



BREAKING THE FEMALE STEREOTYPE ONE PLAY AT A TIME

HELLO,

We are Derby City Dynamite, Kentucky's only women's tackle football team.

With the local and national media coverage that women's football has recently received and continues to receive, there are great marketing opportunities for your company or your company's products. Either through direct donations of your products or through financial donations, the ladies of the Derby City Dynamite, board members and staff will promote your company by displaying your product(s) or your logo at all team functions throughout the season. This will ensure your company and/or product will be promoted through any media or community coverage we receive. The players and I are available for any specific commercial or advertising campaigns that you develop.

In addition to the potential marketing strategies and campaigns mentioned, the DCD women's football team also offers your company a variety of basic sponsorship packages from the top-tier sponsor to specific item sponsorships. Your sponsorship funding will help offset player and team expenses for things such as uniforms, travel, field rental, housing, food, staffing, etc. Should you not find what you need here, please give us a call, and together we'll design something to better suit your needs. All marketing opportunities and sponsorship packages are negotiable to fit your desired business goals. We are a 501 (c)(3) non-profit organization, so your company can get a tax write-off for a sponsorship.

Thelma M. Banks, President

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Our website: www.derbycitydynamite.com

League website: <http://wfafootball.net/>



FRIENDS & FAMILY SPONSORSHIPS

\$25 COPPER SPONSOR - Friends / Family (small note on player's page)

\$50 BRONZE SPONSOR - Your name and a small message for your player on our website.

\$75 SILVER SPONSOR - Your name, a small message for your player on our website, and a shout-out to your player during two home games of your choice.

\$100 GOLD SPONSOR - Your name, a small message for your player on our website, a shout-out during all four home games, and a small message in our game program.



TEAM SPONSORSHIPS - PRICE VARIES

Team Sponsorships can be customized to fit your needs and start at \$500.



MOM & POP SPONSORSHIPS - \$600

This package offers your company the opportunity to promote one of our players and your company on a year-long basis. When you sponsor a player, not only will you be helping that player pay for equipment and travel expenses, your company will receive the following:

1. Your company's name as a tagline on any printed materials with player's photograph or biography.
2. The right to place two of your banners at our home field stadium for all home games. (You provide the banners.)
3. 12 general admission tickets for home games during the regular season.
4. A full-page ad in each home game program. (You provide black-and-white camera-ready artwork.)
5. PA announcements at each home game announcing your company as the player's sponsor.



TEAM SPONSORSHIP A - \$2,500

1. One full-page ad in all home game programs plus any playoff home game programs. (You provide color camera-ready artwork).
2. The right to place up to 2 of your banners at our home stadium for each home game. (You provide the banners.)
3. Local press release announcing your company as our team's sponsor.
4. Eight (8) season tickets.
5. Four (4) PA announcements at each of our regular season home games plus one exhibition game.
6. Three (3) parking passes per home game.
7. Your company's name as a clickable link on the team website for one full year.



TEAM SPONSORSHIP B - \$5,000

1. One full-page ad in all home game programs plus any playoff home games programs. (You provide color camera-ready artwork.)
2. The right to place up to 4 of your banners at our home stadium for each home game. (You provide the banners.)
3. Local press release announcing your company as our team's sponsor.
4. Thirty (30) season tickets.
5. Six (6) PA announcements at each of our regular season home games plus one exhibition game.
6. Four (4) parking passes per home game.
7. Your company's name as a clickable link on the team website for one full year.



TEAM SPONSORSHIP C - \$10,000

1. Back cover or one full page of program for the exhibition home game, all regular season home games, plus any playoff home games. (You provide color camera-ready art.)
2. The right to place 6 of your banners at our home stadium at each of our regular season home games and exhibition home games. (You provide the banners.)
3. National and local press release announcing your company as one of our top sponsors.
4. Ten (10) PA announcements at every home game.
5. Your company's name on all home game tickets.
6. Fifty (50) season tickets.
7. The right to provide giveaways at the games. You provide them; we'll give them away.
8. Space in a sponsor's tent at the stadium for promoting your products at each home game.
9. Your company's name and logo as a clickable link on the team website for one full year.
10. Your business logo patch (you provide patch) on the team's game day uniforms.



TEAM SPONSORSHIP D - \$20,000

Create your own package. A \$20,000 package will help to cover league fees, insurance, uniforms, transportation and field rentals.