



SPONSOR THE **TEXAS ROLLERGIRLS**

2025 SPONSORSHIP PACKET



ABOUT THE **TEXAS ROLLERGIRLS**

The Texas Rollergirls are the originators of Flat Track Derby. We started the sport in Austin, Texas in 2003 and it's spread to hundreds of cities around the world. Our founders revised the old school rules, designed the track, and set the standard for what a Roller Skater can be in the new millennium.

We have four home teams:

[Hell Marys](#), [Honky Tonk Heartbreakers](#), [Hotrod Honeys](#) and the [Hustlers](#).

Home team players also compete regionally and nationally as the Homies.

We have an all-star travel team, the [Texas Rollergirls Travel Team](#), made up of members from all four home teams. Our all-stars compete internationally within the [Women's Flat Track Association](#) (WFTDA) as the Texecutioners (A) and the Chainsaws (B) at the highest competitive levels in roller derby world wide.

Texas Rollergirls' [Learn to Skate and Rec League](#) programs meet weekly throughout the year and are free to all Austinites. Texas Rollergirls also support [Texas Junior Roller Derby](#), enabling youth ages 8 to 17 to build fitness, sportsmanship, competitiveness, and self-efficacy through the sport. We also have an amazing group of [officials](#), [volunteers](#) and photographers.

Want to join the fun? This packet explains how to become an official sponsor and supporter of the Texas Rollergirls.

MISSION

Austin Texas Rollergirls Inc, Rock'n'Rollerderby®, dba Texas Rollergirls, is a 501(c)(3) non-profit public charity amateur sports organization dedicated to playing and promoting the sport of Women's Flat Track Derby. We provide superior athleticism every time we play and are committed to introducing new fans to our revolutionary sport.

CORE VALUES

Inclusivity

Our dedication to inclusivity means ensuring that roller derby is open and welcoming to all, regardless of their background or circumstances. We celebrate diversity and promote equity, valuing and respecting the unique contributions of our community members both on and off the track.

Empowerment

We create a supportive and collaborative environment where all individuals, regardless of their level of involvement, can pursue their goals and feel empowered within the roller derby community.

Social Responsibility

We prioritize social responsibility, ensuring everyone has a place in roller derby. We provide accessibility and accommodations to those in need, fostering inclusivity for all who desire to experience the sport. Additionally, we actively engage with progressive causes, promoting social justice, equity, and equality, while maintaining a mutually beneficial relationship with our community.

Competitive Sportsmanship

We strive for athletic excellence while treating others with respect and fairness. Upholding values of integrity, honesty, and a strong work ethic, we provide an exceptional experience for our fans through our athleticism and dedication.

League Wellness

We prioritize the holistic well-being of our league, focusing on the physical, mental, social, and emotional health of our members. Through open communication and assuming positive intent, we create a respectful environment in all aspects of our league operations.

Legacy

As founders of modern roller derby, we are committed to preserving and propelling the rich legacy of roller derby. We offer growth opportunities for all, honor retiree contributions, and foster a sense of belonging and ownership among all who contribute to the sport's continuous evolution. Upholding cherished values and traditions, we proudly represent roller derby.

SPONSORSHIP

Our sponsors contribute at a level that ensures the longevity of our league. Our sponsors are invited to all Texas Rollergirls internal events, such as, draft parties, annual end-of-season awards, fundraisers, and more.

When you become a sponsor you will receive an “Official Sponsor of the Texas Rollergirls” sign to display at your business. Choose from one of our four packages, an “a la carte” option or you can make a one-time tax-deductible donation.



Photo by: Ethan Trehwhitt

2025 SEASON SCHEDULE

MARCH 22 | SINGLE HEADER

Honky Tonk Heartbreakers vs. Hustlers

APRIL 26 | SINGLE HEADER

Hell Marys vs. Hotrod Honeys

MAY 24 | DOUBLE HEADER

Hell Marys vs. Honky Tonk Heartbreakers

Hotrod Honeys vs. Hustlers

JUNE 21 | DOUBLE HEADER

Hell Marys vs. Hustlers

Honky Tonk Heartbreakers vs. Hotrod Honeys

AUGUST 23 | DOUBLE HEADER

Championships

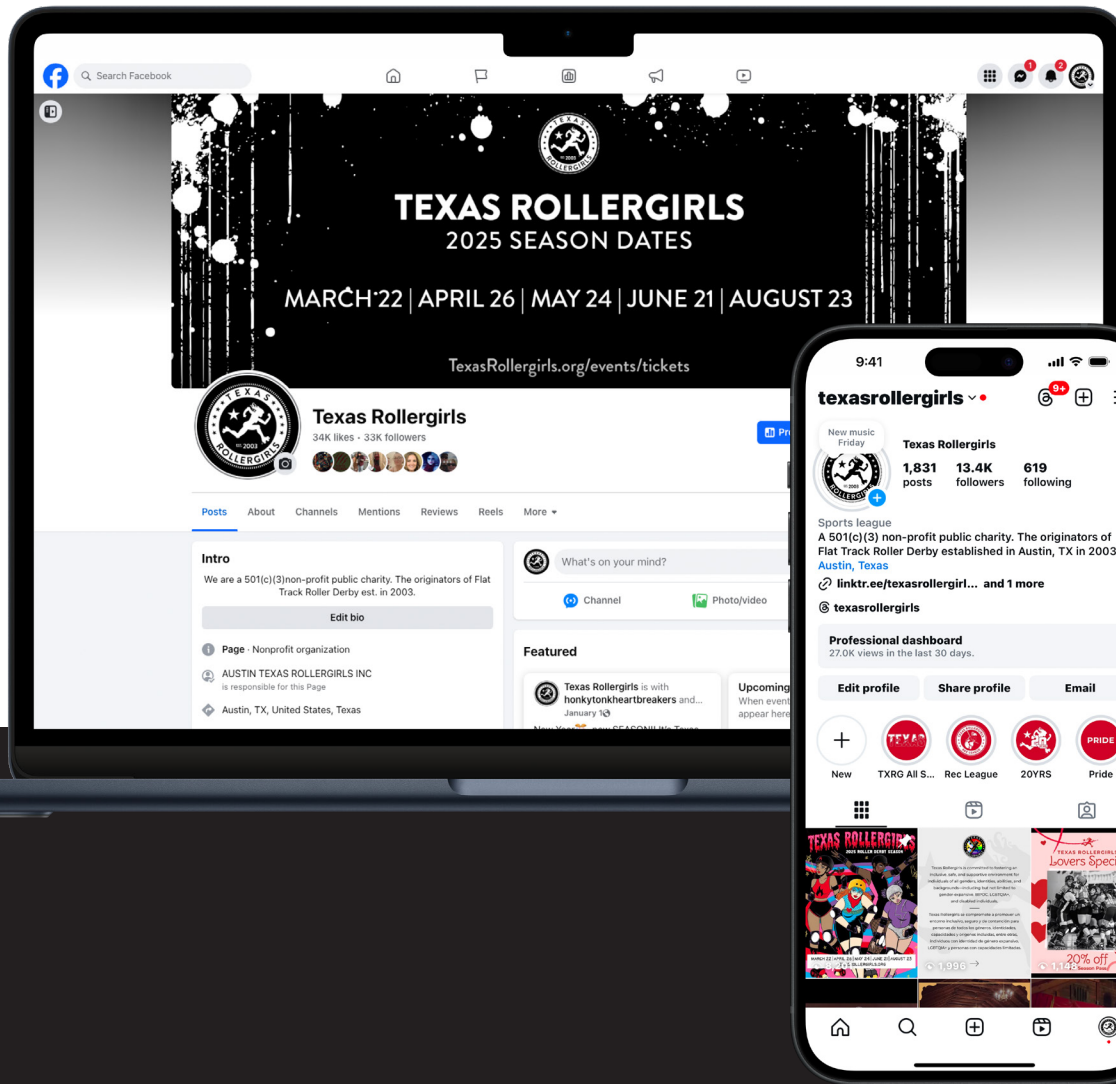


Photos by: Jeffery McMillan



texasrollergirls.org/events/tickets/

SOCIAL MEDIA



texasrollergirls

13.4K Followers



Texas RollerGirls

34K Likes

33K Followers



texasrollergirls

2,096 Likes

1,143 Followers



TXRollergirls

1.81K subscribers

SPONSORSHIP PACKAGES

STAR PASS \$500

Logo Placement:

- Logo placement on website, event programs, & newsletter

Game Day Exposure:

- Announcer shout-outs
 - 1 Mentions per bout
- Logo & ad space in event program
- Social media shout-outs

Digital/Social Presence:

- Logo featured on website & newsletter
- Social media shout-outs
 - 2 story mentions (per year)

HEAVY HITTER \$1,000

Logo Placement:

- Logo placement on website, event programs, & newsletter

Game Day Exposure:

- Announcer shout-outs
 - 2 Mentions per bout
- Logo & ad space in event program
- Social media shout-outs

Event Presence:

- Opportunity to set up promotional booths
- Offer coupons, promotional items
- Provide products/services as prizes for fan contests or giveaways

Digital/Social Presence:

- Logo featured on website & newsletter
- Social media shout-outs
 - 2 In-feed & story mentions (per year)

VIP experience:

- 2 complimentary tickets to the championship bout

LEAD JAMMER \$1,500

Logo Placement:

- Logo placement on website, event programs, & newsletter
- A banner displayed at bouts

Game Day Exposure:

- Prominent banner placement
- Announcer shout-outs
 - 4 Mentions per bout
- Logo & ad space in event program
- Social media shout-outs

Naming Rights:

- Mention when a skater jumps the apex during play
- Mention when lead is established

Event Presence:

- Opportunity to set up promotional booths
- Offer coupons, promotional items
- Provide products/services as prizes for fan contests or giveaways

Digital/Social Presence:

- Logo featured on website & newsletter
- Social media shout-outs
 - 2 In-feed & story mentions (per year)
 - 1 story mention on bout days

VIP experience:

- 2 complimentary VIP tickets for bout

MVP \$2,000+

Logo Placement:

- Logo placement on website, event programs, & newsletter
- A large banner displayed at bouts

Game Day Exposure:

- Prominent banner placement
- Announcer shout-outs
 - 6 Mentions per bout
- Logo & ad space in event program
- Social media shout-outs

Naming Rights:

- Official penalty box sponsor and/or official timeout sponsor

Event Presence:

- Opportunity to set up promotional booths
- Offer coupons, promotional items
- Provide products/services as prizes for fan contests or giveaways

Digital/Social Presence:

- Logo featured on website & newsletter
- Social media shout-outs
 - 3 In-feed & story mentions (per year)
 - 1 story mention on bout days

VIP experience:

- 2 complimentary VIP tickets for bout
- Invitation to special TXRG events

SPONSORSHIP

A LA CARTE

Social Media Mention | \$30 per post

A static image shout-out of your business on our Texas Rollergirls account

Logo On Our Website | \$250 for the year

Your business logo will be featured on our website

Logo On Our E-newsletter | \$100 for the year

Your business logo will be featured on our monthly e-newsletters

Program Ad Space | \$30 full Page, \$15 half page & \$7.50 quarter page

Include an ad in our program for the entire season

Vendor Table | \$50 per bout

We'll provide space for you to sell or distribute your product

Announcer Bout Shout-Outs | \$25 per bout

Our announcers will give your business a shout-out during all bouts

Penalty Box Sponsor | \$250 per bout

A banner with your business info will hang behind the penalty box

IN-KIND SPONSORSHIP

Gear for league or individual teams

Hosting afterparties

Discounts



PROGRAM AD SPACE

Full Page - **\$30**

Half Page - **\$15**

Quarter Page - **\$7.50**

Send an email to Texas Rollergirls Marketing, marketing@texasrollergirls.org, with your designed ad. Our finance team will then send you an invoice via PayPal.

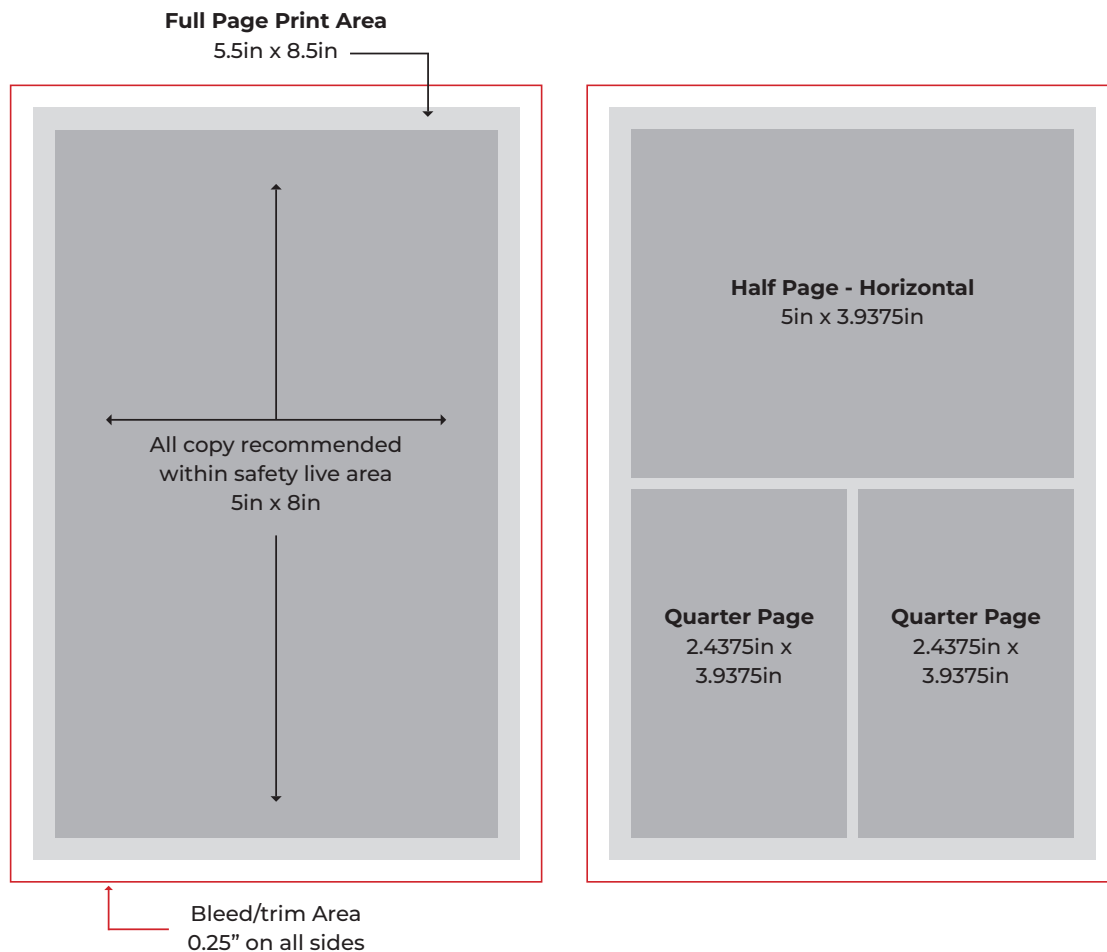
Ad Guidelines:

- Ad buyers are responsible for designing their ads
- Finished designs must be submitted to the Texas Rollergirls Marketing email, marketing@texasrollergirls.org, two weeks before the game
- Payment must be provided to the Texas Rollergirls two weeks before the game to be included in the program

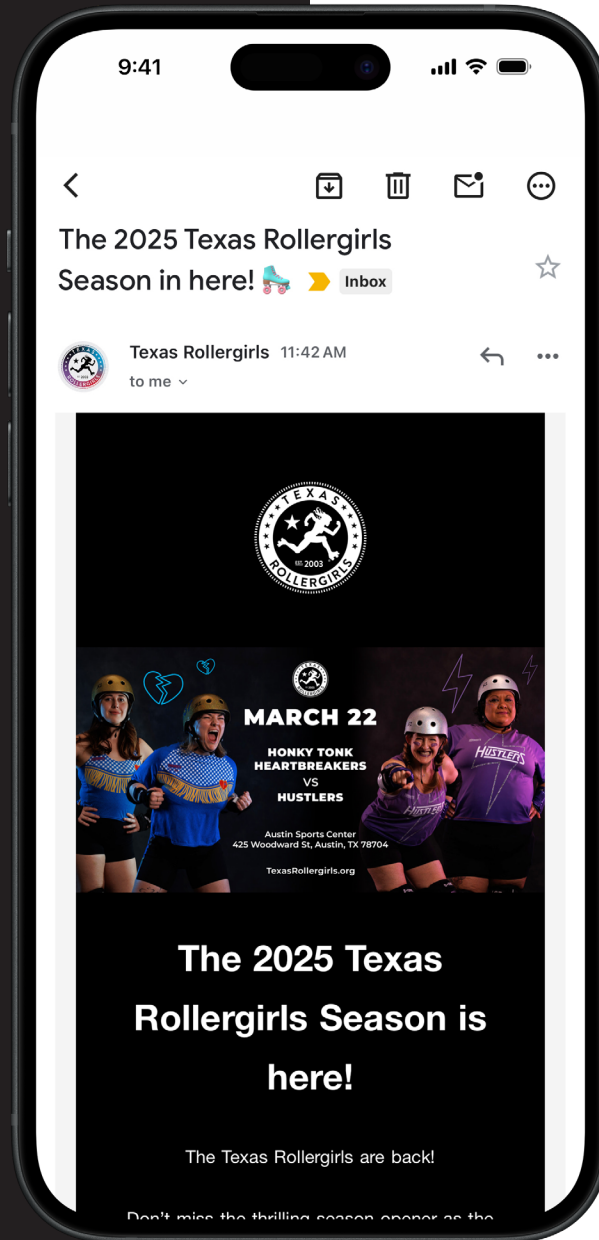
Artwork requirements are necessary. Please follow these guidelines when designing your advertisements.

Artwork Requirements:

- Send a print-ready PDF, JPEG, PSD or packaged INDD file
- All images must be set at 300 dpi for optimum quality
- Please follow live area safety warning and bleed/trim requirements
- When saving art, please include all embedded fonts if necessary



NEWSLETTER



6K Email Subscriptions

[Join our email list](#)



THANK YOU

Contact our sponsorship team for more info
sponsorship@texasrollergirls.org

TexasRollergirls.org

