



HARD KNOX ROLLER DERBY

2024 Sponsorship Information

HardKnoxRollerDerby.com
publicrelations@HardKnoxRollerDerby.com
(865) 272-WHIP (9447)

ABOUT HKRD

Hard Knox Roller Derby (HKRD) is a diverse group of athletes that represent all walks of life: professionals, students, mothers, and everything between. These athletes come together to play the hard-hitting, full contact, physically challenging, fast-paced, competitive sport of roller derby!

A 501(c)(3) non-profit organization, Hard Knox Roller Derby is dedicated to providing community outreach through events, activities and charity sponsorship. The athletes of HKRD can be seen all over Knoxville volunteering and supporting numerous local organizations and causes.

Photo: 9Twenty4



As a grassroots, skater-owned and operated organization, Hard Knox Roller Derby relies heavily on the support of our community.

2024 AT A GLANCE

- 5 Home Games May - September
- 3 Away Games March - August
- 2-Day Home Tournament - March
- Bi-weekly Practices Year-Round
- Fresh Meat Bootcamp in October
- Several Planned Charity Events
- 3 Travel Teams: Allstars, Brawlers, and Marble City Mayhem

WHY ADVERTISE WITH HKRD?

Advertising with Hard Knox Roller Derby is a unique opportunity to quickly reach a large, varied population, while showing that you care about our community and want to be involved in a growing, progressive pastime.

Advertising funds are used to pay for league operation expenses, which include, but are not limited to, practice space rental and bout production costs. By supporting Hard Knox Roller Derby, you make our passions possible and give hope and encouragement to thousands of individuals in East Tennessee.

Average Bout Attendance: 300 people

Website Visits: 13k annually

Facebook: 7.9k followers

Instagram: 1.9k followers

TikTok: 11.4k followers, 337.2k likes

ADVERTISING OPTIONS

HOME GAME ADVERTISING

**Season pricing does not include Honky Tonk Tournament*

Sponsor Provided Banner: HKRD will hang your banner at our home games.

Shout-Outs: HKRD announcers will plug your company or read a short ad during each bout (minimum of 4 times per bout).

Honky Tonk Tournament: Special 2 day tournament hosting TN teams & fans - Logo placement on flier graphic & tournament T-Shirt & at least 2 social media shout-outs leading up to tournament start.

Must sign up by 2/16/2024 to be eligible

SINGLE

SEASON

\$25

\$100

\$30

\$120

\$50

PURCHASE OF ANY ADVERTISING OPTION INCLUDES LOGO PLACEMENT ON OUR WEBSITE AND SOCIAL MEDIA SHOUTOUTS!

Program Ad: Ad/coupon printed in bout day programs.

SIZE	SINGLE	SEASON	SAVINGS
1/4 Page	\$25	\$100	\$25
1/2 Page	\$45	\$180	\$45
Full Page	\$80	\$320	\$80

Your Business on HKRD Promotional Shirt:

Business name & logo on season promo shirt. You receive a shirt, 10 are thrown to fans at each home game and your business is included in sponsor announcements.

\$200

**Contract must be signed and logo provided by April 1*

All of the sponsorship options can be mixed and matched to create a custom package!

DONATION OPPORTUNITIES

FEED KNUCKLES

At each home bout, HKRD hosts a fundraising event called "Feed Knuckles." Fans have the opportunity to purchase a rubber duck, which they throw into a bowl from a distance to win prizes. These prizes are donated items from businesses in the Knoxville area. HKRD requires at least four giveaway items per bout.

The Details:

- \$20 Minimum giveaway item appreciated
- Items must be received by HKRD representative at least 3 days prior to the bout
- Tax deductible! Since HKRD is a 501(c)(3) non-profit organization, all donations are tax deductible.

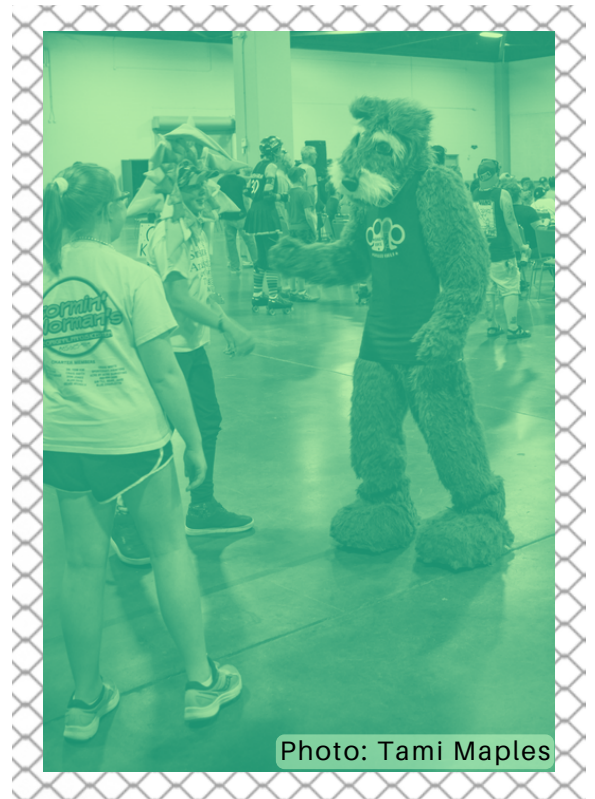


Photo: Tami Maples

VENDOR BOOTHS

HKRD bouts take place at the World's Fair Exhibition Hall, which offers an ample amount of space for vendor booths! HKRD is looking for local vendors to set up a booth space during our home bouts to sell items or services. These vendors can be anything from jewelry pop-ups, to handmade soaps, to home goods, to tarot readings- the sky is the limit!

The Details:

- Choice between a 10'x10' booth space or 6' table display
- Regular Season Fee: \$25 per 6' table space & \$50 per 10'x10' booth space
- Tournament Fee: \$50 for single day or \$75 for Saturday & Sunday. 10'x10' booth space rental only
- Vendor is responsible for their own table and linens (tablecloth required), chairs will be provided
- No food or beverages may be sold due to venue restrictions
- No more than two similar vendors will be accepted per bout, sign up early to reserve your spot!



Photo: Axel Rotten

HARD KNOX ROLLER DERBY

2024 Sponsorship Contract

Thank you for supporting Hard Knox Roller Derby, Knoxville's first and only flat-track roller derby league. As a locally skater-owned and operated non-profit organization, Hard Knox Roller Derby could not be possible with the support of the community.

Business Name: _____

Business Address: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Selected Sponsorship(s):

**Please circle which sponsorship opportunities you would like to include in your package*

	SINGLE	SEASON
Sponsor Provided Banner	\$25	\$100
Shout-Outs	\$30	\$120
Honky Tonk Tournament	\$50	
Program Ad (1/4 Page)	\$25	\$100
Program Ad (1/2 Page)	\$45	\$180
Program Ad (Full Page)	\$80	\$320
Season Shirt Logo		\$200
Website Logo		INCLUDED
Social Media		INCLUDED

Total: _____

Payment can be made via check (preferred) or Paypal. Please make check out to Hard Knox Roller Girls.

Paypal payments can be sent to payments@hardknoxrollergirls.com

Are you interested in supplying a giveaway item for Feed Knuckles? YES NO

Are you interested in setting up a vendor booth? YES NO

HKRD Representative (Print)

Business Representative (Print)

HKRD Representative (Sign)

Business Representative (Sign)

Date

Date

