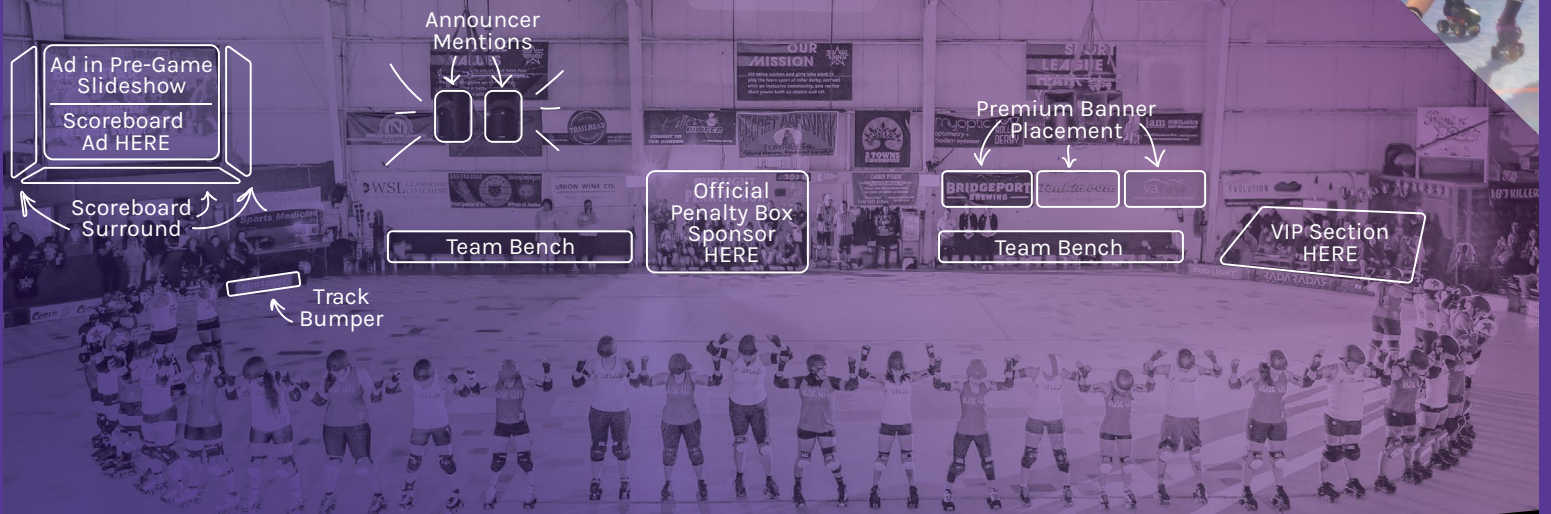


ROSE CITY ROLLERS

2026 SPONSORSHIP OPPORTUNITIES

GENERAL SPONSORSHIP QUESTIONS:
sponsorship@rosecityrollers.com

WE ARE
ROSE CITY



THANK YOU FOR YOUR INTEREST IN BECOMING A SPONSOR OF THE ROSE CITY ROLLERS!



Rose City Rollers is a 501c3 nonprofit, which means your sponsorship directly supports our mission to serve over 400 girls, women, and gender-expansive individuals, ages 7-65+, who want to play the team sport of roller derby, connect with an inclusive community, and realize their power on and off skates.

WHAT YOUR SPONSORSHIP SUPPORTS

1. ACCESSIBILITY TO DERBY

- ★ A completely free gear rental library stocked with high quality pads, helmets, and skates.
- ★ A robust scholarship program that prioritizes trans and BIPOC skaters- ensuring no one is ever turned away due to cost.
- ★ Free youth skate events across Portland via our mobile skate truck, SkateMobile- bringing the joy of roller derby to under-served communities across our city. Co-hosted with community partners, we serve thousands of youth each year.

2. OUR INCLUSIVE COMMUNITY

With 500 active volunteers made up of talented and dedicated officials, announcers, stream experts, coaches, game volunteers, and more- our community is the reason for it all! Our skaters not only have access to high quality coaching, an inclusive community, and a deeply loyal network of league mates and alumni.

3. THE GROWTH OF OUR SPORT

We wouldn't have been able to become the biggest and best roller derby league in the world without the longtime support our generous sponsors. Your support helps us expand our programs, bring in talented athletes from around the world, and train the next generation of roller derby



TL;DR:

Supporting RCR helps us grow, gives you access to a fiercely loyal audience, and creates a long-term partnership where you too can join our legendary community. **Win Win Win.**

SPONSORSHIP STATS

Data from internal 2025 member survey

95%

of our members say they're more likely to support a business if it sponsors RCR, roller derby, and our community.

Every single RCR sponsor was visited at least 1-2x by RCR membership in 2025.

83%

of our membership said they were more likely to patron RCR over another business in the same category.

FROM OUR CURRENT SPONSORS

Data from our 2025 sponsor satisfaction survey

4.5★

average rating



Overall Sponsorship
Satisfaction Score

Nearly **70%** of our sponsors reported increased customer traffic and/or engagement.

WHAT OUR SPONSORS HAD TO SAY

“As part of our sponsorship, we had discounted group training rates that two RCR groups took advantage of. Having these athletes in the space lit up the gym with laughter and dedication to the work.”

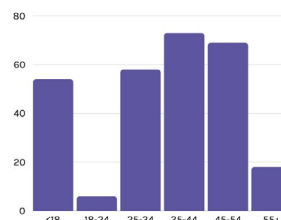
“A highlight of our RCR sponsorship was just being more involved in an **AWESOME** community!”

“The Hangar is an epicenter of Portland's energy and community spirit. Having our banner up there, surrounded by the action and the crowd, makes us incredibly proud. Our sponsorship of RCR has led to an influx of fans with passion to our brand.”

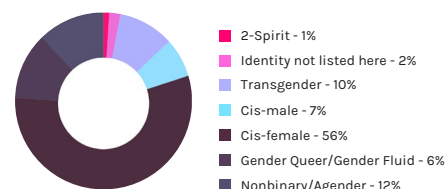


RCR DEMOGRAPHICS

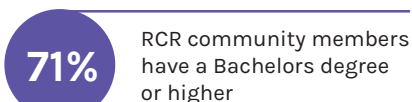
AGE



GENDER IDENTITY



EDUCATION



INCOME



A YEAR FULL OF OPPORTUNITY

60+

games, thousands of in-arena fans, and thousands more on broadcast!

JANUARY

FEBRUARY

**HOME TEAM
SEASON**

MARCH

APRIL

**BRIDGE
CITY RIOT***

MAY

JUNE

**HOME TEAM
CHAMPS**

JULY

**SKATEMOBILE
PUBLIC EVENTS**

AUGUST

SEPTEMBER

**HOMETOWN
THROWDOWN***

OCTOBER

**JUNIORS
SEASON**

NOVEMBER

DECEMBER



* Tournament sponsorship opportunities are sold separately.

PICK YOUR PACKAGE

Save with one of our pre-packaged bundles or go a la carte!

Sponsorship minimum is \$750.

ALL SPONSORS RECEIVE:

- ★ 2 VIP tickets per month
(use yourself or share with staff, friends, etc.)
- ★ Inclusion in our quarterly sponsor e-blast
(16,000 subscribers and counting!)



BUNDLES

STARTER PACK SAMPLER



IDEAL FOR:

Sponsors who aren't sure where to start and/or would like a broader scope of activations. Perfect for businesses new to sponsorship!

GOAL:

A balanced, broadly reaching package- a little digital, a little in-arena, a lot of impact!

Social Media Post (Static/Story) IG+FB	\$1,000
Ad Slide (in-arena or broadcast)	\$650
Inclusion on RCR Member Discount Card	\$230
Logo + Link on RCR Website	\$250
Newsletter Mention	\$350

BUNDLE VALUE \$3,980

BUNDLE PRICE \$2,500

IN-ARENA DOMINATION



IDEAL FOR:

Physical/in-person brands that want a strong in-arena presence. A more tactile option with tons of fan interaction add-ons available!

GOAL:

Catch the attention of every in-arena fan from entry to final jam!

Banner Placement	\$1,250
Track Bumper Ad	\$950
Logo in Pre-bout Slideshow	\$650
1/4 Page Program Ad	\$400

BUNDLE VALUE \$4,750

BUNDLE PRICE \$3,000

DIGITAL FIRST



IDEAL FOR:

Online/regional brands and/or brands focused on growing their social media audience.

GOAL:

Maximize reach to fans who follow us online and/or regularly tune in for our broadcasts.

:30 Commercial (Broadcast) OR :10 Still Ad Slide	\$1,000
(1) Static Post (FB/IG)	\$1,000
(1) Story Post (FB/IG)	\$600
Logo + Link on RCR Website	\$250
Logo on Pre-Bout Slideshow (Broadcast)	\$300

BUNDLE VALUE \$4,650

BUNDLE PRICE \$3,000

COMMUNITY ENGAGEMENT



IDEAL FOR:

Best for mission-driven brands aligned with RCR's equity, youth, and outreach values that are looking to connect with community partners beyond our facility.

GOAL:

Go beyond the Hangar and be apart of RCR's community-centered programs and values-based work!

Logo on SkateMobile	\$1,000
Link & Logo on RCR Website + SkateMobile webpage	\$500
Product Distribution (SkateMobile Event)	\$1,725
Newsletter Mention in Events E-blast	\$350
(1) Story Post on RCR SkateMobile Socials (IG)	\$600

BUNDLE VALUE \$4,175

BUNDLE PRICE \$2,750

DIGITAL PROMOTION

EMAIL MARKETING

Dedicated E-Blast – One email focused entirely on your brand (16k+ subscribers).

Newsletter Mention – Special brand feature in our monthly events newsletter (16k+ subscribers).

Sponsor E-Blast Feature – Inclusion in our *Support Those Who Support Us* email with short blurb + link (16k+ subscribers).

BROADCAST & STREAMING

Commercial Spots (broadcast only) – :30 or :60 commercial played at least once during pre-bout and halftime broadcast rotations.

Ad Slide (broadcast and/or in-arena) – Custom sponsor slide featured in pre-bout and halftime broadcast rotations.

WEBSITE & DIGITAL PRESENCE

Logo on RCR Website – Logo + link on RCR's sponsor page and scrolling banner.

Member Discount Card – Exclusive sponsor offer featured on RCR's internal discount card (30% of community uses this to discover sponsors).

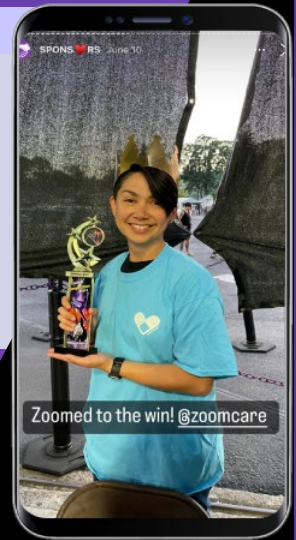
SOCIAL MEDIA CONTENT

Story Post (1x) – Instagram & Facebook story post (sponsor content or event-related).

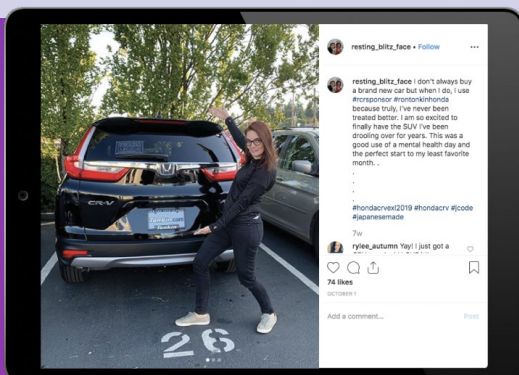
Static Post – Instagram & Facebook carousel/photo post with link in bio (optional TikTok cross-post or add-ons).

TikTok/Instagram Reel – Custom video created with RCR team, sponsor tagged.

Photo/Video Shoot with Skaters – Sponsor content shoot at the Hangar, shared across RCR channels.



MEMBER DISCOUNT CARD	
FOOD & DRINK	
Blue Star Donuts	10% off your purchase
Buffalo Gap Saloon	10% off regular priced food and drink
Goodbar ★ Official Bar of RCR ★	10% off your bill + RCR-Themed Cocktail
Lay Low Tavern	10% off your purchase
Por Que No?	10% off at all PQN locations
Redwood	15% off your purchase
Star Bar	10% off your purchase
RETAIL	
Dark Horse Comics	10% off in-stock items w/ CODE: RCRollers10 No minimum purchase requirements. Good for 1 use per customer - darkhorsedirect.com
Five Stride	10% off your purchase of \$100+
Mongoose Cannabis	10% off total purchase
Nest Vinyard	20% off Nest Vinyard bottle purchases
Radical Wheels	15% off total purchase
Ritual Dyes	10% off using CRAFTYROLLERS
SymbiOp Gardening Shop	10% off your total purchase
Tomcat Bikes	10% off new and used parts, service, and used bikes. (Excludes brand new bikes)
United Athletic Club	Free open gym (Eastside & Sellwood, adults) • 50% off open gyms (juniors) • \$5 Strength & Conditioning drop-ins • Discount on group training classes (all members)
ENTERTAINMENT	
Birdie Time Pub	50% off a round of mini golf • RCR Fan Offer (with proof of RCR ticket): Receive 10% off a round of mini golf; up to 50% off a round of mini golf with proof of RCR game ticket purchase; Offer only valid within 7 days of the RCR ticketed event date
Laurelhurst Theater	Free small popcorn with admission
SERVICES	
Black Cat Plumbing	Great prices on remodeling/ construction Tell them RCR sent you!
Dye Dye my Darling Hair Salon	10% off hair products with card
In Perfect Balance Massage	15% off of services. (To redeem, add a note to your booking that you're with RCR, or let Melissa know at your appt!)
Penfire Proofreading	15% off proofreading services. Book publishing or Website format.
Trailhead Credit Union	\$10 new account bonus and checking that pays 5%* cash rewards (*rate may vary)
Violet Suites PDX	5% off your reservation. Use code "RCR" during booking*. With every booking, RCR gets \$10! (*reservation must be made directly on violetssuites.com)
Welcome to PDX	Deb will help you buy or sell your house 503.913.1103 deb@welcometopdx.com



43K
followers



30K
followers
3.4M
impressions
8%
engagement



4.7K
followers



6.7K
followers
30k
likes



16K
subs
39%
open rate



93K
unique
annual
visitors

BRAND ACTIVATION

We've got well over **100 event opportunities** for you to activate your brand each year! Whether it's in-arena at our facility or out in the community via our SkateMobile truck- we'll work with you to get your brand in the hands of skaters and fans!



GAME-DAY EXPERIENCES

Coupon/Product Distribution + Mention - Sponsor coupons/products distributed to ~450 fans per game, plus 15-second announcer mention.

Product or Event Activation - Sponsor a halftime show, table at an event, beer garden, or product launch. Includes social tags, announcer mention, and slideshow feature.

Official Game Presenter - Logo + name featured on game graphics, tickets, and event promotions, plus invitation to attend + promote at game.

COMMUNITY PRESENCE

Logo on SkateMobile - 10" x 10" decal featured on our traveling truck, visible at 55+ annual events.

SkateMobile Event Activation - Brand activation at a community SkateMobile event, with social tags + story post.

CO-BRANDED OPPORTUNITIES

Co-Branded Items - Collaborate on swag, merch, seat cushions, or giveaways that extend your brand into fans' hands.



IN-ARENA ASSETS

Our facility sees nearly **20k fans annually at 60+ games & events**, plus hundreds of league skaters, campers, parents, volunteers and derby 101 students during nearly 60 hours of weekly practices, scrimmages, camps, and more!



IN-ARENA VISIBILITY

Scoreboard Ad (4 available) – Rotating digital ad shown at 50+ games.

Scoreboard Surround Ad (1 available) – Premium visibility wrapping our 12'x9' scoreboard.

Track Bumper (12 available) – 1' x 4' logo displayed on foam bumpers surrounding the track.

Banner Placement – 8' x 3' banner placement.
(sponsor provides banner; placement priority based on total spend).

DIGITAL EXPOSURE

Logo in Pre-Bout Slideshow (In-Arena and/or Broadcast) Your logo rotates in both in-arena and broadcast slideshows, starting 1 hour before each bout.

Ad Slide (In-Arena and/or Broadcast) – Custom ad slide in our pre-bout slideshow (broadcast version also rotates at halftime).

40%

of our community said that in-arena assets were how they learned about a sponsor!

COMMUNITY & VIP

VIP Section Sponsor** – Collaborate with us to create a branded VIP experience (banner, mentions, branded seats, product distribution, etc.).

Pair of VIP tickets per month – Receive (2) VIP tickets each month, including free admission, one drink per ticket, and premium seats.

Products Sold at Concessions – Your product(s) featured at our Plow Stop Bar, open during most games and events.

PRINT

Program Ad – Choose 1/4, 1/2, or full-page ad space in up to 6 printed programs throughout the year (greyscale; sponsor provides design).



*Current Sponsor has first right of refusal.

EXCLUSIVE NAMING RIGHTS

GAME PLAY HIGHLIGHTS*

Official Penalty Box Sponsor* – 10' x 12' signage behind the penalty box + announcer mentions (~10x/game across 60+ games).

Official Timeout Sponsor – Announcer mention at each timeout (~10x/game across 60+ games).

Official Jam Line Sponsor – Announcer mention during most jams (~10x/game across 60+ games).

"Your Brand" Apex Jumps – Special callout every time a skater jumps the apex (at least 1x/game across 60+ games).

"Your Brand" Lead Jammer – Branded mentions when a lead jammer is established (~10x/game across 60+ games).

"Your Brand" Star Pass – Branded mentions for star passes (at least 1x/game across 60+ games).

BROADCAST MOMENTS*

Official Replay Sponsor (Broadcast Only) – Custom logo fly-in + announcer mention for every replay (at least 2x per game across 60+ games).

COMMUNITY & EVENT SPOTLIGHT

SkateMobile Presenting Sponsor – Reach thousands across Portland through free, paid, and private events hosted by RCR's SkateMobile.

RCR Porta Potty Sponsor – Gain 100k+ guaranteed in-person impressions annually with branded restrooms at games and events.

CUSTOM NAMING RIGHTS

Exclusive 10-Word Mention – A custom, branded announcement delivered at pivotal game moments.

**Current Sponsor has first right of refusal.*



READY TO ROLL?

Our team will go above and beyond to help you creatively elevate your brand.

Whether you're looking to get your product in the hands of fans & skaters, grow your social media following, or have your in-arena branding seen by millions each year - we'll collaborate with you to find a partnership that best meets your marketing goals!



EMAIL

sponsorship@rosecityrollers.com



MAILING ADDRESS

Rose City Rollers
PO Box 86885
Portland, OR 97286



PHONE

(503) 784-1444



THREADS

[@rosecityrollers](https://www.threads.net/@rosecityrollers)



TIKTOK

[@rosecityrollers](https://www.tiktok.com/@rosecityrollers)



FACEBOOK

[@rosecityrollers](https://www.facebook.com/rosecityrollers)



INSTAGRAM

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

RCR STAFF:

Executive Director

Kim Stegeman aka Rocket Mean

Sponsorship & Development Manager

Morgan McClanahan

Sponsorship Coordinator

Andrea Smith

