to support independent businesses in Sheffield and the surrounding area.

### Previous and current sponsors include:

- Local restaurant
- Tattoo and piercing studio
- Vegan confectioners
- Hairdresser
- Artisan tea shop
- Independent gym
- Local building company



## OUR PACKAGES

£350

### BRONZE

Free stall or 2 x free tickets for every home game

Logo and link on SSRG website

Monthly promotion on social media

1 free SSRD t-shirt of your choice

£750

### SILVER

Trackside banner at every home game

Half page advert in programme for every home game

Logo on score board for every home game

Free stall or 2 x free tickets for every home game

Logo and link on SSRG website

Monthly mention and link on social media

2 free SSRD merchandise items of your choice

£1,250

### GOLD

Penalty box banner at every home game

Full page advert in programme for every home game

Logo on score board for every home game

Logo on live stream for every home game

Free stall or 4 x free tickets for every home game

Logo and link on SSRG website

Weekly mention and link on social media

4 free SSRD merchandise items of your choice

**Note:** banners, logos, copy and artwork are to be provided by sponsors

## BESPOKE PACKAGES

Don't see a package that suits your needs or budget? Bespoke sponsorship packages, including uniform sponsorship are also available! Contact [sponsorship@sheffieldsteelrollersgirls.co.uk](mailto:sponsorship@sheffieldsteelrollersgirls.co.uk) for more information.

## SPONSOR OUR JUNIORS!

Sheffield Steel Junior Rollers is our team for skaters of any gender aged 8-17.

To discuss bespoke sponsorship packages for our junior team, please contact [sponsorship@sheffieldsteelrollersgirls.co.uk](mailto:sponsorship@sheffieldsteelrollersgirls.co.uk).

## INDIVIDUAL OFFERS (per game)

Market stall	£20
Half page programme advert	£20
Full page programme advert	£35
Logo on score board	£50
Logo on live stream	£50
Trackside banner	£75
Short ad/promo video on scoreboard	£100
Raffle prize donation	FREE
After party sponsorship	On request

**Note:** banners, logos, and copy & artwork for adverts are to be provided by sponsors



# ALLOCATION OF FUNDS

Roller derby is a sport with expensive start-up costs for each new skater, as everyone needs skates, helmet, knee pads, elbow pads, wrist guards and a mouth guard. With your help, we aim to make our sport more accessible across the community, particularly for prospective skaters and members with lower incomes. We will also put funds towards our savings for a permanent home venue, as well as hiring guest coaches to help us reach our skating ambitions.

- ⚙ *Kit for new skaters*
- ⚙ *Support low income members*
- ⚙ *Fund training and games venue*
- ⚙ *Hire guest coaches*

## GET INVOLVED

If you're ready to become a sponsor for Sheffield Steel Roller Derby, complete our [sponsorship request form](#).

All sponsorship agreements are subject to our [Terms and Conditions](#).

Any questions? Email: [sponsorship@sheffieldsteelrollergirls.co.uk](mailto:sponsorship@sheffieldsteelrollergirls.co.uk)

## VERSION CONTROL

Details	Approved by	Date
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Addition of Sheffield Steel Junior Rollers section	Sheffield Steel Roller Derby Committee	April 2018