



2015

*SPONSORSHIP AND
ADVERTISING OPPORTUNITIES*



CHICAGO'S PREMIER MEN'S ROLLER DERBY LEAGUE

WHO ARE THE BRUISE BROTHERS

OUR HISTORY

Founded in 2011 and based out of the Lombard Roller Rink, the Chicago Bruise Brothers are the premier men's roller derby league in Chicago. We are a non-profit organization with hi-level competition in the Men's Roller Derby Association (MRDA).

Our fans are loyal and our home bouts pack a full house every time. Our social media footprint boasts a large following with a brand that is recognized locally, nationally and throughout the globe.

WHY BE A SPONSOR

Roller Derby's popularity has grown at an astonishing rate over the past decade. Unlike the more theatrical days on a banked track, modern day roller derby matured into an aggressive sport that is suitable for the whole family and attracts a loyal and diverse fan base.

AUDIENCE DEMOGRAPHICS

AGE:

<24 - 11%

24 to 35 - 42%

36 to 54 - 41%

GENDER:

WOMEN - 66%

MEN - 34%

Statistics provided by WFTDA. The survey was conducted online during the month of February 2012, gathering information from 8,346 respondents. Visit <http://wftda.com/sponsors/2012-demographic-information> for even more information.

ADVERTISING OPPORTUNITIES

SPONSOR OF THE DAY

\$20/day or \$150 for 10 days

The Chicago Bruise Brothers will send a shout-out to our followers on Facebook and Twitter. We can post any photo or logo and work together to develop an offer that best promotes your business.

IN-GAME PROMO

We want to work with you to produce memorable, fun advertising that will make the best impressions. From announcer mentions to setting up a demonstration table to handing out promo materials or creating a fan interactive half-time experience, let your company's true colors fly. Talk to us, let's have fun!

PROGRAM AD

Full Page (5x8) - \$120

Half Page (5x4) - \$80

Quarter pg.(2.5x4) - \$60

HAVE QUESTIONS OR WANT TO GET IN TOUCH WITH US?

Contact Ragna Rocker (Marketing Coordinator) at cknudson14@gmail.com



SPONSORSHIP PACKAGES

SUPPORTER (\$400)

- 2 season passes
- 1/4 page ad
- \$20 merchandise voucher
- Your logo and link on the Bro's sponsor webpage
- Your company announced at least 1 time per bout

ALL-STAR (\$750)

- 4 season passes
- 1/2 page ad
- \$35 merchandise voucher
- Your logo and link on the Bro's sponsor webpage
- Your banner at each home game
- Your company announced at least 1 time per bout
- A social media shout-out

MVP (\$1000)

- 8 season passes
- Full page ad
- \$50 merchandise voucher
- Your logo and link on the Bro's sponsor webpage
- Your banner at each home game
- Your company announced at least 3 times per bout
- 6 social media shout-outs (1 every 2 months)

HAVE DIFFERENT IDEA?

Let us know. We will be happy to work with you to make your idea a reality





CHICAGO BRUISE BROTHERS



2015 HOME SCHEDULE



VS MILWAUKEE BLITZKRIEG **5/23**
6:00 @ LOMBARD ROLLER RINK

VS KALAMAZOO **8/1**
6:00 @ LOMBARD ROLLER RINK

VS KORNSTALKERS **8/29**
6:00 @ COACHLITE ROLLER RINK

VS FOREST CITY LONDON ONTARIO **9/19**
6:00 @ COACHLITE ROLLER RINK

VS CAPITAL CITY HOOLIGANS **10/3**
6:00 @ LOMBARD ROLLER RINK

* Red indicates home bouts, light blue are local bouts