



CANADA ROLLER DERBY

SPONSORSHIP OPPORTUNITIES

Canada Roller Derby is the volunteer-run, non-profit society that fields the nation's top international competition teams by bringing together the very best roller derby athletes and experienced coaches from across Canada and the world. All of the players, coaches, team managers, and committee members volunteer their time and funds to make the dream of top competition on the international stage a reality.

Our current World Cup cycle is the headlining event of the sport: the Women's Roller Derby World Cup in Innsbruck, Austria, July 2025. We have a group of 45 athletes, 20 of whom will travel to the world cup, who are supported by experienced coaches and staff. With a mandate committed to excellence on and off the track and to the development of roller derby across the country, the team is training with the goal of bringing home gold and we need your help to do it.

Your brand is strong, smart, dedicated, has a passion for positive change, works to build and expand gender-equity in sports, and empowering women and gender-expansive people all over the world--just like Roller Derby does! Your brand boosts women's sports in Canada at all levels from youth, to professional, to masters. Your brand looks towards the future and supports those fighting for change.

OUR MEMBERS & AUDIENCE WANT BUSINESSES TO SUPPORT

Derby is one of the fastest growing sports in the world. It appeals to a core demographic of educated, sophisticated, and dedicated amateur athletes who are in their prime of discretionary spending. The roller derby community is extremely discerning in which businesses it supports. But when a business's interest aligns with the community, they are rewarded with passionate loyalty. Tap into that by helping us out!

SUPPORTING WOMEN & GENDER-EXPANSIVE PEOPLE IN SPORTS MATTERS

Women's sports are on the rise but the fight is far from over. Women's sport faces monumental barriers: sexism, discrimination, lack of media exposure, lack of funding and sponsorship (Canadian Women & Sports, 2024). Since its modern revival 20 years ago, Roller Derby has been a grass-roots, female-dominated sport. Despite its massive growth and country-wide participation, Canada Roller Derby lacks recognition as a National Sports Organizations and is ineligible for most national and provincial sports funds offered to a number of other sports organizations in Canada.

HELP US OVERCOME OUR BARRIERS

We estimate the cost to field a team for the World Cup at \$100,000. Our athletes come from all over the country and as such must travel great distances and bear high costs to attend practices, games, and tournaments. We also have costs associated with uniforms and equipment. Finally, the cost of sending around 25 skaters and staff to the World Cup in Innsbruck, Austria will be incredibly expensive.

MORE THAN JUST THE WORLD CUP

We can't wait to compete in the World Cup, but that's not all that we focus on. Canada Roller Derby is committed to fostering excellence and development of the sport throughout the country by designating a core group of "development skaters" to train alongside the main competitive team. Those skaters take that training, knowledge, and experience back to their corners of the country and build stronger, better teams from coast to coast to coast.

Additionally, through social media, training camps, practice planning, and public exhibition games, our competitive skaters and coaches will be sharing their knowledge and inspiring new and developing skaters and leagues, ensuring long-term growth of roller derby specifically and women in professional sports generally.

WHAT OPPORTUNITIES ARE THERE FOR YOUR COMPANY TO BE WITH US?

Over the next 9 months, Roller Derby Canada will host three full team practices (switching between the east and west coast), three regional practices (allowing skaters in the east to practise in the east and west in the west), a competition held in New Orleans, a planned international tournament of top national teams in the spring, and finally the 2025 World Cup in July. Throughout our entire journey to the World Cup we will be engaging in an intense awareness push through both traditional and social media. All of these are opportunities for your brand to be associated with ours.

HOW YOU CAN HELP

Our goal is to raise \$100,000 to lighten the financial burden that our skaters and coaches carry to represent Canada at the 2025 World Cup.

Different ways to help:

- We invite you to sponsor us
- Send us a donation and well-wishes on our GoFundMe page
- Share our request with others
- Talk about roller derby to your friends, colleagues, family and pets!
- Follow us on social media and invite others to follow us, too.

How your support will help:

The funds will be used to cover the cost of travel and incidentals for skaters to participate in each practice held across Canada, the competition in New Orleans, and finally the World Cup in Austria.

With more social media followers, we help to spread our message further and gain access to new sponsors and donors.

MORE INFO ABOUT TEAM CANADA ROLLER DERBY CAN BE FOUND AT:

WWW.TEAMCANADAROLLERDERBY.COM

[@TEAMCANADAROLLERDERBY](https://www.instagram.com/TEAMCANADAROLLERDERBY)



SPONSORSHIP PACKAGES



GOLD: \$5000

- ✦ Large logo printed on Team Jersey and Fan Jersey
 - To be included on the Team jersey sponsorship contracts are due by **November 31**
 - You will receive a copy of the Team Jersey signed by the full team for display purposes
- ✦ Large logo on banner that will hang behind our bench at the World Cup
- ✦ Large logo linked to your website on the Team Canada Roller Derby website
- ✦ 5 Social media shout-outs during important team milestones, such as practices, games, and arrival at the world cup
- ✦ A social media post specifically thanking your brand
- ✦ Stickers and patches merch bundle



SILVER: \$2500

- ✦ Medium logo printed on Team Jersey and Fan Jersey
 - To be included on the Team jersey sponsorship contracts are due by **November 31**
- ✦ Medium logo on banner that will hang behind our bench at the World Cup
- ✦ Medium logo on the Team Canada Roller Derby website
- ✦ 3 Social media shout-outs
- ✦ A social media post specifically thanking your brand
- ✦ Stickers and patches merch bundle



BRONZE: \$1000

- ✦ Small logo printed on Fan Jersey
- ✦ Small logo on the Team Canada Roller Derby website
- ✦ 2 Social media shout-outs
- ✦ A social media post specifically thanking your brand
- ✦ Stickers and patches merch bundle

OTHER WAYS TO HELP

EVENT SPONSORSHIP: Team Canada is hosting several events throughout the training cycle including multi-day team practices, public exhibition games and tournaments, training camps and more. Individual events can be sponsored in exchange for top billing in online and print media for the event.

IN-KIND DONATIONS: Team Canada is also happy to accept in-kind donations of merchandise from your company for the purpose of running a raffle, setting as door prizes at events, and general promotion of Canada Roller Derby activities. A custom sponsorship package can be determined based on the value of your donation.

Have a sponsorship idea that we haven't covered here? We're happy to discuss your ideas and involvement.
Reach out to chefdemission@teamcanadarollerderby.com