

Prison City Derby Dames

Flat Track Roller Derby League of Chino Hills, CA

February 8, 2019

To: Potential Sponsor

The Prison City Derby Dames (PCDD) is, currently¹, a recreational roller derby league situated in Chino Hills. PCDD was established in 2007 and is presently on our 12th year. The sport of roller derby has become the fastest growing sport in the world, nearing Olympic participation, and roller derby leagues span the entire globe. Each league is independent and operates under its own resources.

Roller Derby offers a unique experience to women and men of all facets of life², of all shapes and sizes and of all personalities and social levels. Roller derby is the only sport where the participants' dedication and motivation are their most important attributes. There is a place on the team for everyone. Skaters learn the skills required to participate in scrimmages and games, but participants of roller derby gain more than just the ability to skate. These individuals gain a sense of belonging and an increase of self-esteem. Several find roller derby as an outlet for their own lives, others find their voice and sense of self, while some merely find the comfort in a group that offers them refuge and encouragement.

Our league relies heavily on fundraisers, donations and sponsorships in order to cover costs for practice space rentals, travel, team equipment purchases, game venue rentals and more. The league goes to great lengths to budget our costs so as not to have to flow down added expenses to our skaters. Donations and sponsorships give our skaters greater opportunities to improve, to travel for games and scrimmages and to help continue the success of the Prison City Derby Dames as a league. This letter is being submitted to you to ask for your consideration in giving either a one-time donation or an annual sponsorship to assist the league in averting those costs.

Some of the ways the Prison City Derby Dames could benefit your company through a sponsorship include advertising through social media and our web page, as well as in person appearances at any events that your company may hold. When PCDD is able to host our own games, we can post banners, have announcer shout outs, and include your company logo and/or ad in our game programs. We are open to any suggestions you may have with respect to making a sponsorship work for both of us. We are currently sourcing for uniforms for our skaters and can include your company name or logo on our uniforms, if that is of interest to you³.

Thank you in advance for your generosity

Michelle Garcia

Road Rage SHELL-E
Prison City Roller Derby
President



¹ PCDD has the opportunity to elevate to a competitive team once the specific level of skill is achieved by the skaters and association to WFTDA (Women's Flat Track Derby Association) is paid and approved.

² Roller derby is open to adults, ages 18 and over

³ Uniform sponsorships start at \$1500 depending on volume of uniforms required

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Any and all donations or sponsorships are welcome. We typically have 8-10 Bouts a year and Host 2 major tournaments: Battle of the Inland Empire Championships and ThankScrimmage. Each Bout will see as many as 200-300 fans and players. Our ThankScrimmage Tournament and Annual Bruisers N Cruisers Car Show will see 400 or more fans and players. Support your local roller derby team, while branding your business in our community.

Visitors Package- \$60 Friends and Family Donations

- **1 Ticket to Bout of your choice excludes ThanksScrimmage**

Probation Package -\$100 Donation/ Sponsorship and up includes:

- **Team Picture**
- **Advertising Announcements at Home Bouts**
- **Monthly Advertisement on FB and Instagram as PCDD Supporters**
- **Prison City Fan Shirt**

Corrections Package- -\$500Donations/ Sponsorship and up includes:

- **Probation Package**
- **Advertising Announcements at Home Bouts and Name or Logo on programs**
- **2 Tickets to Bout/ Prison City Fan Shirt**
- **Vendor Booth at Car Show in applicable year**
- **Banner hanging at Bouts and Car Show (Subject to Approval)**

Wardens Package- \$1500 Donation/ Sponsorship and up includes:

- **Corrections Package**
- **2 Tickets to Championship B.O.T.I.E.**
- **PCDD Track Jacket**
- **Company Logo on Helmets or Uniform or -\$1000 or more (when applicable)**

Early Parole Package- Offer a Plea Support Your Prison City Dames

Example :

- **\$1000 can buy Team Helmets**
- **\$1500 can buy Uniforms**
- **\$200 can buy team socks**
- **\$100 can help a Dame get started that can't afford to join.**