

# Shoreline Roller Derby 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 2024 Home Season will have three 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!



## Shoreline Roller Derby

### 2024 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](http://shorelinerollerderbyct.com)
- Autographed photo of Shoreline Roller Derby league, suitable for display
- Social media mentions
- FOUR season tickets, good for all three 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](http://shorelinerollerderbyct.com)
- Autographed photo of Shoreline Roller Derby league, suitable for display
- Social media mentions
- TWO season tickets, good for all three home bouts (dates listed on final page in packet), plus opportunities to see home scrimmages free of charge!

#### Halftime 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.slrld@gmail.com](mailto:sponsorship.slrld@gmail.com)**

# Shoreline Roller Derby

## Sponsor A Skater

Sponsor a skater of your choice for the entire 2024 season: \$100

*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 him/her for the season!*

- For businesses, 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](http://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 three SLRD home games (dates listed on final page in packet), plus opportunities to see home scrimmages free of charge!

## Advertise with Shoreline Roller Derby

Bout Program advertisement for one Home Game:

\$75 Full Page                      \$50 ½ Page                      \$25 ¼ Page                      \$10 Shout-Outs!

Logo and link on the Shoreline Roller Derby website for one year: \$100

Vendor space, per bout: \$25

- includes 1 admission, bring your own table or display

*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!*

**Custom Sponsorship packages are ALWAYS available!**

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



I'M READY TO

SPONSOR!

Please indicate the level of sponsorship you are interested in:

\$250 (Platinum)    \$150 (Gold)    \$50 (Halftime)    \$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](mailto:sponsorship.slrd@gmail.com)**



**2024 Home Bout Season**  
**at UConn Avery Point Gymnasium**

**Saturday, March 23**

**Saturday, April 20**

**Saturday, June 8**

**\*\* Follow Shoreline Roller Derby on Facebook for updates! \*\***

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