

Greetings from **Harrisburg Area Roller Derby**

Our 2011 season is underway and we have an exciting schedule lined up. We are contacting you to provide information about all of the different levels of sponsorship that will be available for our upcoming season. Without the support of our amazing sponsors, we would not be able to play the sport that we love and give our fan the hard hitting derby action that they crave. In return, businesses that sponsor us receive the benefits that our enormous network of skaters, fans and promotional events provides. We have an incredible season ahead of us and we look forward to sharing all of the excitement with you. Thank you, to all who have shown their support and to those who will join us in 2011.



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Who is H.A.R.D.?

Mission Statement

Harrisburg Area Roller Derby (H.A.R.D.) is a non-profit, skater run organization. We encourage the development of the skills and confidence necessary to meet a multitude of challenges, both individually and as a team. We work with business/organizations within our communities to build unity and provide a unique experience for our fans. Our mission is to promote the values of fair athletic competition and represent the greater Central Pennsylvania area in the Women's Flat Track Derby Association (WFTDA). We also aspire to empower women of every age, race, creed, sexual orientation, body type and religion by giving them positive role models and obtainable goals.

What is Roller Derby?

Harrisburg Area Roller Derby was formed in 2006. The Olympic Skate Center in Enola is where we call home. It is where we practice and hold our bouts(match). We currently have two teams, the Nuclear Knockouts (All Stars) and the Fallout Femmes (B Team/training team). All of our skater devote a lot of their time practicing so we can show the world what the women of Harrisburg are made of on game day.

To an onlooker who has never seen a roller derby bout before it can seem kind of chaotic out on the track. The two teams playing send five players each onto the track — three blockers, one pivot, and one jammer. Helmet covers are used to display the players' positions: a striped cover is used for pivots, a cover with two stars is used for jammers, and no cover is used for blockers.

Each game consists of two 30-minute periods. The game is played in 2 minute increments called jams. During a jam points are scored by the jammers. They skate counter-clockwise on the track attempting to pass the pack and lap around as many times as possible. After passing the pack the first time, jammers earn one point each time they legally pass an opposing team skater. During a jam, all pivots/blockers must remain in the pack. Pivot/blockers attempt to assist their jammer through and out of the pack while simultaneously stopping the opposing jammer from exiting the pack. Just add a lot of hip checks and hitting and that is the game in a nut shell. If you ever come out to a bout, you will surely find an abundance of die hard derby fans more than willing to give the rundown of what's going on out on the track.



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Where we have been



July 2006 cover Fly Magazine

April 2007 Patriot news

Feb 2009 Feature on Dirty Dan's show on 105.7 the X

Jan. 2010 cover story- In Central Pennsylvania magazine. Down & Derby

Feb. 2010 News Inside-Patriot-News. Roller Derby Culture Takes Off In Harrisburg Area

Feb. 2010 Carlisle Sentinel Alive. Harrisburg Area Roller Derby Gets Back On Track.

Sept.2010 Article - Patriot-News. Big Hits And Mean Names Just Part Of The Thrill.

Where we are headed.....

FEB 13 · HARRISBURG AREA ROLLER DERBY INTRALEAGUE BOUT · HOME
FEB 26 · DOMINION DERBY GIRLS VS NUCLEAR KNOCKOUTS · AWAY
FEB 27 · CAROLINA ROLLERGIRLS VS NUCLEAR KNOCKOUTS · AWAY
MAR 13 · FALLOUT FEMMES VS CHARLOTTESVILLE DERBY DAMES · HOME

HARRISBURG AREA ROLLER DERBY 2011 SEASON

APR 3 · NUCLEAR KNOCKOUTS VS LEHIGH VALLEY ROLLERGIRLS · HOME
MAY 1 · NUCLEAR KNOCKOUTS VS PROVIDENCE ROLLER DERBY · HOME
MAY 28 · HOUSTON ROLLER DERBY VS NUCLEAR KNOCKOUTS · AWAY
JUNE 18 · DIAMOND STATE ROLLER GIRLS VS FALLOUT FEMMES · AWAY



Home bouts are at The Olympic Skating Center Enola, PA
Visit HarrisburgAreaRollerDerby.com for more info



Other home bouts

- 04/17 Nuclear Knockouts vs. Suburbia Roller Derby
- 07/17 Fallout Femmes vs. Rocktown Rollers
- 08/21 Nuclear Knockouts vs. River City Rollergirls
- 09/11 Fallout Femmes vs. WB Scranton Roller Radicals
- 10/23 Fallout Femmes vs. Mason Dixon Roller Vixens

Plus much, much more posted to the website

www.HarrisburgAreaRollerDerby.com



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Why Become a H.A.R.D. Sponsor?

Roller Derby is a Growing Sport

Roller derby has had explosive growth in the past few years and shows no signs of slowing. There are currently over 450 leagues across 11 countries around the world. Out of those, 105 are WFTDA members, including leagues from the U.S., Canada, and Europe. Harrisburg played the first ever internationally WFTDA sanctioned bout in May of 2009 against Montreal and proudly took the win!

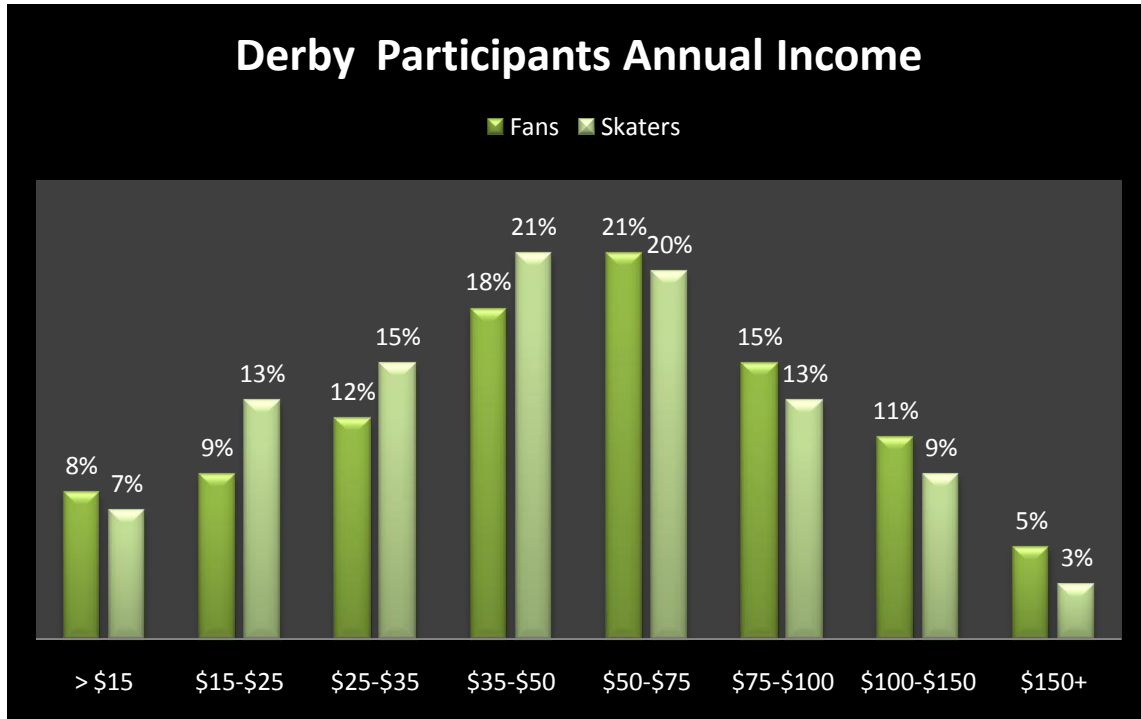
According to a data collected 2010 by the WFTDA, roller derby fans hit a large number of sought after demographics and our fans also have spending power!

Who Attends a Roller Derby Bout

Target age: 20-45 years old

Male: 65%, Female: 35%

Straight: 75%, GLBT: 25%



Sponsorship Packages

Derby All Star Level

\$2,600

- 10 Season Passes, Free Admission to all parties and events
- Announcer spots at home bouts
- Full Color Inside Front Cover advertisement in bout programs
- Headlining Inclusion on all print advertising;
ex. "(Your Business) Presents the Nuclear Knockouts"
- 2 H.A.R.D. skater appearances at business events
- Logo and Link on website (headlining), and social networks
- Individual Banner at bouts and events
- Framed, autographed bout poster
- 100\$ credit on H.A.R.D. merchandise
- Set up a booth at all home bouts
- Sponsor has the option of supplying flyers or stickers to be distributed at bouts and events.

Nuclear Knockout Level

\$2,000

- 6 Season passes to all home games
- Announcer spots at all home bouts
- 2 Free Tickets to Year End Banquet, select Free Tickets to other H.A.R.D. events
- Full Page Priority Placement advertisement in bout program
- Secondary Inclusion on all print marketing
- H.A.R.D. skater appearances at business events
- Logo and link on website (headlining), and social networks
- Individual Banner at bouts and events
- 75\$ credit on H.A.R.D. merchandise

Fallout Femmes

\$1,000

- 4 Season Passes to all home games
- Announcer spots at home bouts
- 2 Free Tickets to Year End Banquet, select Free Tickets to other H.A.R.D. events
- ½ page Priority Placement ad in all bout programs
- Logo and link on website & social networks
- Individual Banner at bouts and events



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Roller Girl Level

\$500

- 2 season passes to all home games
- Announcer spots at home bouts
- Select Free Tickets to H.A.R.D. events
- ¼ page ad in all bout programs
- Individual Banner at bouts and events
- Logo and link on website & social networks

All Skate

\$225

- 1/8 page ad in all bout programs
- Announcer spots at home bouts
- Individual Banner at bouts and events
- Logo and link on website & social networks

Friends and Family

\$75

- Single non-commercial ¼ pg ad for your favorite derby girl or referee with a personal message from you!
- 2 tickets to the bout
- 20\$ in merchandise credit





You can also sponsor our uniforms or scoreboard!!

Uniform sponsorship

\$1200

- 4 Season Passes to all home games
- Announcer spots at home bouts and shut outs when ever our uniforms are mentioned
- ½ page Priority Placement ad in all bout programs stating “ Uniforms provided by...(Your Business)”
- Logo and link on website & social networks
- Individual Banner at bouts and events

Scoreboard sponsorship

\$1200

- 4 Season Passes to all home games
- Announcer spots at home bouts and shut outs when the scoreboard is mentioned
- ½ page Priority Placement ad in all bout programs stating” scoreboard brought to you by..(your Business)”
- Logo and link on website & social networks
- Individual Banner at bouts and events



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Bout Program Ads Sizing and Pricing

<u>Ad size</u>		<u>Program Purchase</u>	
1/8 Page	2.125"h x 2.75"w	1/8 Page	\$25
1/4 Page	2.125"h x 5.5"w	1/4 Page	\$50
1/2 Page	4.25"h x 5.5"w	1/2 Page	\$100
Full Page	8.5" h x 5.5"w	Full Page	\$150
		Back Cover	\$200

Receive a 10 % discount with the purchase of 3 bout program ads and 15% discount with 6 or more.

ALL payments and Graphics must be received no later two 2 weeks prior to scheduled bout.

For your convenience advertisement in home bout programs will be available for purchase via paypal through our website at www.HarrisburgAreaRollerDerby.com

- ❖ Availability of cover space is not guaranteed and is sold on a first come first basis
- ❖ Checks or money orders should be made out to Harrisburg Area Roller Derby.
- ❖ Payments may be sent to **HARD Sponsorship c/o Olympic Skating Center, 60 East Shady Lane, Enola, PA 17025** but must be received by deadlines.

Graphic Requirements

- ❖ Graphics must be submitted to HARDsponsorship@gmail.com. Graphics need only be submitted once if a company is purchasing for multiple bout programs and the size & design of the advertisement is unchanging.
- ❖ Graphics may be submitted in JPEG, PDF, or EDF format
- ❖ Graphics must be high resolution for optimum printing quality
- ❖ If graphs are not received by specified deadline then we reserve the right to create your ad for you.

Harrisburg Area Roller Derby Bout Advertisement Agreement

Company Name _____

Contact Name _____

Contact E-mail _____

Contact Phone _____

Please Indicate

Size of Ad Purchasing: **1/8** **1/4** **1/2** **Full**

Number of ads **Single** **Three -10% discount** **six or more -15% discount**

I, _____, of _____ hereby agree to purchase the above specified advertising space from Harrisburg Area Roller Derby, at the agreed upon price for home Bout program at Olympic Skating Center.

The total of cost of agreed upon advertising comes to \$_____.

Total Paid_____.

Signature _____ Date _____

Checks should be made out to **Harrisburg Area Roller Derby**

Quick Reference pricing chat

	single	three	six
1/8	25\$	67.50\$	127.50
1/4	50\$	135.00\$	255.00
1/2	100\$	270.00\$	510.00



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full	150\$	404.00	765.00
Full back	200\$	540.00	1,020.00