



# MAD ROLLIN' DOLLS UDDER CHAOS TOURNAMENT SPONSORSHIP INFORMATION

**Mad Rollin' Dolls Roller Derby is hosting a NATIONAL TOURNAMENT  
and we would love to partner with you!**

**WHAT Madison Invitational: UDDER CHAOS**

**WHEN May 18-20, 2018**

**WHERE Hartmeyer Ice Arena, Madison WI**

**WHO 11 Teams from all over the Country!!!**

**WHO WILL YOU REACH?**

- ★ 400 participants from all over the US!
- ★ 500-1,000 Tournament ticket holders.

# Mad Rollin' Dolls *UDDER CHAOS* Tournament Sponsorship Menu

Read on to learn about the sport of roller derby, our league, and our audience. We are happy to do customized packages. If you have an idea for something, just let us know. We look forward to working with you!

## Standard Sponsorship Packages

	A	B	C	D
Program Ad <sup>1</sup>	1/4	1/2	Full	Full
Announcer Mentions <sup>2</sup>	1	2	4	4
Social Media Shoutouts <sup>3</sup>		2	4	2
Poster and Program	•	•	•	•
Web Link on Tournament FB Page	•	•	•	•
Banner at Tournament <sup>4</sup>	•	•	•	•
Web Link on Home Page <sup>5</sup>		•	•	•
Merchandise coupon			1	1
Tickets	2	4	6	6
Premium Game Day Naming Rights				•
Cost	\$150	\$300	\$500	\$825

<sup>1</sup>Program Ad Full-page ad = 5 in. wide x 8 in. high. Half-page ad = 5 in. wide x 4 in. high.  
Quarter-page ad = 5 in. wide x 2 in. high.

<sup>2</sup>Announcer Mentions per day.

<sup>3</sup>Social Media Shoutouts over course of tournament.

<sup>4</sup>Banner at Tournament Max size is 5' wide x 3' high, sponsor provided.

<sup>5</sup>Web Link on Home Page On MadisonRollerDerby.org for April/May/June.

## A la carte / Add-ons:

Banner at Tournament .....	\$75
Web Link on Tournament FB Page .....	\$50
1 Announcer Mention per day (Headliner game).....	\$45
Quarter-page Ad in Program Insert .....	\$75
Logo on Entrance Wristbands (500-1,000).....	\$350
Vendor Table at Venue.....	\$100
Logo on Participant Passes (400).....	\$150

★ MAD ROLLIN' DOLLS ★ Sponsorship ★ UDDER CHAOS TOURNAMENT ★

**PREMIUM GAME DAY NAMING RIGHTS**

**Jam Line / Pivot Line / Penalty Box** ..... \$350

- Your business name + jam line/pivot line/penalty box, mentioned every time announcers mention the jam line/pivot line/penalty box during the game (at least 5 times each period)
- Sponsor info/reads by announcers at least once each half
- Social media shout-out in run-up to each game

*These are features of the track and are thus mentioned very often in roller derby, just as home plate, first base, etc. would be in baseball.*

**STANDARD GAME DAY NAMING RIGHTS**

**Star pass / Apex Jump / Grand Slam / Power Jam** ..... \$250

- Your business name +Star pass / Apex Jump / Grand Slam / Power Jam, mentioned every time announcers mention a Star pass / Apex Jump / Grand Slam / Power Jam during the game (at least 2 times each half)
- Sponsor info/reads by announcers at least once each half
- Social media shout-outs in run-up to the game

*These are features of gameplay. Just like a grand slam, homerun, etc. do not happen in every inning in baseball, these events are not guaranteed to happen during a game. However, they are quite common! If they do not happen, we will still be sure to mention your business the indicated number of times.*

**What is the UDDER CHAOS Tournament?**

May 18-20, 2018.

Mad Rollin' Dolls are hosting the tournament at the Hartmeyer Ice Arena in Madison, WI.

400 athletes and support are expected to participate.

11 roller derby teams are coming from all over the United States.

500 to 1,000 Tournament ticket holders are expected to attend.

**Who are the Mad Rollin' Dolls?**

Mad Rollin' Dolls, or MRD, is *Madison's premier roller derby league.*

MRD first laced up our skates for the public in late 2004 and began our first full season in 2005.

We are one of the original members of the Women's Flat Track Derby Association, WFTDA, which has over 400 member leagues internationally.

Our dynamic skaters and dedicated volunteers have been providing a sport that not only features pure athleticism but a punch of serious fun for its many fans.

MRD is a grassroots effort run by an all-volunteer group of skaters and non-skaters.

Our organization has recently been granted 501(c)(3) status.

## ★ MAD ROLLIN' DOLLS ★ *Sponsorship* ★ UDDER CHAOS TOURNAMENT ★

It is the mission of Mad Rollin' Dolls, Inc. to provide a safe, inclusionary space to foster the development of a competitive women's flat track roller derby athletic program, build leadership skills through volunteer opportunities, and make a positive impact in our community by serving as role models for our peers and future generations.

MRD's four home teams are the Quad Squad, the Reservoir Dolls, the Unholy Rollers, and the Vaudeville Vixens.

MRD home teams compete against each other at bouts at the Alliant Energy Center each home season, competing for Leggy, our championship trophy.

MRD has two travel teams: Team Unicorn and the Dairyland Dolls. The Dairyland Dolls are highly ranked internationally, and have gone to the WFTDA international playoffs every year since its inception in 2006.

We also have the Wreckers, where anyone can learn to skate and play derby.

The Wreckers have two teams: the Black & Bluebirds and the Rumblebees, who often play each other in exhibition bouts, in addition to playing other area teams.

82% of fans know who sponsors their local roller derby league

95% hold a favorable opinion of sponsoring businesses.

78% make a point to patronize sponsoring businesses

Nearly a third of fans have an income of over \$75,000 per year

For more information, visit [wftda.org](http://wftda.org), and [madisonrollerderby.org](http://madisonrollerderby.org).

### **So what is roller derby?**

Modern roller derby is played by two teams in two thirty-minute periods.

Each period consists of multiple jams. Each jam is an opportunity for both teams to score points. Each jam lasts two minutes unless the lead jammer calls it off sooner.

On the track for each jam are one jammer and four blockers from each team (including one special blocker called the pivot).

**The jammers** wear stars on their helmet to help distinguish them. They start behind the pack of blockers, and must get past the opposing team's blockers in order to score points. They attempt to pass their opponents as many times as possible by sprinting around the track and lapping the pack.

**The blockers** focus on stopping the opposing jammer from passing them, and assisting their jammer in passing the other team's blockers.

**The pivot**, who wears a stripe on their helmet, is a special blocker who can be passed the jammer's star and earn points for their team. (When this happens, it's called a star pass.)

It is legal for skaters to block their opponents with their hips, rear, and shoulders. It is not legal to block to the back, to elbow, or to trip another skater.

Players committing penalties are sent to the penalty box for thirty seconds, while their team plays short.

# Mad Rollin' Dolls Sponsorship Contract

## UDDER CHAOS Tournament



Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Company address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email address \_\_\_\_\_

Phone number \_\_\_\_\_

Signature\* \_\_\_\_\_ Date \_\_\_\_\_

*\*I certify that I am authorized to order advertising for the aforementioned organization.*

Package \_\_\_\_\_

Add-ons/Notes:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total cost \_\_\_\_\_

Payment type\*: \_\_\_\_\_

\*Checks and the completed form can be sent to:

Mad Rollin' Dolls, PO Box 3296, Madison, WI 53704.

If sending form digitally, please fill out and send to [sponsorship@madisonrollerderby.org](mailto:sponsorship@madisonrollerderby.org).

If electronic payment is desired, an invoice will be sent to the email address given above.

Please pay within 30 days of signing contract.

*Thank you for supporting Madison Roller Derby!*