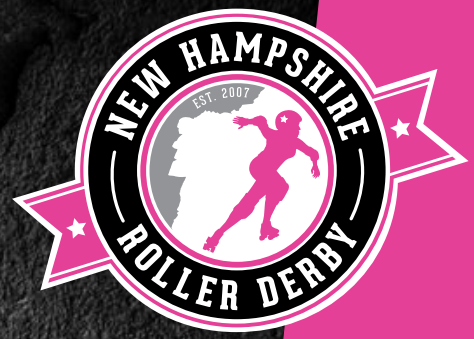


NEW HAMPSHIRE ROLLER DERBY

# SPONSORSHIP OPPORTUNITIES



*Powerful athletes. Powerful reach.*

Photos by Stonewall Photography



## WHY SUPPORT NH ROLLER DERBY?

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

Roller derby fans are invested in the teams they support: 86% of fans know their favorite league's sponsors, and 80% give business to league sponsors!

Sponsors allow NHRD to provide family-friendly athletic entertainment to the people of New Hampshire. We greatly appreciate every sponsor and offer a variety of opportunities to meet your marketing goals, listed on the following page.

If you don't see the benefits you want, contact us at [sponsorship@nhrollerderby.com](mailto:sponsorship@nhrollerderby.com) and we will work together to create a custom sponsorship for you that will meet your budget and marketing needs.



## WHO WE ARE

NH Roller Derby is a 501(c)(3) non-profit sports organization that promotes roller derby athleticism while giving back to the local community.

NHRD has a powerful social media presence with competitive engagement and more than **12,000 active followers across Facebook, Instagram, X, Youtube, and TikTok.**



**Reaching nearly 200,000 people in 2024 alone, the NHRD website proves itself to be a cornerstone for those interested in derby—and the league continues to grow.**

Formed in 2007, NH Roller Derby plays on a flat track and is a ranked member of the Women's Flat Track Derby Association (WFTDA). Its current top level team, the NHRD All-Stars, competes for rank against more than 300 other teams worldwide.

Our home games are all double-headers, and routinely bring in 300-500 local sports fans. Our home venue, the JFK Coliseum in Manchester can seat up to 1000 spectators—so each year we have a great opportunity for growth.



## ABOUT OUR FANS

Our loyal fans have been attending our games for well over a decade! Since our first public game in 2009 we have seen all ages and people from all over New England. Some are friends, some are family, many are repeat local fans from the greater Manchester and New Hampshire area. But all are part of our ever growing derby family!



# SPONSORSHIP PACKAGES (ALL ARE FOR 1 YEAR)

Sponsor Options	Social Media Package \$200	Star \$250	Icon \$500	Hero \$1,000	Legend \$2,000
Logo linked on website	✓	✓	✓	✓	✓
Social Media Posts and Tags	✓	✓	✓	✓	✓
Photo of business/product w/skaters posted on socials	✓	✓	✓	✓	✓
Live mentions at games	—	✓	✓	✓	✓
Program ad	—	1/4 page	1/2 page	Full page	Full page
Trackside banner displayed*	—	—	Standard visibility	High visibility	Max visibility
Game day tickets**	—	2 per game day	2 per game day	4 per game day	6 per game day

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

## à La Carte Prices for the Calendar Year

Program Ad	Price	Trackside Banner	Price	Booth Space	Price
1/4 page	\$50	Standard Visibility	\$100	10' x 10' one day only	\$75
1/2 page	\$100	High Visibility	\$150	10' x 10' all home games	\$200
Full page	\$200	Max Visibility	\$200		

## ART REQUIREMENTS

### Program Book Ads

Full page 4.75" x 7.5"	1/2 page 4.75" x 3.75"	
	1/4 page 2.375" x 3.75"	

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).

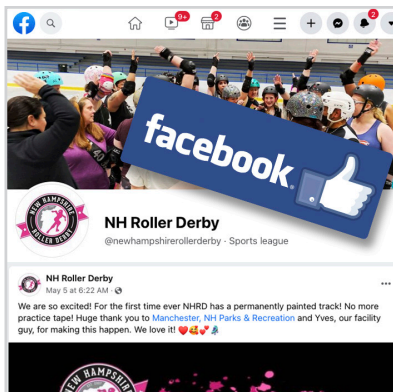
### Trackside Banners

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

Logos are accepted for all sponsors. Logos can be high resolution (300dpi) PNG, JPG, GIF, PSD, or AI format (PNG, PSD, or AI preferred).

Email artwork to: [marketing@nhrollerderby.com](mailto:marketing@nhrollerderby.com)



# NH ROLLER DERBY SPONSORSHIP FORM

Sponsorship Package Options	
✓ Package Name	Price
Social Media Package	\$200
Star Sponsorship	\$250
Icon Sponsorship	\$500
Hero Sponsorship	\$1,000
Legend Sponsorship	\$2,000
I'd like a custom package, please call me	

à La Carte Sponsorship Options	
✓ Description	Price
Program Ad: 1/4 Page	\$50
Program Ad: 1/2 Page	\$100
Program Ad: Full Page	\$200
Banner** Display: Standard Visibility	\$100
Banner** Display: High Visibility	\$150
Banner** Display: Max Visibility	\$200
10' x 10' Booth Space*: 1 Day	\$75
10' x 10' Booth Space*: All Home Games	\$200

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All sponsorship packages include booth space at every home game.

*\*Booth space is limited and is offered on a first-come, first-served basis. Up to four (4) people may work at your booth each day without paying admission.*

Sponsorship packages, à la carte program ads, and banner displays are valid for the entire calendar season.

*\*\*Banners must be provided by the sponsor.*

## Additional Requests or Details:

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Please submit this form with a check made payable to: **NH Roller Derby, P.O. Box 361, Manchester, NH 03105**

You may also submit payment via **Paypal** to **money@nhrollerderby.com**. If there are any stipulations or agreements that you require, please include them with this form. In-kind and trade proposals require a description and estimated value of your items with this form. In-kind sponsorships and evaluations are subject to NH Roller Derby approval. For questions and additional information, please contact the NHRD Sponsorship Committee at **sponsorship@nhrollerderby.com**.



# NHROLLERDERBY.COM