

# Calgary Roller Derby Association



2017 Season  
Advertising  
Opportunities

# About Calgary Roller Derby Association

Calgary Roller Derby Association is synonymous with hard-hitting, fiercely competitive women's sport action in a family-friendly setting. If you want to be aligned with the latest, greatest, toughest women's sport around, then roller derby is the place for you! We are always looking for new partners that can help support our growing league while receiving benefits such as advertising opportunities in return.

CRDA is a flat-track derby league established over 10 years ago, boasting 3 house teams, a smash squad farm team, an All Star International Travel team, a B Level Travel Team and membership of over 60 skaters, referees, non-skating officials, and volunteers from all walks of life.

The Women's Flat Track Roller Derby Association (WFTDA) All Star charter travel team made waves in Canadian roller derby in 2016 earning their way to Division 2 International Playoffs in Lansing, Michigan winning gold and a trip to Championship in Portland, Oregon where they took home the bronze. The league also includes members of Team Canada Roller Derby.

Roller Derby is a unique sport created by the people who play it. CRDA, like many of the other roughly 500 leagues around the world, is a not-for-profit organization run by the skaters themselves. Our games offer a sporting event that is fun for the whole family, and a refreshing and exciting experience for all who attend.



## Roller Derby

CRDA is a proud member of Women's Flat Track Derby Association.

WFTDA is the international governing body for the sport of women's flat track roller derby and a membership organization for leagues to collaborate and network.

Modern flat track roller derby was reborn in 2001 and has evolved into a fast-pace, strategic, team sport which still includes the full contact hitting but is a definitely a distance relative to the 70's spectacle that many remember from TV with the banked track, staged play, and paid athletes.

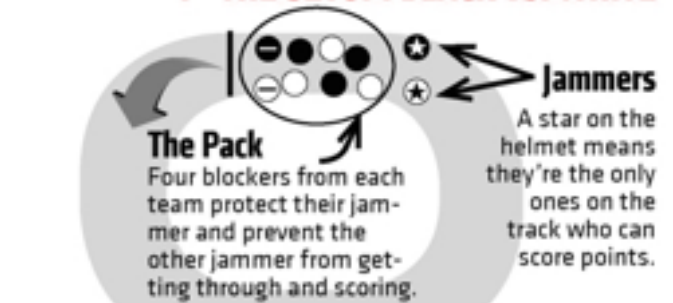
Roller derby is a game where offence and defence are played simultaneously which allows for a exciting and strategic game.



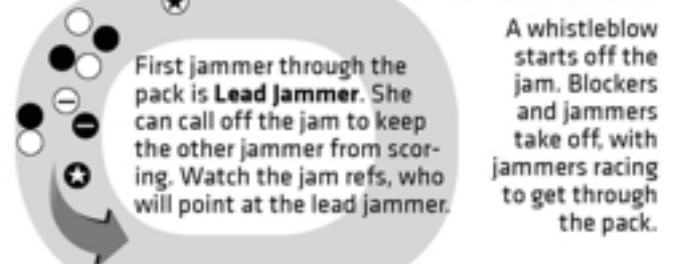
REAL.  
STRONG.  
ATHLETIC.  
REVOLUTIONARY.

## Roller Derby 101

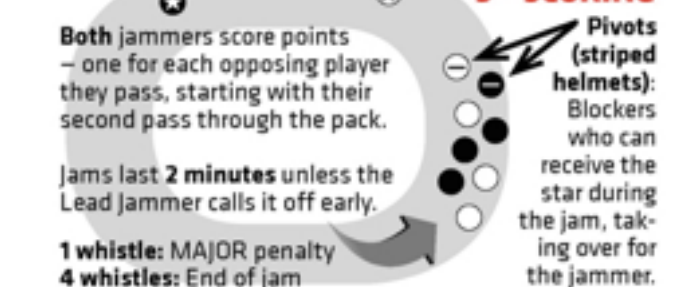
### 1 - THE SETUP: BLACK VS. WHITE



### 2 - THE START



### 3 - SCORING



# Our Reach

Min 12 Games at 6 Local Events

Venue Capacity of 800

Community Involvement & Appearances

Facebook: Total Fans 7,657

Twitter Followers: 5,605

Website [calgaryrollerderby.com](http://calgaryrollerderby.com)

Instagram Followers: 4,322

YouTube crdaTV

Reach numbers are accurate at the time of Sponsorship Package creation.

## DEMOGRAPHICS

Spanning a diverse demographic, our events draw those interested in physical and hard hitting sports to families looking for unique entertainment.

Of our league Facebook fans:  
75% of our fans are women.  
25% of our fans are men  
59% are women between 25-44  
15% are men between 25-44

## 2017 Travel Season

**April 1-2** – All Stars @ Dust Devil Tournament, Tuscon AZ

**April 21-23** – Jane Deere @ Northern Exposure Tournament, Prince George BC

**May 26-28** – Jane Deere @ Flat Track Fever, Calgary AB

**June 10-11** – Jane Deere @ Snow Valley Slam Tournament, Fernie BC

**June 23-25** – All Stars @ ECDX Tournament, Philadelphia PA

**WFTDA Playoffs** - All Stars : TBD

## 2017 Home Season

**CALGARY ROLLER DERBY ASSOC.**

APRIL 29, 5 P.M.	APRIL 30, 10 A.M.	MAY 13, 5 P.M.	MAY 14, 10 A.M.	JUNE 17, 5 P.M.	JUNE 18, 10 A.M.
VS. ROLLBOTS	VS. ROLLBOTS	VS. OSRDA	VS. OSRDA	VS. HARBOUR	TBD
VS. FERNIE	VS. FERNIE	VS. RATED PG	VS. RATED PG	TBD	VS. HARBOUR

at Flat Track Fever May 26-28

# Advertising Opportunities

	\$1500	\$1000	\$500	\$250	\$150
League or Team T-Shirt	★				
Season tickets	8	6	4	2	
Provide Insert for Game Program*	★				
Feature Sponsor Announcements**	★	★			
Permission to use CRDA Logo on Website/ Social Media	★	★			
1/3 Page ad in programs	★	★			
Company Logo on posters	★	★	★		
On site signage (to be provided by sponsor)	★	★	★		
Logo displayed on scoreboard during games	★	★	★		
Sponsor advertisement on website	★	★	★	★	
Acknowledgement from announcers	★	★	★	★	
Company advertisements on social media	★	★	★	★	★

\*Inserts to be provided to CRDA Rep min one week prior to games.

\*\*Feature Sponsor Opportunities include: Penalty Box, Jam Line, Pivot Line, Time Outs, Grand Slam. Announcers will reference sponsor when referring to these items. One sponsor name per item and available on a first come basis.

\*\*\*Low production Sunday games do not include feature sponsor or announcer acknowledgements.

**Please contact our sponsorship team for customized  
advertising options.**

**[sponsorship@calgaryrollerderby.com](mailto:sponsorship@calgaryrollerderby.com)**

# Season Advertising Agreement

Between:

Calgary Roller Derby Association (CRDA)  
PO Box 61028 RPO Kensington  
Calgary, AB T2N 4S6  
www.calgaryrollerderby.com  
sponsorship@calgaryrollerderby.com

And

Company Rep \_\_\_\_\_  
Company \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
Phone and Email \_\_\_\_\_

Calgary Roller Derby Association recognizes \_\_\_\_\_ as a 2017 Season Sponsor/Advertiser in the dollar value of \$\_\_\_\_\_. This term will run from the date of signing until December 31, 2017.

CRDA commits to provide the duties and advertising opportunities mentioned on page 3 of the *2017 Season Advertising Opportunities* package as per sponsorship amount.

Signature: \_\_\_\_\_

Company Rep : \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

CRDA Rep : \_\_\_\_\_ Date: \_\_\_\_\_

Thanks for partnering with the Calgary Roller Derby Association!  
Please return this form along with a high-res copy of your logo by email to:  
[sponsorship@calgaryrollerderby.com](mailto:sponsorship@calgaryrollerderby.com)