

MASON-DIXON ROLLER VIXENS



sponsorship package **2012 season**

WHO WE ARE

Mason-Dixon Roller Vixens, LLC was formed in June 2007. What began as a meeting of a few girls at I-Skate 81 on Friday and Sunday open skates soon became an organized derby league of over 40 dedicated women. MDRV set forth to become central-Maryland's premiere all-woman, flat-track roller derby league. The Mason-Dixon Roller Vixens are proud apprentice members of the Women's Flat Track Derby Association (WFTDA).



The Mason-Dixon Roller Vixens are women from the quad-state area, pulling league members from Maryland, Pennsylvania, Virginia, and West Virginia. While Vixens pride ourselves on being athletes, we are also mothers, scientists, teachers, artists, therapists, and much more.

The Mason-Dixon Roller Vixens are proud to be a skater-owned and operated organization, which means our league runs entirely on the help and volunteerism of our skaters and league members. Every derby event you attend, bout poster you see, and athleticism on the track is a finished product of hours of hard work and dedication by league members.

WHERE WE PLAY

Our home base is Turner's Skate Palace on Virginia Avenue in Hagerstown, Maryland. In our 2011 season, we broke all previous attendance records when we hosted more than 580 fans at a home bout in Hagerstown. With roller derby changing and growing exponentially with each season, our fan base has only continued to expand.

Bouts are family-friendly, and children of all ages are welcome. With loud music and the occasional trash-talk between the bouting teams, attending an MDRV bout is sure to become a favorite and memorable pastime. Each bout consists of two 30-minute periods, often with a brief halftime show. Beer is served at all home-based MDRV bouts, and Turner's Skate Palace offers a full-service snack bar. While there, fans can also browse the merchandise corridor and have their photo taken with a roller girl.

OUR DEMOGRAPHICS



Gender	
Female	71.7%
Male	28.3%
Age Group	
17 and under	1.7%
18-20	5%
21-29	30%
30-39	33.3%
40-49	26.7%
50-59	3.3%

Area	
Maryland	53.7%
Pennsylvania	23.3%
West Virginia	20%
Virginia	1%
Delaware	1%
New Jersey	1%

Education	
High School/GED	16.7%
Some college	41.7%
Associate degree	8.3%
Bachelor degree	25%
Graduate degree	8.3%

Housing	
Own	55%
Rent	36.7%
Live at home	8.3%



SPONSORSHIP PACKAGES

● Calvary: \$100

- Link on website
- Promo on fanpage
- Sponsor table inclusion
(one large table for all sponsors to display marketing collateral)

● Sergeant: \$200

- 1/8-page ad in home bout programs
- Two tickets for each home bout
- Logo and link on website
- Promo on fanpage
- Sponsor table inclusion
- Announcements during bouts

● Lieutenant: \$300

- 1/4-page ad in home bout programs
- Four tickets for each home bout
- Logo and link on website
- Promo on fanpage
- Sponsor table inclusion
- Announcements during bouts
- Sponsor-supplied banner displayed at home bouts

● Major: \$400

- 1/2-page ad in home bout programs
- Four tickets for each home bout
- Logo and link on website
- Promo on fanpage
- Sponsor-table inclusion
- Announcements during bouts
- Sponsor-supplied banner displayed at home bouts
- One *MDRV Level One* merchandise bag
- Four beer passes per home bout

● Colonel: \$500

- Full-page ad in home bout programs
- Four tickets for each home bout
- Logo and link on website
- Promo on fanpage
- Sponsor table inclusion
- Announcements during bouts
- Sponsor-supplied banner displayed at home bouts
- One *MDRV Level Two* merchandise bag
- Four beer passes per home bout

● Brigadier General: \$700

- Full-page ad in home bout programs
- Four tickets for each home bout
- Logo and link on website
- Promo on fanpage
- Sponsor table inclusion
- Announcements during bouts
- Sponsor-supplied banner displayed at home bouts
- One *MDRV Level Three* merchandise bag
- Eight beer passes per home bout
- Logo on all home bout marketing collateral

● Merchandise bags include:

- *Level One* contains two *MDRV* tees
- *Level Two* contains two of each tees, stickers, koozies, buttons, keychains
- *Level Three* contains four of each tees, stickers, koozies, buttons, keychains, tote bags, beer steins, and cowbells



INDIVIDUAL ITEMS

● Bout Program Advertisements

Season programs are 5.5" x 8.5" and are printed in grayscale on high quality paper. They are available for purchase throughout the season.

Eighth-page (2" x 1.5" horizontal): \$50

Quarter-page (2" x 3.5" vertical): \$100

Half-page (4.5" x 3.5" horizontal): \$150

Full-page (4.5" x 7.5" vertical): \$200

● Supplied Wall Banners

Small Banner (<15 square feet): \$75 per bout

Large Banner (>15 square feet): \$100 per bout

● Deadlines

Home Program Ads: Space reserved and paid for with artwork submitted 3 weeks prior to bout date.

Banners: Submitted to sponsorship contact 1 week prior to the day of the bout.

Vendor Booth: Space reserved and paid for 1 week prior to the day of the bout.

MDRV will contact you one week prior to the bout to verify set-up time for the night of the bout. Priority is given to season sponsors. General vendors are on a first-come, first-served basis.



- Please note, full sponsorship packages have no deadlines and sponsorship package rates will be pro-rated based on the number of bouts remaining in each respective season. All sponsorship package rates are for home-based bouts only. For further information on sponsoring us for interleague bouts, please contact sponsorship@masondixonrollervixens.com.

Mason-Dixon Roller Vixens LLC is not obligated to our sponsors until full payment for the requested services have been received.

● Procedures

If you are interested in sponsoring the Mason-Dixon Roller Vixens, please contact the Sponsorship Committee head sponsorship@masondixonrollervixens.com. You can also contact your personal Sponsorship Representative, _____, at _____.

Checks should be made out to "Mason-Dixon Roller Vixens LLC" and can be sent to: PO Box 3519, Frederick, MD 21705.



**Thank you for your interest in and support
of the Mason-Dixon Roller Vixens!
We could not do great things without
the support of our community
and we support you back.**





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masondixonrollervixens.com

