

Cherry Bomb Charmers Junior Roller Derby Team
Orange Park, Florida

Cherry Bomb Charmers

Junior Roller Derby Team

Sponsorship Packet 2014



Cherry Bomb Charmers Junior Roller Derby Team

Orange Park, Florida

Our sponsorship program is adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership. You can be confident that your sponsorship will earn results for your company.

Who are the Cherry Bomb Charmers?

The Cherry Bomb Charmers junior roller derby team is based in Orange Park, Florida. The goal of the team is to encourage our skaters to realize their full potential and to empower them to become courageous young women, radiating confidence on and off the track.

As a Charmer, junior derby skaters learn lifelong team-building skills; they learn strength and independence, all the while celebrating their own individuality and unique identity in an atmosphere of sisterhood and family-like stewardship.

Your company has a unique opportunity to help the Charmers achieve this goal while simultaneously exposing your company's products and services to the Charmers' diverse and growing audience. People around the world are talking about the Cherry Bomb Charmers - and soon they'll be talking about you too!

What is Junior Roller Derby?

Junior roller derby is a contact sport played by two teams of five girls, ranging in age from 10-17, roller skating in the same direction around a track. Game play consists of a series of short matchups ("jams") in which both teams designate a scoring player (the "jammer") who scores points by lapping members of the opposing team.

The teams attempt to assist their own jammer whilst hindering the opposing jammer—in effect, playing both offense and defense simultaneously.

Today, the sport has grown exponentially and is played by more than 1,200 leagues around the world. Roller derby is making a huge resurgence throughout the country—especially in Florida—thanks to tremendous media attention and a devoted fan base! The 123rd International Olympic Committee session in South Africa announced in February 2012 that roller derby was one of eight sports being considered for inclusion in the 2020 Olympic Games.

Our Orange Park-based Cherry Bomb Charmers are pioneering the advancement of one of the hottest trends in sports culture today – modern roller derby.



cherrybombcharmers.com

Copyright | CHERRY BOMB CHARMERS 2013

Cherry Bomb Charmers Junior Roller Derby Team

Orange Park, Florida

Who watches roller derby?

Our fans encompass all age ranges, but a survey published by the Women's Flat Track Derby Association identified the following primary demographics:

- Most roller derby fans are female (61% to 39% male).
- Derby fans 24 years old and younger are more likely to be female (85% versus 15% male).
- Ten percent of fans are 24 years old or younger, but the 25 to 34-year-old demographic comprises 38% of fans, while 35 to 54-year-olds make up another 45%. Only 8% are 55 or older.
- The average age among all fans is 37.
- Eighty-four percent of our fans have at least some college education, while 63% have earned a degree.

What does this mean for a potential sponsor?

What a Cherry Bomb Charmers sponsorship can do for your business:

Roller Derby fans have spending power.

A full third (33%) of roller derby fans have a household income of at least \$75,000 per year. Ninety-eight percent of all fans agree that roller derby bouts provide good entertainment value for their money. Get the attention of roller derby fans by sponsoring our team! Eighty-two percent of all fans know the businesses that support their local roller derby league, and 95% hold a favorable opinion of these businesses. *Seventy-five percent of roller derby fans have patronized businesses that sponsor their local league.*

The Cherry Bomb Charmers junior roller derby team is a non-profit organization, a public charity, exempt from Federal income tax under section 501(c)3 of the Internal Revenue Code. *Part of your sponsorship may be TAX DEDUCTIBLE.* All sponsorship dollars, revenue from bouts, fundraising, and merchandising are reinvested into the Cherry Bomb Charmers. Your generous contributions help to offset costs associated with renting space for practices, bouts, marketing materials, safety gear, uniforms and travel. We depend on dedicated volunteers, businesses, vendors and fans like you, to continue to grow and offer north Florida something truly unique. The Cherry Bomb Charmers junior roller derby team offers many opportunities to market and advertise your business. Work with us to cross-promote your business in a variety of creative and unique ways!



Cherry Bomb Charmers Junior Roller Derby Team

Orange Park, Florida

The Cherry Bomb Charmers junior roller derby team offers the following levels of team sponsorship in four packages:

Sponsorship Level	Team Picture/Plaque	CBC Home Bout Season Passes	Event Naming Rights	CBC Tee Shirts	Social Media Promotion	Logo in Home Bout program	Online Logo Placement	PA Announcement Mention	Promotional Booth	Display of banner
Grand Slam Jam \$1000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MVP Blocker \$750			✓	✓	✓	✓	✓	✓	✓	✓
Jammer \$500						✓	✓	✓	✓	✓
Pivot \$250								✓	✓	✓

Sponsorship Benefit Descriptions:

Team Picture/Plaque: Show your pride as a junior roller derby “Grand Slam Jam” level sponsor by displaying this plaque of appreciation presented by the Cherry Bomb Charmers junior roller derby team!

CBC Home Bout Season Passes: The Cherry Bomb Charmers are proud to offer you and a guest season passes to all Cherry Bomb Charmers 2014 home bouts with this level of donation.

Naming Rights: Allow us to use your company’s name in the title of one of our roller derby home bouts! This exclusive benefit provides the maximum recognition for your company, and includes your company’s name printed on Event Tickets (as the presenting sponsor) as well as a press release (via PRLog.org) announcing your sponsorship of the event.

CBC Tee Shirts: Show your Charmer pride! Let the Cherry Bomb Charmers clothe you and a guest in “Charmer Red” by presenting you with two (2) Cherry Bomb Charmers tee shirts!

Social Media Promotion: The Cherry Bomb Charmers will gladly announce your sponsorship of the event and express their gratitude to your company on the team’s Facebook page.



Cherry Bomb Charmers Junior Roller Derby Team

Orange Park, Florida

Logo in Home Bout Program: The Charmer's home bout programs are distributed, free, to every event attendee. Let us reserve a place for your company's logo in our program as a CBC sponsor!

Online Logo Placement: The Cherry Bomb Charmers website has drawn a tremendous amount of traffic from viewers all around the world. This level of sponsorship allows your company logo to be displayed on our website as a team sponsor! Your company's logo (hyperlinked to your website) will be displayed on cherrybombcharmern.com for the full duration of the 2014 bouting season.

PA Announcement Mention: Let the Cherry Bomb Charmers' fans hear your company's name broadcast over the public address system four times during the Charmers' home bouts during the 2014 bouting season with this level of sponsorship.

Promotional Booth: The Cherry Bomb Charmers invite you to represent your company at our bout with a company supplied and staffed promotional booth or table with this level of sponsorship.

Display of Banner: Your company's promotional banner will be displayed, trackside, during our junior roller derby bout as a sponsor for the event.

Non-packaged Benefits:

The Cherry Bomb Charmers junior roller derby team offers the following benefits as "standalone" promotional services that may be acquired individually, or included with one of the above packages.

Program Ads: Our complimentary 8.5"x11" trifold brochure flyers are available to *everyone* attending a Cherry Bomb Charmers home bout, and are often kept as souvenirs by fans. Place your company's ad in our program and have your message become roller derby memorabilia.

¼ panel advertisement:	\$20
½ panel advertisement:	\$30
Full panel advertisement:	\$50

**Program ads are sold on a per bout basis for CBC home bouts only. The sponsor must provide the artwork for the advertisement desired. Artwork must be high resolution (300 dpi or greater) JPG format. Ad artwork must be received by the Cherry Bomb Charmers Junior Roller Derby no later than three weeks prior to the bout for which the ad is desired.*

Exclusive MVP Naming rights sponsorship: Every roller derby bout concludes with the presentation of four "most valuable player" awards. This **\$50** sponsorship entitles your company's name to be attached to the awards presented (i.e. "the Cherry Bomb Charmers [your company name here] MVP Jammer award goes to...")

Team Sponsorship: If your business would like to sponsor the Cherry Bomb Charmers, for the duration of their bout season, please contact President and General Manager, Dana Wolfe, at (904) 309-1551, or email CBCDerby@gmail.com to discuss terms and conditions in sponsoring the team.



Cherry Bomb Charmers Junior Roller Derby Team

Orange Park, Florida

Looking for something different?

If you don't see what you are looking for, or you have an idea that you don't see here - please let us know! Our goal is to create mutually beneficial partnerships. If you have creative ideas on ways to partner with us please do not hesitate to approach our staff regarding any kind of unique relationship.

Contact:

Dana Wolfe

President and General Manager, Cherry Bomb Charmer Junior Roller Derby Team

Cell: (904) 309-1551

CBCDerby@gmail.com

