

BOSTON ROLLER DERBY

WHAT IS ROLLER DERBY?

Roller derby is a fast-paced, full-contact sport played on quad roller skates (check out [this resource](#) from WFTDA, our sports' governing body). Roller derby was invented in the 1930s, but has evolved into a highly competitive and popular game shortlisted for inclusion in the 2020 Olympics.

Boston Roller Derby was founded in 2005 and has since expanded into five home teams and three interleague travel teams.

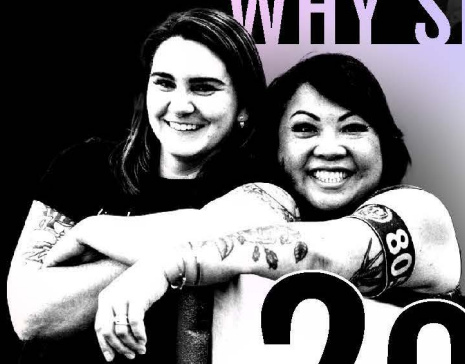
2024 SPONSORSHIP PACKET



WHY SPONSOR BOSTON ROLLER DERBY?

Our sponsors are critical to our continuity as an organization. By sponsoring Boston Roller Derby, you help cover the cost of renting our practice rink, purchasing training materials, and providing dues and gear assistance to lower-income BRD members.

Boston Roller Derby is volunteer-run, internationally ranked roller derby team and community of over 150 female and gender-expansive athletes, volunteers, and officials. We are the largest women's roller derby league in New England and are passionate about utilizing our platform to promote sport accessibility and inclusivity.



2024 HOME TEAM BOUT SCHEDULE:

March 9	Shriner's Auditorium, Wilmington, MA
April 6	Allied Veterans' Skating Rink, Everett, MA
May 4	Allied Veterans' Skating Rink, Everett, MA
June 22	Shriner's Auditorium, Wilmington, MA
August 10	Shriner's Auditorium, Wilmington, MA



Boston Roller Derby, Inc. is a 501(c)3 non-profit corporation, and is the successor to Boston Roller Derby, LLC. Boston Roller Derby is a proud member of the Women's Flat Track Derby Association (WFTDA).



BRD in the News

NBC Boston, June 2023:
Boston Roller Derby spreads message of inclusivity this Pride month

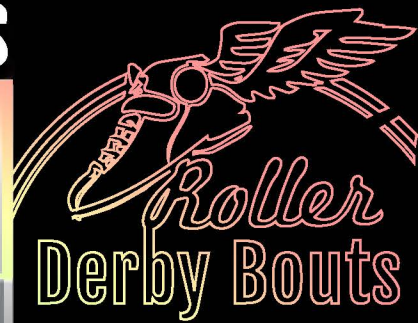
Harvard Magazine, March 2018:
Boston Roller Derby

NORCAM, April 2023:
Chatting with Boston Roller Derby

The Patriot Ledger, Sep 2020:
Quincy natives feel lost with BRD stopped during pandemic



2024 SEASON SPONSORSHIPS



are a family-friendly and exciting showcase of Boston Roller Derby's athletes, and a great marketing opportunity for our sponsors!

We love and appreciate our sponsors, and seek to do as much as we can to promote the companies that support us.

	\$250	\$500	\$1000	\$2500
SOCIAL MEDIA MENTIONS (SEASON)	1	2	3	5
FEATURED ON SPONSORSHIP PAGE	N/A	YES	YES	YES-HIGHLIGHTED SPONSOR
AD IN VIRTUAL BOUT PROGRAM	1/4 PAGE EQUIVALENT	1/2 PAGE EQUIVALENT	FULL PAGE EQUIVALENT	FULL PAGE EQUIVALENT + LOGO ON SCOREBOARD
BANNER DISPLAYED AT BOUT	N/A	YES	YES-PENALTY BOX	YES-JAMMER LINE
COMP TICKETS PER BOUT	2	4	6	8 VIP

 5,500 Instagram followers

 11k Facebook followers

DEMOGRAPHICS

85% of fans have some undergraduate education
50% of fans have a household income >\$100,000
70% of fans are between the ages of 25-44
20% of fans are under the age of 25

Our community is made up of 150 BRD skaters, officials, and volunteers, and Shriner's Auditorium boasts a 1,500 person fan capacity!



2024 SINGLE BOUT SPONSORSHIPS

1/2 PAGE EQUIVALENT	FULL PAGE EQUIVALENT	AD IN VIRTUAL BOUT PROGRAM
N/A	1	SOCIAL MEDIA MENTIONS
2	4	COMP TICKETS
\$100	\$250	CONTACT US!

THAT'S NOT ALL...

All BRD sponsors receive bout day shout-outs from announcers, your logo on our scoreboards, and have access to a bout day promo table!

If you're ready to sponsor BRD, have questions for our Sponsorship team, or have ideas for another way to support us, email sponsorship@bostonderby.com. We can't wait to hear from you!