

Dear Potential Sponsor:

The Mississippi Brawl Stars Roller Derby League (MBS) is seeking local, statewide, and national businesses to sustain beneficial, community-building, and long-term partnerships between roller derby and its supporting organizations.

While roller derby started as a grass roots movement, it has gained the attention of thousands of new fans of diverse backgrounds in the Golden Triangle as well as Mississippi and the Nation as a whole. Thousands of leagues have grown from small ideas to global fan bases in an estimated 10 year growth span from the sport's most recent incarnation.

The Mississippi Brawl Stars would like to ask you to consider joining us in our mission to "promote the sport of women's flat track roller derby in the Golden Triangle area, and the power, beauty, and skilled athleticism of women in general," (MBS Mission Statement, Sec. 1). Not only do we seek to provide fitness, competition, and lifelong friendships between women all over the worldwide derby community, but each MBS home "bout" (game) consists of donating a portion of proceeds to local charities. While our primary charity is the Palmer Home for Children, we have previously worked with disaster relief and local law enforcement's choice of charities among other nonprofit organizations to provide additional funding for activities and programs under each nonprofit.

A study conducted by the Women's Flat Track Derby Association of approximately 10,000 people, 82% of roller derby fans know the businesses who support their local roller derby league, 95% hold a favorable opinion of these businesses, and 75% have patronized businesses that sponsor their local league.

We have many sponsorship packages available, and advertising your logo starts at just \$25. All sponsorship packages are negotiable by contacting a representative of the Mississippi Brawl Stars Sponsorship Committee, and all funds exclusively benefit the MBS and our philanthropic affiliates. The unique opportunity for your business's name to reach thousands of roller derby fans via programs, radio advertisements, websites, posters, flyers, and print media is worth the price. Comparatively the small investment it takes to support MBS is minute as opposed to the fee it takes to support collegiate sports in our area. The Mississippi Brawl Stars has a non-profit status of

501C3. Not only does your sponsorship of the MBS help promote the sport of women's flat track roller derby, it is tax deductible.

Thank you for your time and consideration! We look forward to hearing from you and wish you and your business much success this season!

Sincerely,

The Mississippi Brawl Stars

Derby Demographics:

Fans:

Gender:

- 61% Female
- 39 % Male

Ages:

- Average age= 37
- 25-34= 38%
- 35-54= 45%

Education:

- Some College= 84%
- College Degree= 63%
- Graduate Degree= 22%

Economics:

- 25K-34K=11%
- 35K-49K=17%
- 50k-74k= 22%
- >75K= 33%

82% percent of all fans know the businesses that support their local roller derby league

95% hold a favorable opinion of these businesses.

78% make a point to patronize businesses that sponsor their local league

Skaters

Gender:

- 94% Female (There are Male Roller Derby Leagues
- 56% of League Volunteers are Male

Ages:

- Average age= 31.2
- <24=13%
- 25-34= 59%
- >35= 27%

Education:

- Some College= 84%
- College Degree= 65%
- Some Graduate School= 32%
- Graduate Degree= 24%

Economics:

- 25K-34K=13%
- 35K-49K=19%
- 50k-74k= 45%
- >75K= 26%

Mississippi Brawl Stars
Season Sponsorship Packet



We shine through the pain . We fight past the exhaustion.

We are your friends, sisters, daughters, wives and mothers.

We are strong relentless powerful women.

**BECOME A SPONSOR TO THE FASTEST GROWING SPORT IN THE WORLD AND ADVERTISE
YOUR BUSINESS TO THOUSANDS OF FANS**

Sponsorship Packages and Rates

MVP Jagger-\$1,000 annual contribution

Includes the following per season:

- Designated post on Facebook twice a month with link to website and/or Facebook page of your choosing
- Premiere track-side and entrance signage during all home bouts
- Logo featured on advertisement posters for season and home bouts
- Full page advertisement in all bout programs
- Sponsor mentioned up to three times during bout by announcer

Buy Your Own Bout \$600 annual contribution

Includes the following for your bout:

- Premiere entrance signage
- Bout named after you, you get to choose name of the bout
- Designated post on Facebook weekly in the 4 weeks prior to your bout with link to website and/or Facebook page of your choosing
- Sponsor mentions you a ridiculous amount of times during bout
- Bout will be themed after you
- Premiere VIP seating for up to 10 people
- Advertisement posters for the bout will include your bout name.

*MBS reserves the right to refuse any bout names or themes that are deemed inappropriate or against MBS constitution.

MVP Blocker-\$500.00 annual contribution

Includes the following per season:

- Facebook mention monthly with link to website and/or Facebook page of your choosing
- Premiere track-side signage during all home bouts
- Logo featured on advertisement posters for season and home bouts
- Full page advertisement in all bout programs
- Sponsor mentioned up to two times during bout by announcer

Power Jam-\$300.00 annual contribution

Includes the following per season:

- Designated post on Facebook monthly with link to website and/or Facebook page of your choosing
- Premiere track-side signage during all home bouts
- Logo on all home bout posters
- Half-page advertisement in all home bout programs
- Sponsor mentioned up to two times during bout by announcer

Penalty Box \$250.00 Annual Contribution

Buy our penalty box for the year. All home bouts, the penalty box will be named after you. Will be announced as the "insert name" penalty box any time it is referenced during bout. All chairs in penalty box will be outfitted with custom chair covers that have your logo on front and back.

Star Pass-\$200.00 annual contribution

Includes the following per season:

- Designated post on Facebook bimonthly with link to website and/or Facebook page of your choosing
- Track-side signage during all bouts home
- Logo on all home bout posters
- Quarter page advertisement in all home bout programs
- Sponsor mentioned during bout by announcer

Jam Start Line \$150.00 Annual Contribution

Buy our jam start line for the year. All home bouts, the jam start line will be named after you. Will be announced as the "insert name" jam start line any time it is referenced during the bout.

Whip Assist-\$100.00 annual contribution

Includes the following per season:

- Designated post on Facebook bimonthly with link to website and/or Facebook page of your choosing
- Logo on all home bout posters
- Quarter page advertisement in all home bout programs

Speed-\$50.00 annual contribution

Includes the following per season:

- Designated post on Facebook quarterly with link to website and/or Facebook page of your choosing
- Quarter page advertisement in all home bout programs

Personal Sponsor Package

Adopt a Player for the Year \$300.00

Includes the following per season:

- Pays all dues for the year for a chosen player
- Pays away bout hotel cost for chosen player
- Pays for new team jersey for chosen player
- Autograph from chosen player

Friendly Dues for the Year \$180.00

Includes the following per season:

- Pays all chosen players dues for the year
- Autograph from chosen player

Bout Program Ads

- ¼ Page Bout Ad- \$12.50
- ½ Page Bout Ad- \$25.00
- Whole Page Bout Ad- \$50.00

Trade Sponsorship

If you have a service or product that you are confident MBS can utilize during our Season, please contact us about arranging a trade sponsorship.

Custom Sponsorship

If you do not see any packages that meet your needs, please contact us. All sponsorships are negotiable and can be tailored to meet your needs.

Contact Information

Sponsorship Head: Junauh Allgood (Sadie Word)

Phone: 601-692-3395

E-Mail: sponsor@mississippibrawlstars.com

**** Note that only materials or supplies used to provide trade or service sponsorships are tax deductible. Time and effort to perform those services are not tax deductible. All tax implications of trade sponsorships for time and services donated are between donor and their account.****

Season Sponsorship Packages



Please select a package and remit form along with
A check to: Mississippi Brawl Stars
P.O. Box 1691 Starkville, MS 39760

Choose your Package

- MVP Jammer - \$1,000
- Buy Your Own Bout- \$ 600.00
- MVP Blocker- \$ 500.00
- Power Jam - \$ 300.00
- Penalty Box - \$ 250.00
- Star Pass- \$200.00
- Jam Start Line - \$ 150.00
- Whip Assist- \$100.00
- Speed- \$50.00

Personal Sponsor Package

- \$300.00 Adopt a Player
- \$180.00 Friendly Dues

Player Name: _____

Bout Ads

- ¼ Page- \$ 12.50
- ½ Page- \$ 25.00
- Whole Page- \$50.00

Sponsor Information

Company Name: _____

Contact Person: _____

Phone Number: _____

Address: _____

E-mail Address: _____



To Whom It May Concern,

I have read, understand, and agree to uphold all policies and stipulations stated within the Mississippi Brawl Stars' Sponsorship Packet. I acknowledge that the above stated information is correct to the extent of my knowledge. Limitation of liability: The Exhibitor assumes the entire responsibility and liability for losses, damages, or claims arising out of exhibitors activities on the premises of the Mississippi Brawl Stars' hosting facility and will indemnify, defend and hold harmless the hosting facility and the Mississippi Brawl Stars, its agents, servants, employees, players, or volunteers from any and all such losses, damages, and claims.

Signature Sponsor: _____ Date_____

Signature MBS Representative: _____ Date_____