



Dear Potential Sponsor:

Thank you for your interest in Missfits Roller Derby (MRD). We are a Banked Track and Flat Track Roller Derby League. We are a league of women who strive for athletic excellence and serve as role models for our families and communities.

Inspired by leagues throughout the greater Houston area, the Missfits Roller Derby team was started in the July of 2012 by skaters. We maintain a "by the skaters, for the skaters" mentality. Our team has grown over the years and we are currently the only team in Houston playing both flat track and banked track bouts.

Outside the track, these women are mothers and wives, professionals, students, and entrepreneurs from all walks of life. Inside the track, they are fierce athletes contributing their time and energy to a grassroots, skater-owned and operated organization. The skaters and volunteers of MRD have a lot of fun staying involved in the community, by participating in charitable events, and contributing to many great causes. For a growing number of local women, roller derby is a way to gain confidence, get in shape and help promote our city.

Our goals as a team are:

1. Provide training clinics for our skaters in order to continue to improve their skill level
2. Find a local space where we can practice more frequently (warehouse space is optimal)
3. Purchase or build our own banked track so that we can hold banked track bouts in our hometown.
4. Cover travel expenses for our team as we travel to other cities to compete
5. Recruit additional team members in order to have several teams for competition at all levels (fresh meat, intermediate and elite)

We are looking for companies and individual sponsors to work with that share our passion for healthy living, athleticism and a responsibility to our community.

Missfits Roller Derby will gain you a powerful and outspoken ally for your organization. We are strong and vigorous female role models on a mission to promote a healthy approach to skating & living. We would be happy to use some of this energy to promote your company in return for your support.

Sincerely,

Missfits Roller Derby Board of Directors

Keri Strother (Hulk Smash-Her), Amanda Carmona (Paula Cream Her), Sarah Kennedy (Sake Bomb), Jennifer Miller (Miller the Killer)

Attached: Sponsorship Package

Missfits Roller Derby

2015 Sponsorship Package



Missfits Roller Derby

FOR THE SKATERS, BY THE SKATERS

All female Flat/Banked Track Roller Derby Team

www.facebook.com/MissfitsRD

www.missfitsrd.com



Paula Cream-Her taking out the Maidens Jammer

What is Roller Derby?

Roller Derby is a fast-paced contact team sport, requiring speed, strategy, and athleticism. It is played around an oval flat track by competitors on roller skates. Two teams of “blockers” compete to get their “jammer” through the pack of blockers to score points. The “bouts” (games) are split into two 30 minute periods, made up of “jams” that can last up to 2 minutes each. It is hard hitting entertainment that keeps fans on the edge of their seats.

In January 2014 Missfits Roller Derby (MRD) joined South Side Roller Derby (SSRD) as the fourth team for their league.

Although we skate with them we have remained our own league. SSRD is the only banked track league in the Houston area. The banked track game is very similar to the flat track game it is just played on the 1970's style track. All the SSRD skaters are also amateur skaters and are not paid athletes.

Who are the Missfits?

MRD is an all-female, full Missfits Roller Derby is a 501(c) 3 non-profit organization, contact, flat and banked track roller derby team committed to the betterment of the physical and mental strength of its members through fostering the amateur sport of roller derby. Skaters are females aged eighteen or over who exhibit exceptional athleticism, leadership, and sportsmanlike conduct both on and off the track. We are a group of hardworking, independent, reliable, quick-witted, and fully involved women who are dedicated to our sport and each other. The team fully supports community outreach of all forms in Humble and the surrounding area. We volunteer our time in helping not only our league succeed, but our community as well, through our efforts to be role models to benefit those that live around us and support us. MRD follows the rules and guideline set forth by the Women's Flat Track Derby Association (WFTDA) and Roller Derby Coalition of Leagues (RDCL), and subscribes to a “for the skaters by the skaters” ethic.

Our team is proudly composed of business owners (Miller the Killer, & Jo Mama), medical professionals (Hulk, Sake Bomb, Jenneration Wrecked, Acid Reign, Mazzy Scar, Steel City, Angela Doom, & Bang Bang), a pilot (Paula Cream-Her), students (Happy Killmore & Miller Instinct), a photographer (Mrs. Queen), an exotic animal trainer (Broad Street Bully), a financial analyst (Joz of Life) and a stay at home mom (Boutte

Call); however, twice a week we transform into our own versions of “Wonder Woman” and become the Missfits. Founded in July 2012, what originated as a Facebook post later graduated to a team of skaters who purchase their own equipment and all pay monthly dues.

Why Sponsor Roller Derby?

With skater costs averaging around \$500 per person a year, the sport can become relatively expensive. While each skater purchases her own gear and skates, many costs of bout production, building rentals and promotions cannot be covered by monthly dues alone.

MRD is approaching sponsorship with the ‘give some/get some’ mentality. With your help we will be able to make Missfits Roller Derby a key component in the Humble area. Your assistance will help us improve not only our league’s financial capabilities, but those who reach out to us for assistance. We thank you for your support!

Sponsoring a Roller Derby League is a sound business investment.

- ❖ 82% percent of fans recognize the businesses that support their local roller derby league. 95% of those fans hold a favorable opinion of these businesses.
- ❖ 78% of fans make a point to patronize businesses that sponsor their local league. This can lead to repeat business for your company.
- ❖ Roller Derby fans have spending power! 33% of fans have a household income of \$75,000 per year or higher.
- ❖ 41% percent do not consider themselves fans of traditional major sports. This is a new market to expand advertising into.

Many roller derby fans are hard to reach with traditional sports advertising. So, don't miss the opportunity to partner with women's flat/ banked track roller derby while the sport is young and growing.

Missfits Pre-game Huddle



Pictured left to right: Paula Cream-her, Miller the Killer, Hulk, & Sake Bomb



LEAGUE SPONSORSHIP PACKAGES

\$1500 Adopt- The- Team:

- 1) A full page ad* in 2015 home bout programs
- 2) 2 company banners* between 6' wide x 32" tall and/or 6' wide x 55" tall at home bouts
- 3) Promotional booth at home bouts (company to staff)
- 4) Announcer mention during home bouts
- 5) Logo & link to sponsor's website on MRD website homepage for 2015 season
- 6) Link to sponsor's website on MRD Facebook page for 2015 season
- 7) 8 season tickets which includes meet-and-greet & picture with the Missfits**
- 8) One home bout of the season will be named in honor of the sponsor
- 9) Sponsor may donate merchandise to be given away at all bouts
- 10) 6 On-site appearances (must be scheduled 14 days in advance)

\$1000 The Pack:

- 1) A half-page ad* in 2015 home bout programs
- 2) 6'wide x 32" tall company banner* at home bouts
- 3) Announcer mention during bouts
- 4) Logo & link to sponsor's website on MRD website homepage for 2015 season
- 5) Link to sponsor's website on MRD Facebook page for 2015 season
- 6) Logo on all rostered skaters' jersey/helmet for 2015 season (may be covered when jamming or pivot)
- 7) 6 season tickets which includes meet-and-greet & picture with the Missfits**
- 8) 3 On-site appearances (must be scheduled 14 days in advance)

\$500 The Jammer:

- 1) 4'wide x 18" tall Banner* with you company logo for home bouts
- 2) A one-quarter page ad* in 2014 home bout programs
- 3) Announcer mentions during bout
- 4) Logo & link to sponsor's website on MRD website for 2015 season
- 5) Link to sponsor's website on MRD Facebook page for 2015 season
- 6) Logo on 5 rostered skaters' jersey/helmet for 2015 season (may be covered when jamming or pivot)
- 7) 4 season tickets which includes meet-and-greet & picture with the Missfits**

\$250 The Pivot:

- 1) A one-eighth page ad* in 2015 home bout programs
- 2) Logo & link to sponsor's website on MRD website for 2015 season
- 3) Link to sponsor's website on MRD Facebook page for 2015 season
- 4) Logo on 3 rostered skaters' jersey/ helmet for 2015 season (may be covered when jamming or pivot)
- 5) 2 season tickets which includes meet-and-greet with the Missfits**

\$100 Adopt-A-Missfit:

This is an opportunity for your business to sponsor a Missfit. By sponsoring a Missfit, your business becomes a sponsor for the entire league.

- 1) Sponsor and tag-line announced 4 times (2 each period) at each home bout
- 2) Sponsor listed in bout-day programs
- 3) Logo & link to sponsor's website on MRD website for 2015 season
- 4) Link to sponsor's website on MRD Facebook page for 2015 season

Other Sponsorship Opportunities:

\$300 Website Representation: Logo with reciprocal link for the season

\$100 Penalty Box Sponsorship: It's inevitable. In a contact sport like roller derby, penalties happen. Purchase this unique sponsorship package and we will announce you every time a girl enters the penalty box at home bouts.

\$50 Friends of the Missfits: An honorable mention of your generous donation on our Sponsorship page on our website (Name or picture of company logo)

Season Program Ads* your advertisement in our program for the full 2015 season.

\$200 - Full Page	\$100 - 1/2 Page
\$300 - Full Page Back Cover	\$50- 1/4 Page
\$250 - Inside front or back cover	\$30- Friend Listing

Donations:

Venues to hold fundraisers

Printing services for flyers, brochures, posters, etc.

Merchandise services

Many, many more – just speak to us regarding your goods and talents and our needs!

All donations monetary or otherwise are tax deductible. Montgomery County Missfits INC (tax ID # 82049473195).

*Signs, banners, ads, Logos are provided by your company

** Pictures must be scheduled for before or after bouts (in an effort to include all skaters)





Our Schedule

Date	Opponent	Banked/Flat Track	Home/Away
January 10 th	Maidens of Malice	Banked	Away (Pasadena)
March 28 th	Biohazard Babes	Banked	Away (Pasadena)
April 4 th	Hurricane Alley	Flat	Away (Corpus Christi)
April 19 th	Conroe Cutthroats	Flat	Away (Conroe)
May 9 th	Cutthroat Cupcakes	Banked	Away (Pasadena)
June 13 th	Heart of Texas Skaters	Flat	Away (San Antonio)
June 27 th	Las Pistoleras	Flat	Away
July 5 th	NFRD	Flat	Away
July 11 th	TBD	Banked	Away (Pasadena)
August 5 th	NFRD	Flat	Home
September 12 th	Spindletop	Flat	Away (Beaumont)
October 4 th	Conroe Cutthroats	Flat	Home
November 7 th	TBD	Banked	Away (Pasadena)

**Additional Home Bouts to be added

2015 LEAGUE SPONSORSHIP FORM

Missfits
Roller
Derby



Business Name: _____

Type of Service or Products: _____

Contact Name: _____

Address: _____

Phone: _____

Email Address: _____

Website: _____

Please indicate your level of interest:

_____ One time cash donation: \$ _____

_____ Penalty box \$100

_____ Adopt- The- Team \$1500

_____ Friends of the Missfits \$50

_____ The Pack \$1000

_____ Adopt-A-Missfit: \$100

Name of Missfit: _____

_____ The Jammer \$500

_____ Website Representation \$300

_____ The Pivot \$250

Payment Method [Check One]:

_____ Check make payable to: "Montgomery County Missfits Inc."

_____ Cash

Printed Name: _____

Signature: _____

Date: _____

Missfit Representative: _____

**Company logos must be submitted to MRD in .jpeg format 21 days prior to the scheduled bout date. Banners must be provided to MRD at least 3 days prior to the scheduled bout date.

Thank you in advance for your time and consideration to sponsor Missfits Roller Derby. Please return this form to a MRD representative by mailing to: 320 N. Sam Houston, Humble, TX 77338 or emailing to: missfitsrdinfo@yahoo.com