



Dixie Derby Girls

ROLLER DERBY LEAGUE

THE DIXIE DERBY GIRLS ROLLER DERBY LEAGUE IS DEDICATED TO BRINGING THE SPORT OF ROLLER DERBY TO HUNTSVILLE, ALABAMA. WE ARE COMMITTED TO RUNNING A SAFE, COMPETITIVE, AND PROFESSIONAL LEAGUE. AS MEMBERS IN GOOD STANDING OF THE WOMEN'S FLAT TRACK DERBY ASSOCIATION (WFTDA), WE FOSTER AND PROMOTE THE GROWTH OF FLAT TRACK ROLLER DERBY NATIONWIDE.

What is Roller Derby?

FLAT TRACK ROLLER DERBY IS A FAST-PACED COMPETITIVE CONTACT SPORT PLAYED ON QUAD ROLLER SKATES. THEATRICALS ARE PART OF THE FUN, BUT NOTHING IS FAKED OR SCRIPTED.

THE GAME IS PLAYED IN HEATS OR "JAMS" THAT CAN LAST UP TO TWO MINUTES. GAMES ARE COMPRISED OF TWO THIRTY MINUTE PERIODS WITH AN UNLIMITED NUMBER OF JAMS EACH. TWO TEAMS PLAY IN EACH JAM WITH 5 PLAYERS ON THE TRACK FOR EACH TEAM.

THERE ARE 4 BLOCKERS FROM EACH TEAM ON THE TRACK PER JAM. TOGETHER, THESE EIGHT MAKE UP "THE PACK".

IN ADDITION TO THE FOUR BLOCKERS, EACH TEAM FIELDS ONE JAMMER. THE JAMMER WEARS A HELMET COVER WITH A STAR ON IT, AND SHE IS THE SKATER WHO SCORES POINTS FOR HER TEAM. SHE GETS ONE POINT FOR EACH OPPOSING BLOCKER SHE LEGALLY PASSES. BLOCKERS PLAY OFFENSE BY ASSISTING THEIR OWN JAMMER AND PLAY DEFENSE BY BLOCKING THE OPPOSING JAMMER.

THE TEAM WITH THE MOST POINTS AT THE END OF THE GAME WINS.



Junior Derby

THE DIXIE DERBY GIRLS ARE PARTNERED WITH THE LOCAL JUNIOR ROLLER DERBY TEAM, THE ROCKET CITY REBELS. THE ROCKET CITY REBELS IS A CO-ED TEAM FOR SKATERS AGED 8-18. DIXIE DERBY GIRLS WORK TOGETHER WITH THE JUNIOR TEAM TO BRING THE SPORT OF ROLLER DERBY TO HUNTSVILLE, ALABAMA.



Community Focused

AS LOCAL GIRLS WHO LOVE OUR COMMUNITY, WE BELIEVE IN GIVING BACK. SINCE OUR INCEPTION, WE'VE PARTNERED WITH NON-PROFIT GROUPS IN THE HUNTSVILLE AREA INCLUDING:

- AIDS ACION COALITION
- AMERICAN RED CROSS
- A NEW LEASH ON LIFE
- THE ARK, INC.
- BOYS & GIRLS CLUB
- CRISIS SERVICES ON N. AL
- GIRLS, INC.
- HABITAT FOR HUMANITY
- HOPE PLACE
- UNITED WAY
- UNITED CEREBRAL PALSEY
- 501ST LEGION OF STORM TROOPERS

Demographics

AVERAGE **300+** PER BOUT ATTENDANCE
 75% OF FANS HAVE ATTENDED 2 OR MORE BOUTS.
 93% OF RESPONDENTS SAY THEY WOULD ATTEND ANOTHER BOUT IN THE FUTURE

WE AVERAGE **7000** UNIQUE WEBSITE HITS PER MONTH

VOTED **#2** LOCAL SPORTS TEAM

2013 IN VALLEY PLANET READER'S POLL

TARGET FAN AGE: 20-45 YEARS
 AVERAGE FAN AGE: 33 YEARS

10,000 FRIENDS SOCIAL NETWORKING (FACEBOOK, TWITTER, INSTAGRAM)

SPONSORSHIP PACKAGES

PACKAGE LEVELS	GOLD \$500	SILVER \$250	BRONZE \$100
ANNOUNCED AS PRESENTING SPONSOR AT BOUT START	✓		
LISTED AS PRESENTING SPONSOR ON BOUT PROGRAM, POSTERS AND FLYERS	✓		
LOGO FEATURED ON SCORE BOARD	✓		
LOGO FEATURED ON ALL PRINT ADS	✓		
LOGO FEATURED ON BOUT POSTERS AND PROMO FLYERS	✓		
PROMOTION AS SPONSOR ON FACEBOOK, TWITTER, AND OTHER SOCIAL MEDIA	✓	✓	✓
HANG BANNER AT ALL HOME BOUTS (MIN 6)	✓	✓	
LOGO ON WEBSITE WITH LINK	✓	✓	✓
AD IN HOME BOUT PROGRAM	✓	✓	
6+ ANNOUNCEMENTS DURING EACH HOME BOUT	✓		
4+ ANNOUNCEMENTS DURING EACH HOME BOUT		✓	
3+ ANNOUNCEMENTS DURING EACH HOME BOUT			✓
ANNOUNCEMENTS AT THE BEGINNING AND END OF EACH HOME BOUT	✓	✓	✓

MORE OPTIONS

TEAM SPONSOR

FOR \$2500 BECOME THE TEAM SPONSOR! YOUR LOGO WILL BE WORN WITH PRIDE ON EACH DERBY JERSEY AND YOU WILL BE THE OFFICIAL DIXIE DERBY GIRL SPONSOR OF THE SEASON. PACKAGE INCLUDES VIP BASKET, 4 HOME GAME SEASON PASSES, AND ALL GOLD PACKAGE LEVEL BENEFITS.

BOUT SPONSORSHIP - \$100 PER BOUT OR \$500 FOR SEASON

POWER JAM SPONSOR

ANNOUNCED AS SPONSOR FOR EACH POWER JAM
HANG BANNER AT HOME BOUTS

TIME OUT SPONSOR

ANNOUNCED AS SPONSOR FOR EACH TIME OUT (3 PER TEAM PER GAME)
HANG BANNER AT HOME BOUTS

PENALTY BOX SPONSOR

BANNER HUNG OVER PENALTY BOX
MENTION EVERY TIME PLAYER ENTERS PENALTY BOX

JAMMER LINE SPONSOR

MENTION AT THE START OF EACH JAM
HANG BANNER AT HOME BOUTS

CONTACT US TODAY!

MISS D MEANER
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THE DIXIE DERBY GIRLS, INC. IS A NOT-FOR-PROFIT 501(C)3 ORGANIZATION.
TAX ID #: 263954992



VIP FAN

BECOME A 2017 VIP FAN. FOR \$100 GET A RESERVED SEAT FOR EACH HOME BOUT OF THE 2017 SEASON. WITH THESE PREMIUM SEATS, YOU'LL BE IN ON ALL THE ACTION.