

HELENA
HEL'Z BELLES
ROLLER DERBY



2017 - 2018 PARTNERSHIP PACKET

We are a "by the skaters, for the skaters" grassroots, female-managed, non-profit, athletic organization. Our main goal is to inspire women, young and old, to form healthy body images, live active lifestyles, and gain empowerment through learning the sport of roller derby in a safe and supportive environment. We are committed to our community by skating local, buying local, and supporting local business and community organizations. Above all, we are mothers, grandmothers, daughters, wives, and friends, and the passions we bring from these areas of our lives will make us sisters in derby.



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Thank you for your interest in partnering with the Hel'z Belles Roller Derby non-profit league. As we gear up for another hard-hitting season, the Hel'z Belles are looking for sponsors to help support the growth of this stimulating fast-paced sport in Helena, Montana.

Women's flat track roller derby is the fastest growing sport in the nation and the Hel'z Belles have been very successful in giving community women this exciting sport to call their own for the last seven years.

Our goal is to showcase a strong, positive, athletic female image through individual athletic ability, teamwork, self-discipline and character.

Unlike the theatrical, choreographed roller derby of the 1970s, roller derby is now a true sport with rules and regulations. It involves athleticism and dedication. In our league, that dedication includes both the sport and the betterment of our community. To maintain membership in our league, all members are required to volunteer a minimum number of hours each season to other local organizations. We strive to be a positive influence in the community and are actively involved in many charitable activities each year.

Enclosed is information about our partnership packages. Please contact us at sponsor@helzbelles.org to make your contribution to our league.

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WHY SUPPORT US?

We Support the Community

The Helena Hel'z Belles Flat Track Roller Derby League promotes a strong, positive, athletic female image. Comprised of women (and a few men) from all walks of life, we strive to be a positive influence in the community and are actively involved in many charitable activities each year.

How Your Sponsorship Helps Us

Like other amateur sports, we do not pay our skaters. The league is funded through monthly skater dues and revenue generated from ticket sales, merchandise sales and fund-raising events. In order to provide affordable ticket prices for these intense, action-packed bouts, we rely heavily on sponsorships and advertising from companies like yours. Your money benefits the team by allowing us to pay rent at the rink year round, cover typical business operating expenses, advertise, purchase training supplies, pay insurance fees, attend training and workshops, and travel to play against other leagues from around the state and beyond.

How Your Sponsorship Helps You

Roller derby is one of the fastest-growing extreme sports in the United States and it appeals to a very wide demographic. Currently, our league members include teachers, editors, scientists, musicians, computer programmers, artists, attorneys and much more.

Our bouts attract mature fans that are nostalgic for old school derby, younger alternative culture fans, and families.

Your Hel'z Belles sponsorship will reach potential customers at a very reasonable cost.

For more information, contact us today!

SPONSORSHIP LEVELS

	\$250	\$500	\$1,000	\$2,000	\$3,000
Logo on bout scoreboard	★	★	★	★	★
Logo & link on website	★	★	★	★	★
VIP Season Pass	1	2	4	8	10
Announcements at bouts		★	★	★	★
Banner displayed on bleachers		★	★	★	★
Mentions on social media a year		1	2	4	6
HBRD merchandise voucher			\$25	\$50	\$75
Logo in bout program			★	★	★
Logo on bout posters			★	★	★
Distribution of materials at bout welcome table				★	★
Bout after-party promotion					★
Mention in radio advertising					★

"My favorite thing about derby is that your team is a family, you always come out of practice feeling better than when you went in."

— Sangreena # 619
Hel'z Belles Skater

"It's the best thing I've ever done for myself."

— Jenn-O-Cide # 38
Hel'z Belles Skater

"Roller Derby is amazing!"

— Everett, age 6

"Good, hard-hitting entertainment for the whole family."

— Tyrrell Hibbard,
Gulch Distillers

INTERESTED? CONTACT US AT SPONSOR@HELZBELLES.ORG

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BOUT-SPECIFIC OPPORTUNITIES

Bout Ticket Sponsor

\$100 per bout

Promote your business on our bout tickets. Logo and offer will be printed on 400 pre-sale tickets. Business banner will be placed prominently at the ticket sale area for bout day ticket sales.

Half-time Games

\$100 per bout

This unique opportunity to showcase your company name or product is a surefire way to get our fans' attention! Put your name on one of our standard games or work with our bout production team to create a custom game using your products!

Vendor Booth

\$100 per bout

Expose your product, service, or message to our captive audience by having a booth at our home bouts! Sell your merchandise. Advertise your product/service. Share your message.

Time-Out Sponsor

\$100 per bout

Hear your company name an average of 4 times per night during official timeouts or reviews. We'll include banner placement.

"Ridle Photography has been a proud sponsor of Hel'z Belles for the past four seasons. From the beginning, Hel'z Belles have been strong leaders in the community and positive role models for the next generation of roller derby athletes."

*— James Ridle,
Hel'z Belles Sponsor*



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