

## 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.

### Best Seats in the House \$150 per bout

New this season, give four lucky fans the chance to sit in the Best Seats in the House. Not only do these seats have a great view but they come with refreshments and snacks! Our announcers will mention your company throughout the evening, signs will be placed on the seats with your name, and you will receive an acknowledgement in the bout program. Sponsor may provide items or materials for inclusion in the snack basket.

### 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 \$200 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.

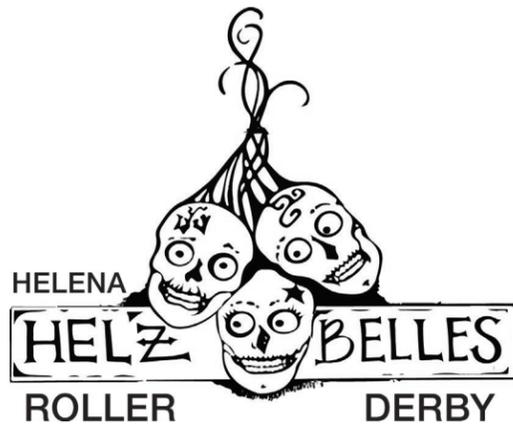
*"The Montana Coalition Against Domestic and Sexual Violence has been a proud sponsor of the Hel'z Belles Roller Derby league for the past two seasons. We hope other businesses and nonprofits will consider doing the same. They are a fantastic example of empowered women making a difference in our community."*

— Kelsen Young  
Hel'z Belles Sponsor



## 2016 - 2017 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.



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 five 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](mailto:sponsor@helzbelles.org) to make your contribution to our league.



## 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	★	★	★	★	★
Announcements at bouts		★	★	★	★
Banner displayed on bleachers		★	★	★	★
VIP Bout Tickets		2	2	4	6
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					★

*"I enjoy being a member of the Hel'z Belles because I love the positive encouragement and motivation to stay in shape. Plus, frankly, I like to hit people!"*

— C'n Stars # 4  
Hel'z Belles Skater

*"I support Hel'z Belles because roller skates are more empowering than a glass slipper."*

— Alissa C.  
Hel'z Belles Fan

**INTERESTED? CONTACT US AT [SPONSOR@HELZBELLES.ORG](mailto:SPONSOR@HELZBELLES.ORG)**

