



## THREE SIMPLE REASONS WHY **YOU** SHOULD SPONSOR US!

Roller derby is a FULL-CONTACT sport with attitude and style – nothing is faked or staged. With over 1,000 leagues – and growing – WORLDWIDE, the sport of roller derby is loved by all. Between 300 and 500 fans attend each roller derby bout in Jackson, Mississippi. Our demographic is broad and the EXPOSURE is priceless. Nostalgic derby lovers sit shoulder to shoulder with rowdy twenty-somethings and cheering kids. Roller derby is a sport for all ages!

The Magnolia Roller Vixens is skater-owned and skater-operated company. It's a DIY, small business whose mission is to deliver a STRONG and positive image to the Metro Jackson COMMUNITY. As an MRV sponsor, your company will be featured alongside and affiliated with our grassroots, positive, athletic IMAGE.

The Magnolia Roller Vixens are committed to achieving financial stability to allow us to give back to the community in the form of participating in and hosting CHARITABLE events. We can work in conjunction with your company to give back to the community.



## WHAT IS THE WORLD SAYING ABOUT **ROLLER DERBY**?

"If PJ Harvey, Madonna, Patti Smith and The Bride of Kill Bill could procreate together, their spawn would parallel the vicious and tough-as-nails ladies of roller derby." – Lauren Wayne | Live Nation

"This is my first time to attend a roller derby bout, but I'll come back. I like the energy the girls have, and the effort they put forth. This is really impressive." – Rachel Bush | Northeast Ledger

"This is a sport that all women can do, no matter what age, body type or skill level. As a matter of fact, one of the best skaters on the Memphis team is in her 50s. Besides, if I can do it, anyone can. I've never been athletic and this is the first sport I've ever done." – Lizbeth Von Lush | MRV

## WHO ARE THE MAGNOLIA ROLLER VIXENS?

Magnolia Roller Vixens is a community-wise sports initiative for adult females. The Magnolia Roller Vixens was founded in May 2008 by five unpaid amateur skaters. All participants are unpaid amateurs, and the league provides insurance coverage for practices and bouts. Our purpose is fun, friendly sports competition among strong, independent women. Magnolia Roller Vixens promotes and fosters the sport of women's flat track derby by developing athletic ability, sportswomanship, and goodwill among its team members and staff. The governing philosophy is "by the skaters, for the skaters." The league adopts the rules and regulations of the international Women's Flat Track Derby Association. We are currently an apprentice league due to become a full member in 2013.

Our 2011 season ran from March to September. We won 8 of the 9 bouts we played in our regular season, and we participated in a regional tournament in November. We played teams from Columbus, Hattiesburg, Baton Rouge, Mobile, and Memphis. We hosted 4 home games with an average attendance of 300 spectators. In our 2012 season, we have 13 bouts scheduled between February and September, with 7 of those at home.

Our bouts are held in the air-conditioned Jackson Convention Complex in downtown Jackson. Bouts are family friendly and kid-safe; we have a mascot and often have face-painting. There is still hard-hitting fun for adults to enjoy in air-conditioning during our region's hot and humid summer season. We will host teams from last year as well as teams from Gulfport, Huntsville, Fort Walton Beach, and New Orleans.

## WHY WE NEED SPONSORS

Magnolia Roller Vixens, LLC is a skater-owned and operated, all female, do-it-yourself small business, whose mission is to deliver a strong and positive image to the state of Mississippi. As a sponsor of MRV, your company would be featured alongside our positive, athletic, sexy, female image.

Although MRV's skaters are required to pay dues, and we generate minimal revenue through bouts, merchandise sales and fundraising events, we rely heavily on sponsorships from companies like yours to provide affordable entertainment to the people of Mississippi. Your sponsorship would go towards funding the essentials to keep our team up and running such as practice space rental, practice equipment, bout and event production, and merchandise.

## WHY YOU?

MRV sponsors are handpicked by the league's skaters and governing body, and we strive to select companies like yours - companies that fit the image of positivity, athleticism and grass-roots community involvement. We know that a partnership between our company and yours will provide mutual benefit and advertising opportunity to a similar target demographic.

We invite you and your business to help support all-female, flat track roller derby. Your sponsorship will promote your business to a diverse audience and support a sport that is experiencing an international resurgence. Please see the options on the following pages to find out how we can tailor your package to your needs.

## 2012 Sponsorship Opportunities

	Season Sponsor				
	Lead Jammer (Gold)	Jammer (Silver)	Pivot (Bronze)	Blocker	Freshmeat
VIP Game Tickets	6	4	2	2	0
Merchandise Gift Certificate	\$20	\$15	\$10	\$10	\$5
Program Ad (Full Page, BW)	■				
Program Ad (1/2 Page, BW)		■	■		
Program Ad (1/4 Page, BW)			or	■	■
Banner Space in Bout Arena	■	■	■		
1 Free Rollergirl Appearance	■	■			
Logo on Facebook Page	■	■			
Text Link on Facebook Page			■		
Vendor Table in Lobby	■				
Rotating Logo on Website	■	■			
Logo Link on Sponsor Page	■	■			
Text Link on Sponsor Page			■	■	■
Text Link on e-Newsletter	■	■	■	■	■
Bout Shout-out: Scoreboard	■	■	■	■	
Bout Shout-out: MC	■	■	■	■	■
Invitation to Special Events	■	■			
Single Bout Package	\$500	\$400	\$300	\$200	\$100
Season Package*	\$3000	\$2000	\$1500	\$800	\$500

### A LA CARTE & OTHER SERVICES

Vendor Table in Lobby	\$50
Logo on Website (30 days)	\$40
Banner Space in Bout Arena	\$30
Jammer Line per season (minimum 10 plugs per bout)	\$1000
Penalty Box per season (minimum 10 plugs per bout)	\$1000
2" Logo on Team Uniform per season	\$1500
Appearances: 2 Rollergirls/3 hours	\$300
Appearances: 5 Rollergirls/3 hours	\$500
In Kind Sponsorship	Negotiable

### Friends of MRV

\$100 - \$399 per annum

Includes:

Your name or business name in the "Friends of MRV" section of the website and bout program;  
\$5 MRV Merchandise Gift Certificate.

\*Season Packages expire one year from purchase and are guaranteed to be at least 7 public events.

# Magnolia Roller Vixens

## 2012 Season Sponsor Contract

Company Name: \_\_\_\_\_  
(Exactly as it should appear in print)  
Contact Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

### CORPORATE SPONSORSHIP PACKAGES

Season Package (one year)	Single Bout/Event Package
_____ Lead Jammer \$3000	_____ Lead Jammer \$500
_____ Jammer \$2000	_____ Jammer \$400
_____ Pivot \$1500	_____ Pivot \$300
_____ Blocker \$800	_____ Blocker \$200
_____ Freshmeat \$500	_____ Freshmeat \$100

### A LA CARTE

\_\_\_\_\_ Vendor Table in Lobby \$50  
\_\_\_\_\_ Logo on Website (30 Days) \$40  
\_\_\_\_\_ Banner Space in Bout Arena \$30  
\_\_\_\_\_ Jammer Line \$1000  
\_\_\_\_\_ Penalty Box \$1000  
\_\_\_\_\_ Logo on Team Uniform \$1500

### OTHER SERVICES

\_\_\_\_\_ Appearances: 2 Rollergirls for 3 hours \$300  
\_\_\_\_\_ Appearances: 5 Rollergirls for 3 hours \$500  
\_\_\_\_\_ In-Kind Sponsorship (Fill out the In-Kind Sponsorship section below.)

### \_\_\_\_\_ FRIENDS OF MRV CASH CONTRIBUTION (Donation of \$100 and up)

Cash Amount: \$ \_\_\_\_\_

### IN-KIND CONTRIBUTIONS

Description of Product or Service:

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

Fair Market Value \$ \_\_\_\_\_

Amount of In-Kind Support Credited Toward Sponsorship: \$ \_\_\_\_\_

(To Be Determined by Sponsorship Committee. Must be approved by the League Board)

.....  
\_\_\_\_\_ Full payment enclosed

\_\_\_\_\_ Partial payment in amount of \$ \_\_\_\_\_ enclosed

Sponsor agrees to pay balance in \_\_\_\_\_ monthly installments, with first and last month's payment due upon signing of contract. Next payment due date: \_\_\_\_\_.

Sponsor Representative: (initial here) \_\_\_\_\_

MRV Board Representative: (initial here) \_\_\_\_\_

# TERMS AND CONDITIONS OF SPONSORSHIP

1. The Magnolia Roller Vixens, LLC ("MRV") is an amateur sports organization facilitating the sport of all female flat-track roller derby by hosting events which provide aggressive athletic entertainment while supporting charitable organizations that benefit the community at large.
2. Sponsor may use the MRV logo in advertising only with the advance written consent of the organization. All requests for the use of the logo must be submitted to MRV for approval prior to anticipated use. MRV may withhold its consent to use the logo for any reason it deems necessary. All Sponsor advertising and/or promotional materials are subject to approval by MRV.
3. Failure to pay any cash portion of your contribution on or before the date due as indicated on any invoice or payment book sent to you by MRV may result in the forfeiture of your sponsorship rights. In-kind contributions shall be provided on an as-needed basis, and valued as agreed to by the Sponsor and MRV.
4. Sponsor is entitled to the rights and benefits associated with the level of sponsorship indicated on this Contract. All rights and benefits of sponsorship are defined in the sponsorship package titled "Sponsorship Opportunities," the contents of which are incorporated herein as reference. MRV reserves the right to make non-material modifications to those benefits from time to time.
5. Sponsor understands that certain benefits of sponsorship require information or input by the Sponsor. Failure to provide such information or input by the dates required by MRV may result in the forfeiture of the benefits for which it was required.
6. MRV has the right, upon request, to require Sponsor to provide an independent appraisal of the value of certain in-kind donations prior to acceptance of such donations as credit toward Sponsorship fee.

Sponsor/Support Since: *(Date or Number of Years)* \_\_\_\_\_

**PAYMENT DUE BY** \_\_\_\_\_

Failure to submit a signed contract by 30 days after signing of this agreement may limit the benefits the sponsor receives.

Failure to pay any cash portion of sponsorship according to terms of this agreement may result in forfeiture of sponsorship rights. This contract is subject to the terms and conditions stated within this document.

Sponsor has read, understands and agrees to be bound by these terms as a condition of sponsorship.

## SPONSOR REPRESENTATIVE

Signed By: \_\_\_\_\_ Date: \_\_\_\_\_  
Title: \_\_\_\_\_

Please mail Sponsorship Contract, Terms & Conditions, and Payment to: