

SPONSORSHIP CONTRACT

Elevated Roller Derby is celebrating our 19th season in Albuquerque!

Elevated Roller Derby (ERD) is New Mexico's original flat track roller derby league. Our league is 100% managed by the skaters and is a 501(C)3 non-profit organization. As a non-profit amateur sports organization, ERD is dedicated to athleticism, empowerment, gender equity, and fair play in flat track roller derby. Our members are committed to teaching and growing the sport, and to providing leadership development opportunities within its community. As a sponsor, your company will be featured alongside and affiliated with our positive and athletic image.

Elevated Roller Derby Teams

Founded in 2005, Elevated Roller Derby (ERD) competes as a member of the Women's Flat Track Derby Association (WFTDA). ERD consists of two competition teams: ERD's traveling adult charter team, **All Stars**. ERD also has an adult home team, which provides more opportunity for skaters to compete in front of local fans.

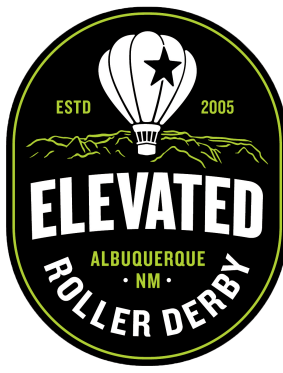
ERD Presence

- Our bouts capture the attention of 200-250 fans with growing attendance.
- 5.7k Facebook fans and 1.5k Instagram followers (and counting!)
- Over 30 active adult league members, ages 18-60.

Roller Derby Fan Demographics ¹

- 61% of fans are women
- 38% of fans are ages 25-34; 41% are 35-54
- 84% of fans have some college education; 22% have graduate degrees
- 27% of fans have children under 18 in their household
- 84% of fans hold a favorable opinion of sponsors

¹ WFTDA 2012 Demographic Survey Results. (2012, January 1). Retrieved April 22, 2015, from <http://wftda.com/sponsors/2012-demographic-information>



Exclusive Sponsorship Packages

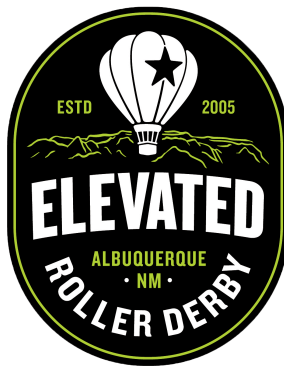
(There is a limit of one exclusive sponsorship package per year)

PENALTY BOX \$1,000

- **Exclusive Branding of the Penalty Box**
 - Banner (provided by sponsor) near the penalty box
 - Sponsor mention when skaters enter, exit, or remain in the penalty box throughout the bout
- **Social Media/Website Perks**
 - Link and logo on ERD website
 - One mention per month on Facebook (including tag and blurb)
 - One mention per month on Instagram (including tag and blurb)
- **Bout Perks**
 - FULL page ad in home bout programs
 - 10 season tickets to all home bouts
 - Logo on all home bout posters
 - Vendor booth at all home bouts (free of charge)
 - Sponsor ad mentions by MC during all home bouts

JAMMER LINE \$750

- **Exclusive Branding of Jammer Start Line**
 - Banner (provided by sponsor) displayed near the Jammer Line
 - Sponsor mention when announcers refer to skaters starting a jam on the Jammer Line
- **Social Media/Website Perks**
 - Link and logo on ERD website
 - One mention every other month on Facebook (including tag and blurb)
 - One mention every other month on Instagram (including tag and blurb)
- **Bout Perks**
 - 1/2 page ad in home bout programs
 - 8 season tickets to all home bouts
 - Logo on all home bout posters
 - Vendor booth at all home bouts (free of charge)
 - Sponsor ad mentions by MC during all home bouts

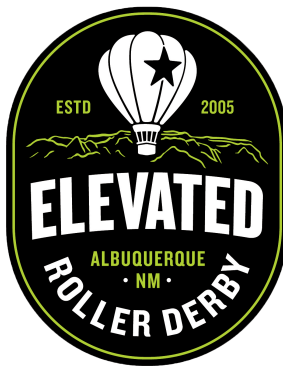


ANNOUNCER BOOTH \$500

- **Exclusive Branding of the Announcer Booth**
 - Banner (provided by sponsor) at the announcer booth
 - Sponsor mention during announcements
- **Social Media/Website Perks**
 - Link and logo on ERD website
 - Four mentions per season on Facebook (including tag and blurb)
 - Four mentions per season on Instagram (including tag and blurb)
- **Bout Perks**
 - 1/4 page ad in home bout programs
 - 6 season tickets to all home bouts
 - Logo on all home bout posters
 - Vendor booth at all home bouts (free of charge)
 - 5 sponsor ad mentions by MC during all home bouts

VENDOR VILLAGE \$350

- **Exclusive Branding of Vendor Village**
 - Banner (provided by sponsor) at the Vendor Village
 - Sponsor mention when referring to Vendor Village
- **Social Media/Website Perks**
 - Link and logo on ERD website
 - Three mentions per season on Facebook (including tag and blurb)
 - Three mentions per season on Instagram (including tag and blurb)
- **Bout Perks**
 - 1/4 page ad in home bout programs
 - 4 season tickets to all home bouts
 - Logo on all home bout posters
 - Vendor booth at all home bouts (free of charge)
 - 3 sponsor ad mentions by MC during all home bouts



Basic Sponsorship Packages

JAMMER \$300

- Link and logo on ERD website
- 2 mentions per season on ERD social media
- 2 sponsor ad mentions by MC during all home bouts
- 6 tickets to one home bout
- 1/8 page ad in home bout programs
- Banner (provided by sponsor) hung at all home bouts
- Discounted vendor booth (\$5 per bout)

PIVOT \$250

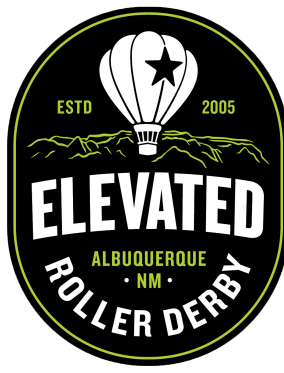
- Link and logo on ERD website
- 2 mentions per season on ERD social media
- 2 sponsor ad mention by MC during all home bouts
- 4 tickets to one home bout
- 1/8 page ad in home bout programs
- Banner (provided by sponsor) hung at all home bouts
- Discounted vendor booth (\$10 per bout)

BLOCKER \$200

- Link and logo on ERD website
- 1 mention per season on ERD social media
- 1 sponsor ad mention by MC during all home bouts
- 2 tickets to one home bout
- 1/8 page ad in home bout programs
- Banner (provided by sponsor) hung at all home bouts
- Discounted vendor booth (\$15 per bout)

Custom Sponsorship Levels

Does your business offer a product or service that can help our league? We are always willing to customize sponsorship levels or discuss possible trades! Please complete the request below or contact econdev@elevatedrollerderby.com for more information.



CONTRACT TERMS OF AGREEMENT:

(Addendum A)

Overview - This is a binding contract between Elevated Roller Derby (ERD) and sponsor. I, as sponsor representative, certify that all items expressed in the contract are true. The price(s) above are based on an annual one-year sponsorship and include all home games from date of signature unless otherwise stated in the contract. This contract contains all terms of agreement unless otherwise stated in a proven document. No verbal commitments will be of any force or effect outside of the agreement stated here. No refunds will be given for the current year of contract signing. Any other agreement must be attached to this file and be presented to the ERD Board of Directors (BoD) for full approval.

Advertisements - Entities advertising with ERD are able to advertise with different benefit options. These options include but are not limited to banners, programs, flyers and the ERD website. Dimensions of items will be negotiated with the ERD sponsor assigned to the contract.

ERD is not obligated to proofread ad materials provided by sponsors prior to (re)printing. ERD is not liable for errors in advertising from sponsor to league; however ERD does fall at fault for any misprinted information from league to print on programs. Accuracy of ads is the sole responsibility of the sponsor, ERD will not be held responsible for any ads not submitted in a timely manner and/or by any stated deadline.

All material advertisements must be appropriate and family friendly. No explicit and/or inappropriate material will be utilized per ERD standards. If these terms are not met, the league will be unable to print any items until the resubmission meets criteria standards in a timely manner.

Banners - Sponsor banners must be provided by the sponsor. ERD will be responsible for the banners (see replacement for details). This banner is the property of the entity, which represents the sponsorship. This process is limited to sponsorship levels.

Discount - Please refer to *Addendum B*

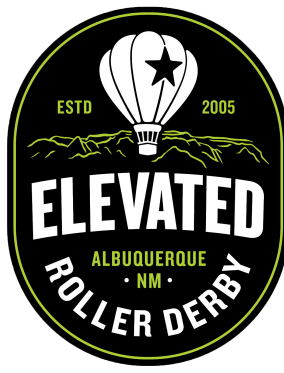
Donation - Please refer to *Addendum B*

Replacement - Any banners given to ERD through contract agreements will be the sole responsibility of the ERD organization; however damages due to natural disasters and/or aging will not apply. If a banner is not accounted for after being given to ERD without a reasonable doubt, ERD will be responsible for its full replacement.

Confidentiality - All items listed for personal contact will be solely used for ERD professional purpose only. These items will not be shared with any third party without authorization; all items shared will be filed with the Treasury Committee.

Copies - This contract will be accessible by authorized personnel through email. ERD Sponsorship and/or Treasury department will send out an electronic version to the email provided within a timely manner unless a hard copy is requested.

Dissolving - In the occurrence of the sponsorship and/or company dissolving for any and all reasons, ERD will still hold the party liable to payment in some form; ERD BoD will



monitor this process and have final say as a census. In the case of ERD dissolving, the league will attempt to make an agreement with the sponsor and BoD to resolve the issue in a timely manner.

Logo Updates - Any and all updates of logos for an entity must be submitted through the email provided. Logos will be updated within a timely manner and must be submitted in accordance to guidelines of advertisement.

Packages - Exclusive sponsorship packages are limited to 1 sponsor per season. All other levels and custom contracts can be occupied by multiple sponsors. All sponsorship packages must be approved by the ERD Economic Development Committee Head and/or Board of Directors.

Representation - In this binding contract a representative will be chosen to represent a company or party for sponsorship. The bound entity is required to give ERD prompt notice if the designated appointee is to not hold this position. Until written notice is given, ERD will be obligated to follow all ruling of the appointee. Written notices may be addressed to ERD's BoD.

Trade - Please refer to Addendum B

Will Call - All will call/reserved seating must be used before the end of the currently active season. Any available seats are not applicable for use in the next calendar year season unless otherwise stated in contract format.

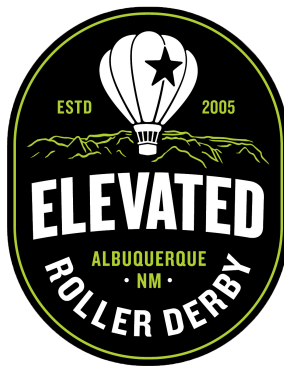
Legality - If legal action is sought or required to enforce the terms of this agreement, the prevailing party shall be entitled to attorney's fees in addition to any other relief to which prevailing is entitled. All legal actions will prevail through use of a licensed agency.

Terms - Definitions as below are stated, yet not limited to the following:

- "Timely manner" is defined as limited to the set dates from signed sponsorship and shall not exceed two weeks.
- "The League" is defined as the entity of Elevated Roller Derby.
- "ERD Standards" is defined as the standards of which Elevated Roller Derby BoD stand.
- "Entity" is defined as the sponsor
- "Services" is defined as the work of the sponsor. This service will be discussed among sponsorship for validation and current need.

Web Logo / Links / Print Ads

- Submitted items may be sent to marketing@elevatedrollerderby.com
- All Ads for games **MUST** be submitted 2 weeks before the date of bout.
- Any web logo(s) must be submitted with the signed contract.



CONTRACT TERMS OF AGREEMENT:

(Addendum B)

Trade - A trade may be made with ERD. These trades are applicable to volunteer work and/or services.

Volunteer Work - ERD can recruit skaters to attend a volunteer service. This volunteer work must be within lawful practices and may be dismissed by the BoD or deemed unsafe to members to ERD. All volunteer work must be submitted in a timely manner prior to the signing of this contract.

Services - Services offered by a sponsor to gain benefits may be deemed a traded. These services will be discussed by sponsorship to deem the value as a fair trade.

Discounts - A discount may be used as a form of ERD Sponsorship. The Discount will be reflected on the contract. The above guidelines apply to any agreed terms on attached contracts.

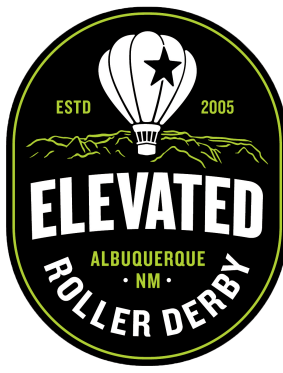
Combinations - A discount sponsorship can be combined with any other sponsorship donation at any time. This is a custom sponsorship package and must be approved by the sponsorship committee head and attached to the original contract.

Discounts - Head of ERD Sponsorship Committee will email updated list of active members every quarter. Only active ERD members may receive the discount listed in contract.

Donations - By choosing to donate to ERD I, the appointed representative of the entity, understand I will not receive any restitution by demand from the league. As a league with 501(c)(3) status, donations to ERD are tax deductible. If, in return, the sponsor receives items or advertising then the amount that the item or advertising is worth will be subtracted from the total amount paid/given, leaving the tax-deductible portion of sponsorship

Receipt - All sponsors will receive a receipt for their sponsorship that includes the value of any advertising provided by ERD. ERD is a 501(c)(3) and some or all of your sponsorship may be tax deductible.

Tax Deduction - Elevated Roller Derby is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code: EIN 47-3629114. Your contribution is tax-deductible to the extent allowed by law. Please consult a tax professional if you have questions on what deductions are allowed.

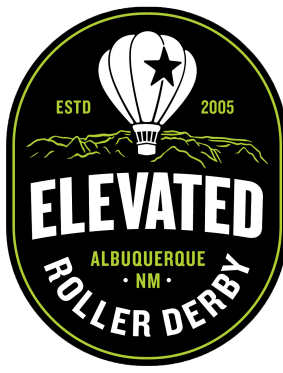


CLARIFICATIONS

Sponsor Ad Mentions: All ad mentions are PER DATE (referred to as home bouts), if two bouts are in a home game on the same date, the amount of mentions will be split between the two bouts.

Social Media Mentions: Any social media mentions will be completed within the duration of each season. Our public social media info:

- Facebook: Elevated Roller Derby
- Instagram & Twitter: @elevatedrollerderby



Sponsorship Order

Sponsorship Type:

<input type="checkbox"/> Penalty Box	<input type="checkbox"/> Jammer Line	<input type="checkbox"/> Announcer Booth
<input type="checkbox"/> Vendor Village	<input type="checkbox"/> Jammer	<input type="checkbox"/> Pivot
<input type="checkbox"/> Blocker	<input type="checkbox"/> Trade	<input type="checkbox"/> Discount

Custom Sponsor (if checked, fill out box below)

Vendor Booth Commitment for 2024 Season (if desired):

<input type="checkbox"/> All Home Bouts	<input type="checkbox"/> Bout 1 (August 3)
<input type="checkbox"/> Bout 3 (September 14)	<input type="checkbox"/> Bout 4 (October 19)

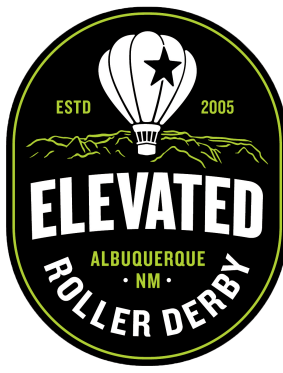
Booth amount ____ x Bouts attending ____ = Vendor Booth Total \$ ____

Custom Sponsorships

*See Addendum B for details

- Donating an item or service for a Door Prize (tax deductible)
- Giving a discount to the League
- Trade
- Custom Amount

Details: _____



I, _____, on behalf of _____ hereby agree to pay for the items checked above totaling \$_____ for the calendar year starting from date signed below. I have read the terms and agree to the above contract and/or articles attached. As a chosen appointee, I have been authorized to sign or initial on behalf of the entity. I am responsible for communication of services. The information stated above to this binding contract with penalty for violation by both parties. This contract will be enforced for a full calendar year from the date of signature.

Business Name: _____

Authorized Representative Name (Print): _____

Authorized Representative Signature: _____

Date: _____ **Contract VALID Until:** _____

ERD Sponsorship Member Name: _____

ERD Sponsorship Member Signature: _____

METHOD OF PAYMENT:

<input type="checkbox"/> Credit/Debit Card (via Square)	<input type="checkbox"/> Cash
<input type="checkbox"/> Check	<input type="checkbox"/> Paypal

- Please Re-use My Ad(s) from Last Season
- Please Contact Me Before Each Bout for Updated Ad(s)
- Please Use My Logo from Last Season
- Please Re-use My Banner from Last Season

Mailing address: **Elevated Roller Derby**
PO Box 26072
Albuquerque, NM 87125

For more information or any questions please contact ERD Economic Development, at econdev@elevatedrollerderby.com