



SPONSORSHIP OPPORTUNITIES



What is Shoreline Roller Derby?

Shoreline Roller Derby (SLRD) is southeastern Connecticut's most exciting, full-contact sports league! We play and promote flat track roller derby for fun and to develop athleticism, self-confidence, and fellowship in our community.

Founded in February 2011, SLRD is a 501(c)(4) not-for-profit recreational athletic league of about 50 members aged 18-50+. When we're not playing, training, or promoting derby, we work all manner of day jobs to pay for skates, protective gear, insurance, and travel to demonstrate our passion for the sport. We recruit and train new skaters each year in preparation for a game season that stretches from early Spring through Autumn.

Interest in the sport has only increased since the pandemic, which brought awareness to roller skating and the game. And, as an extremely inclusive sport, roller derby is a safe haven that attracts folks from all walks of life. If you ever have the opportunity to chat with a derby player, you will hear how derby "saved their soul" or "empowered them" to be their best self. It truly is a beautiful thing. We ask you to consider being part of this inclusive, fun, and badass derby family by sponsoring today!

Why Sponsor Shoreline Roller Derby?

Roller Derby has come a long way from its most familiar incarnation as a staged show in the 1970s. Played on four-wheeled, "quad" skates, modern roller derby is often described as "a combination of NASCAR, hockey, and chess." Today's roller derby is *100% real*, displaying endurance, teamwork, strategy, and full-contact hits that keep the action going. Our 2025 Home Season will have at least four games to be played at UConn's Avery Point gymnasium in Groton, CT.

SLRD's public games (or "bouts") and our many community outreach and fundraising events create great exposure and generate increased awareness for your business among our hundreds of fans throughout southeastern Connecticut. SLRD's fan base is diverse, including all demographic categories – likely including *your customers!*

We rely on local businesses and interested individuals to help support our mission, activities, and growth, and we hope you'll consider lending a hand! **Your financial support** goes directly toward funding practice space & time, uniforms, training, bout production, insurance, and other operational costs. Our members pay monthly dues, buy and maintain their own protective gear, and are additionally responsible for travel and insurance expenses. Please join us as we continue to grow and compete in this exciting and life-changing sport



2025 Sponsorship Packages

Platinum Level Sponsorship

\$250

- Full-page advertisement in each home bout program (back cover, inside front, or inside back cover as available)
- Vendor space at all home bouts (space permitting)
- Your banner displayed at our bout venue (provided by you)
- At least two announcer mentions per bout
- Your logo and a link to your business on shorelinerollerderbyct.com
- Autographed photo of Shoreline Roller Derby league, suitable for display
- Social media mentions
- FOUR season tickets, good for all home bouts (dates listed on final page in packet), in VIP seating, plus opportunities to see home scrimmages free of charge!

Gold Level Sponsorship

\$150

- Half-page advertisement in each home bout program
- Vendor space at all home bouts (space permitting)
- Your banner displayed at our bout venue (provided by you)
- At least one announcer mention per bout
- Your logo and a link to your business on shorelinerollerderbyct.com
- Autographed photo of Shoreline Roller Derby league, suitable for display
- Social media mentions
- TWO season tickets, good for all home bouts (dates listed on final page in packet), plus opportunities to see home scrimmages free of charge!

Bronze Sponsor

\$50 per bout

- Your business announced multiple times as presenting sponsor of half-time activities OR you may choose to put on the half-time show
- Display of your banner at the bout
- One ticket to the bout being sponsored

Custom Sponsorship packages are ALWAYS available!

For questions or more information, please contact the Shoreline Roller Derby Sponsorship Committee at:
sponsorship.slrd@gmail.com

We encourage sponsors and potential sponsors to attend one of our twice-weekly training sessions. Just let us know when you want to come out and see what we're all about!



SPONSOR A SKATER \$100

Sponsor a skater of your choice for the entire 2025 season*:

You do not need to be a business to sponsor a skater! Family, friends, colleagues... anyone is encouraged to show their support of their favorite skater by sponsoring them for the season!

- For businesses, upon Skater approval, the Sponsored Skater will proudly wear a helmet sticker featuring your business logo at all home and away bouts for one year
- Sponsorship listing with their image on the Shoreline Roller Derby website (www.shorelinerollerderbyct.com)
- Sponsorship listing in home bout programs
- Signed photo, at the discretion of the skater
- Social media mentions
- TWO season tickets for all SLRD home games (dates listed on final page in packet), plus opportunities to see home scrimmages free of charge!

**Skater must approve of sponsorship*

ADVERTISE WITH SHORELINE ROLLER DERBY

Bout Program advertisement for one Home Game:

Full Page	Half Page	Quarter Page	Shout outs
\$75	\$50	\$25	\$10

Logo and link on the Shoreline Roller Derby website:

One year: \$100

Vendor space, per bout: \$25

- includes 1 admission, bring your own table or display

Custom Sponsorship packages are ALWAYS available!

For questions or more information please contact the Shoreline Roller Derby Sponsorship Committee at: sponsorship.slrd@gmail.com



I'M READY TO SPONSOR!

Please indicate the level of sponsorship you are interested in:

\$250 (Platinum) \$150 (Gold) \$50 (Bronze) \$100 (Skater)

Other Amount \$ _____

All donations are good for one year from the date of donation

Contact Name: _____

Company Name (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone _____

Company Website (if applicable): _____

Skater Being Sponsored (if applicable): _____

Submit this form with a check payable to Shoreline Roller Derby

Shoreline Roller Derby
Attn: Cassie Libardi, Sponsorship Committee
8 Gray Farm Rd
Ledyard, CT 06339

Venmo and PayPal payment options available. For questions or more information please contact Shoreline Roller Derby Sponsorship: sponsorship.slrd@gmail.com



2025 Home Bout Season

at UConn Avery Point Gymnasium

Saturday, April 5 vs. Providence

Saturday, May 3 vs. Connecticut

Saturday, June 21 vs. Dirty Jersey

Saturday, September 6 vs Monadnock

Follow Shoreline Roller Derby on Facebook and Instagram for updates!

UConn Avery Point Gymnasium
1084 Shennecossett Rd., Groton, CT 06340