

ARIZONA ROLLER DERBY



2025

SPONSORSHIP
PACKAGES



Arizona Roller Derby (AZRD) was founded in 2003, it is the second-oldest and one of the best established flat track leagues in the world.

We are a member-owned/member-operated 501(c)3 non-profit organization composed of skaters officials, coaches, and volunteers.

AZRD is also a charter member of the Women's Flat Track Derby Association (WFTDA), the only international governing body to regulate interstate play for flat track roller derby.

www.arizonarollerderby.com



SPONSORSHIP BENEFITS

Our Audience
Our events and online presence reach a diverse and engaged audience:

Live Streaming Reach:

- Live Views: 98,724
- Unique Viewers: 19,618
- Peak Concurrent Viewers: 1,518
- Live Stream Minutes Watched: 2.4 million minutes

Rewatch and Engagement:

- Rewatched Footage: 8,914 hours
- YouTube Views: 26,670
- Chat Messages: 25,523

Sponsorship Benefits:

- Brand Visibility: Logo placement on tournament t-shirts, track signage, and digital content.
- Event Activation: Opportunities to showcase your brand at live events.
- Digital Reach: Advertising during live streams and rewatchable videos on Twitch and YouTube.
- Community Engagement: Partner with a league that embodies inclusivity, diversity, and empowerment.

Why Sponsor Arizona Roller Derby?

- Engage a highly passionate, loyal audience.
- Align with a sport that champions community and inclusivity.
- Benefit from measurable ROI through digital analytics and live event exposure.

www.arizonarollerderby.com

[@azrollerderby](https://twitter.com/azrollerderby)



SEASON SPONSORSHIP PACKAGES AND PRICING

Seaon-long sponsorships with our league offer unmatched opportunities to support both our home teams, like the Bad News Beaters and Skate' Riot Project, and our tournament teams, the Arizona All-Stars and Arizona Rising. Your brand will gain visibility at every game and

tournament through logo placement, social media features, in-game promotions, and more. Join us for a full season of thrilling roller derby action; connect with our passionate fanbase, and showcase your commitment to empowering local athletes and sports!

SUN PACKAGE

\$10,000



- Logo inclusion in all AZRD materials (web, print, and on-site).
- Acknowledgment as a primary sponsor at all events throughout the season.
- Physical banner placement at all events.
- Tickets for promotional use at all events.
- Personalized shoutouts during home team and tournament announcements.

STAR PACKAGE

\$5,500



- Logo inclusion in most AZRD materials (web, print, and on-site).
- Acknowledgment as a sponsor at some events throughout the season.
- Physical banner placement at some events.
- Tickets for promotional use at three events.
- Personalized shoutouts on social media.



TOURNAMENT SPONSORSHIP PACKAGES AND PRICING



This year, we're excited to host two high-level tournaments, offering exceptional opportunities for your brand to shine. Our events attract a wide and engaged audience, both live and on-demand, with impressive metrics:

- 98,724 live views
- 19,618 unique viewers
- 2.4 million live stream minutes watched
- 8,914 hours of rewatched footage
- 26,670 YouTube views.

By sponsoring our events, your brand will not only be prominently showcased at the venue but will also gain global exposure to viewers tuning in online and reliving the action.

PENALTY BOX SPONSOR

\$2,500 (1 AVAILABLE)

- Announcement: "Business name penalty box" at venue and livestream.
- Logo inclusion in the livestream ads, event program, visitor hospitality guide, on-screen graphics, and social media shout-outs. Includes floor stickers with QR code.

JAMMER LINE SPONSOR

\$2,500 (1 AVAILABLE)

- Announcement: "Jammer line is sponsored by Business name" when the jammer line is mentioned.
- Logo inclusion in the livestream ads, event program, visitor hospitality guide, on-screen graphics, and social media shout-outs. Includes floor stickers with QR code.

POWER JAM SPONSOR

\$2,000 (1 AVAILABLE)

- Announcement: "Sponsored by Business name" when there is a power jam during all games throughout the tournaments.
- Logo inclusion in the livestream ads, event program, visitor hospitality guide, on-screen graphics, and social media shout-outs. Includes floor stickers with QR code.

PIVOT LINE SPONSOR

\$1,500 (1 AVAILABLE)

- Announcement: "Sponsored by Business name" when the pivot line is mentioned.
- Logo inclusion in the livestream ads, event program, visitor hospitality guide, on-screen graphics, and social media shout-outs. Includes floor stickers with QR code.

VOLUNTEER SPONSOR

\$500 (4 AVAILABLE)

- Announcement: "Officials are sponsored by Business name" at venue and livestream.
- Logo inclusion in the livestream ads, event program, on-screen graphics, and social media shout-outs. Includes floor sticker with QR code.

HOME TEAM SPONSORSHIP PACKAGES AND PRICING



HOME TEAM SPONSOR \$500 (UNLIMITED)

By becoming a home team sponsor for the Bad News Beaters or Skate Riot Project, your brand will be front and center in the local roller derby community. These teams bring fierce competition, unforgettable moments, and a passionate fanbase to every game. As a sponsor, your business will be prominently featured at

home games, in promotional materials, and through team social media channels, connecting you with a diverse and engaged audience. Support your favorite team while showcasing your commitment to local sports and community spirit—together, let's make every season one to remember!

JAMMER LINE SPONSOR

\$200 (1 AVAILABLE PER EVENT)

- Announcement: “Sponsored by Business name” when the jammer line is mentioned.
- Logo inclusion in the event program, on-screen graphics, and social media shout-outs.

PENALTY BOX SPONSOR

\$150 (1 AVAILABLE PER EVENT)

- Announcement: “Business name penalty box”.
- Logo inclusion in the event program, on-screen graphics, and social media shout-outs.

PIVOT LINE SPONSOR

\$100 (1 AVAILABLE PER EVENT)

- Announcement: “Sponsored by Business name” when the pivot line is mentioned.
- Logo inclusion in the event program, on-screen graphics, and social media shout-outs.

ADDITIONAL SPONSORSHIP

Team Sponsor (Tournament)

\$1,000 (Unlimited)

- Arizona Roller Derby travel team takes photos with the company banner for social media.
- Benefits: Inclusion in the event program, on-screen graphics, and social media shout-outs.

Vendor

\$150 (12 Available)

- Includes a 10ft x 10ft space (no food or beverage services allowed).
- Tournaments only.

In-Kind or Trade Sponsors

Benefits: Shout-out via social media and at the event.

- Examples include: Gift cards, products for giveaways, large and small format print services, apparel printing services, videography services, entertainment services, volunteer recognition.





Thank You! Hope You Are Interested!

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