

BOSTON ROLLER DERBY

2025 SPONSORSHIP PACKET

*Proud member of the
Women's Flat Track Derby
Association (WFTDA).*



BOSTONROLLERDERBY.COM
@BOSTONDERBY

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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.

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.

2025 BOSTON ROLLER DERBY SCHEDULE

MARCH 8th	HOME TEAM	SHRINER'S AUDITORIUM
APRIL 5th	HOME TEAM	AVMR
MAY 3rd	HOME TEAM	AVMR
MAY 30TH-JUNE 1ST	LOBSTAH ROLL	AVMR
JUNE 21st	HOME TEAM	SHRINER'S AUDITORIUM
AUGUST 9th	HOME TEAM	SHRINER'S AUDITORIUM
SEPTEMBER 6th	HOME TEAM	SHRINER'S AUDITORIUM
OCTOBER 4th	TBD	SHRINER'S AUDITORIUM



6K Followers



11.6K Followers



180 Followers

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

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

BOSTON ROLLER DERBY

2025 HOME TEAM SEASON

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SEASON	\$250	\$500	\$1,000	\$2,500
SOCIAL MEDIA MENTIONS	1	2	3	5
FEATURED ON SPONSORSHIP PAGE OF WEBSITE	×	✓	✓	✓ HIGHLIGHTED SPONSOR
AD IN VIRTUAL BOUT PROGRAM	QUARTER PAGE EQUIVALENT	HALF PAGE EQUIVALENT	FULL PAGE EQUIVALENT	FULL PAGE EQUIVALENT + LOGO ON SCOREBOARD
BANNER DISPLAYED AT BOUT	×	✓	✓ PENALTY BOX	✓ JAMMER LINE
COMP TICKETS PER BOUT	2	4	6	8 VIP
INCLUDES LOBSTAH ROLL SPONSORSHIP?	N/A	N/A	Bronze	Silver

SINGLE BOUT	\$100	\$250
SOCIAL MEDIA MENTIONS	×	1
AD IN VIRTUAL BOUT PROGRAM	HALF PAGE EQUIVALENT	FULL PAGE EQUIVALENT
BANNER DISPLAYED AT BOUT	✓	✓
COMP TICKETS PER BOUT	2	4

ROLLER DERBY BOUTS

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

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

**LOBSTAH
ROLL** 2025
MAY 30-JUNE 1

**LOBSTAH ROLL 2025
SPONSORSHIP CONTINUED
ON NEXT PAGE!**





LOBSTAH ROLL 2025

MAY 30-JUNE 1

BOSTON ROLLER DERBY LOBSTAH ROLL 2025 TOURNAMENT

WHAT IS LOBSTAH ROLL?

Lobstah Roll is a 3-day tournament hosted by Boston Roller Derby at Allied Veterans Memorial Stadium in Everett, MA.

The tournament includes both public and private bouts between top rated teams, including Boston's A and B travel teams, in the North America Northeast region. Check out [more info here!](#)

WHY SPONSOR LOBSTAH ROLL?

Lobstah Roll tournament is an exciting opportunity for sponsors to gain brand exposure to a broader audience within the roller derby community.

In 2023, Lobstah Roll included 250 skaters from 4 top-rated teams in the US and Canada, 40 officials, up to 1500 spectators, and 5000+ over Twitch and Instagram.

Sponsor Tier	Bronze	Silver	Gold
GIVING LEVEL	\$250	\$500	\$1000
SOCIAL MEDIA MENTIONS	1	2	3
AD IN VIRTUAL BOUT PROGRAM	QUARTER PAGE EQUIVALENT	HALF PAGE EQUIVALENT	FULL PAGE EQUIVALENT
BANNER DISPLAYED AT BOUT (optional)	✓	✓ PIVOT LINE	✓ JAMMER LINE
LOGO FEATURED ON TWITCH STREAM	✓	✓	✓ HIGHLIGHTED SPONSOR
COMP TICKETS PER PUBLIC BOUT	2	4	6
LOGO ON TOURNAMENT T-SHIRT (single color)	×	✓	✓ HIGHLIGHTED SPONSOR

This year's tournament will be held at:
Allied Veterans Memorial Rink
65 Elm St,
Everett, MA 02149

Boston Roller Derby, Inc. is a 501(c)(3) non-profit corporation, and is the successor to Boston Roller Derby, LLC.

CONTACT INFO

Important contact information for building a strong relationship with BRD, you and the community.

SPONSORSHIP

sponsorship@bostonderby.com

Bitz: Co-Committee Head

Bruiser: Co-Committee Head

Wreck: Bulk Order Lead

OTHER

Marketing: marketing@bostonderby.com

Design: design@bostonderby.com

Lobster Roll Tournament:

LobstahRoll@BostonDerby.com

SPONSOR ASSETS

We kindly ask that you share your brand assets with us so we can get the word out about your business to the community.

Please email Boston Roller Derby Design and Marketing your high quality brand assets for marketing and PR use.

Design: design@bostonderby.com

Marketing: marketing@bostonderby.com

Please include any and all **high quality vector artwork and transparent png logos** for both print and digital use as well as any brand guidelines we should follow.

Please share artwork for digital advertising in bout programs

Dimensions | Half Page: 6x4" | Full Page: 6x8"

2025 BOUT LOCATIONS

Boston Roller Derby practices, and bouts at the following local facilities.

Shriner's Auditorium

99 Fordham Rd,
Wilmington, MA 01887

Allied Veterans Memorial Rink

65 Elm St,
Everett, MA 02149

**THANK YOU
FOR YOUR SUPPORT!**

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