



West Florida Roller Derby

2023 Sponsorship Opportunities

Who We Are

West Florida Roller Derby (WFRD), originally billed as Pensacola Roller Gurlz (PRG), has been Pensacola's premier flat-track roller derby league since 2010. We are a proud member of the Women's Flat Track Derby Association (WFTDA) and a 501(c)(3) nonprofit organization. WFRD fosters athletic ability, community involvement, and an environment for personal empowerment. We strive to promote athleticism, as well as hard-hitting, family-friendly entertainment for Pensacola, Milton, and the surrounding areas.

We Want You!

We rely on generous sponsors like you to help with the costs of our venue rental, equipment, travel, and other league expenses. And sponsorship is an awesome opportunity for you! Roller derby is hands-down one of the most intense and fastest growing sports today, and WFRD attracts a diverse range of athletes, officials, volunteers, and spectators from all over the Southeastern region. We currently have about 7000 Facebook followers, and our members network with hundreds of other players, enthusiasts, and teams around the world.

We provide a variety of modalities to promote your business, too. Whether you want online exposure or brand visibility at our live games, fundraisers, and events, we've got several sponsorship opportunities to help you reach this exciting new community. Or, we're happy to create a customized sponsorship package for you!

In-Kind Sponsorship

If your business would like to provide services or products as part of your sponsorship package, we will work with you to maximize your exposure to the skaters, officials, and fans.

Thank You!

We appreciate your support and look forward to seeing you at our events. To learn more about West Florida Roller Derby, please visit our [Facebook page](#) or send an email to PresidentWFRD@gmail.com.



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Sponsorship Packages

Platinum \$1000.00

Logo and link on our website
Shout Outs during home games
Logo on promotional game poster
Banner displayed at home games (sponsor provides)
Vendor table at home games
Mentioned/tagged 25+ times on WFRD social media throughout the season
Half-time opportunity at home game
Two (2) WFRD appearances at sponsor events
Team warm-up shirts with sponsor logo (sponsor provides)
1 back cover ad in all home game programs
\$120 WFRD merchandise voucher
6 season passes to all home games

Value: \$2900

Silver \$250

Logo and link on our website
Shout Outs during home games
Banner displayed at home games (sponsor provides)
Vendor table at home games
1 half page ad in all home game programs
\$40 WFRD merchandise voucher
2 season passes to all home games

Value: \$720

Gold \$500

Logo and link on our website
Shout Outs during home games
Logo on promotional game poster
Banner displayed at home games (sponsor provides)
Vendor table at home games
Mentioned/tagged 25+ times on WFRD social media throughout the season
Half-time opportunity at home game
One (1) WFRD appearance at sponsor event
1 full page ad in all home game programs
\$80 WFRD merchandise voucher
4 season passes to all home games

Value: \$1680

Bronze \$100

Logo and link on our website
Shout Outs during home games
\$20 WFRD merchandise voucher
4 tickets for any home game

Value: \$200

Additional Opportunities		Season	Per Game
Jam Line <i>*Per game opportunity is based on availability.</i>	The Jam Line will be named after your business and announced multiple times during the game as teams line up for play (approximately 30-40 times per game).	\$250	\$50
Penalty Box <i>*Per game opportunity is based on availability.</i>	The Penalty Box will be named after your business and announced as players are sent to the box (approximately 10-20 times per game).	\$250	\$50
Vendor table at home games	Set up a Vendor Table or Information Booth. Includes entry for 2 people. Must provide your own table and chairs.	\$125	\$25
Banner displayed at home games (sponsor provides)	Recommended size: 5' x 8' with grommets.	\$125	\$25
WFRD appearance at sponsor event <i>*Based on availability.</i>	Everyone loves meeting a derby player! Representatives from WFRD will appear at your event to promote your services/products. We're happy to pass out coupons, do demonstrations or challenges, play games, take photos, or just roll around chatting with your patrons.	N/A	\$250 per event
Half-time opportunity at home game <i>*Based on availability.</i>	Have a special event, service, or product you want to talk about? Wanna put on a short show, challenge, or giveaway to promote your business? Our halftime slot is a great way to reach a large audience.	N/A	\$250 per event
Team warm-up shirts with sponsor logo (sponsor provides) <i>*Based on availability.</i>	WFRD players will wear your custom tops for the pre-game warm-up on the track, and you'll receive special recognition during this time. T-shirts, jerseys, sweatshirts, or hoodies are all appropriate choices.	\$250	\$50

Program Ads	Season	Per Game
¼ page	\$50	\$10
½ page	\$100	\$20
1 full page	\$200	\$40
Back cover <i>*Based on availability.</i>	\$250	\$60

Other Ways to Support WFRD

We are always in need of donated items and services. Please check all that you can help with.

- Hang our flyers/posters for upcoming events
- Display signs on your property or vehicles
- Follow us on social media
- Hold social media contests to give away tickets to our events
- Invite us to have a booth at your events (We like to be on skates, sell our merchandise, and hand out flyers, if possible.)
- Select Pensacola Roller Gurlz for your charity on smile.amazon.com (Bookmark it and use it each time you order so we get a percent of what you spent. Encourage everyone you know to do the same.)
- Donate new or gently used skate equipment (We like to provide temporary protective gear and skates to fresh meat skaters so they can start immediately and figure out what they need to buy. Items include skates, helmets, mouth guards, and wrist, elbow, and knee pads. We welcome skaters in a wide range of sizes.)
- Help us network. Recommend other businesses/people who might help.
- Volunteer at our events
- Share our events on social media
- Host events for us, such as fundraisers and meet-and-greets
- Donate items to be raffled at our games (Feel free to include vouchers/coupons and items with your company logo!)
- Donate items, gift cards, and/or themed baskets (We like to provide the visiting teams, officials, volunteers, and staff at our events with special treats for contributing to our sport. We also offer member incentives for attendance, participation, length of membership, etc.)
Examples of items we provide:
 - Stickers, patches, buttons, magnets, coozies
 - Gas cards
 - Snacks (fruit, granola bars, protein bars, energy gels)
 - Energy, protein, and/or electrolyte drinks
 - Anything with skates on it (notebooks, bags, phone accessories)
 - Personal items (tampons, heating patches, chapstick, Icy Hot, hair ties, Tylenol/ibuprofen)

***We can incorporate anything you donate into a basket if you cannot provide a full basket.**

***We will always give a shout out on social media and at events for items donated.**



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2023 Sponsorship Application

Today's Date: / / 2023

Sponsor name/business name: _____

Address: _____

Phone/email (circle preferred contact method): _____

Sponsorship Level and/or Additional Opportunities: _____

Amount Enclosed or donation type: _____

Please give us a few sentences that you would like us to announce during our games, a logo and QR code/link to your website/social media, and your logo, business card, and/or ad design for game programs. We encourage you to include a QR code and coupons in your program ad.

Email application to, FinancialDirectorWFRD@gmail.com

Checks can be mailed to:

West Florida Roller Derby

7150 Tippin Avenue

Unit 11491

Pensacola, FL 32524

Paypal payments:

FinancialDirectorWFRD@gmail.com

Any other information you would like WFRD to know about your business? We'd love to hear your suggestions and comments! Thank you for your support!