



CRIME CITY ROLLERS  
INFORMATION PACKET

**BECOME OUR SPONSOR**

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Crime City Rollers vs. Copenhagen Roller Derby, Copenhagen, May 2013 (Photo: Peter Troest)

# ABOUT ROLLER DERBY



Photo: Peter Troest

We are **Crime City Rollers**, a **Roller Derby association** based in Malmö, Sweden. Roller Derby became an official part of the **Swedish National Skating Association** in 2011. Roller Derby is a tough and engaging **full-contact sport** played on roller skates. The sport has emerged as a great success, not only in Sweden, but all over the world. Largely developed by and for female athletes, Roller Derby is an intense and action filled spectator sport. Crime City Roller's games are greatly appreciated by both old fans and new spectators.

In the 1930s the sport evolved in USA, but had a revival in the 2000s. In short, two opposing teams who skate together on an oval track play the game. Our games are called bouts and they consist of two 30 minute periods. The periods are, in turn, divided into jams that can last for up to a maximum of two minutes. There is one player on each team that gains points by lapping the opponent team's players, while the rest of the team acts as "blockers" trying to stop the opposing point collector, while also trying to help their own to score points. The team with the most points scored at the end of the bout wins.

More information about the sport can be found by following this link:

[www.youtube.com/watch?v=tETI0-Wt9KQ](https://www.youtube.com/watch?v=tETI0-Wt9KQ)

# WE ARE CRIME CITY ROLLERS!

Our League, Crime City Rollers, is a young association established in March 2010. Since conception, the league has developed rapidly regarding dedication, competence and the number of members. Today we are **the biggest Roller Derby league in Scandinavia** with around 140 active members. The main members, in contrast to many other sports associations, are women. We also have a significant number of youths and children who act as members, because we are the first league in Sweden to have a **junior league**. The Crime City Rollers junior league consists of minors, aged 2-8 years old and juniors, aged 9-17 years old.

The Crime City Rollers A-team is **among the best teams in Europe**. We play approximately five home bouts per season and each bout attracts up to 800 spectators. During the last three years we have played in many international away bouts, in cities such as Berlin, London, Paris, Barcelona and Cardiff. We have also been participating in a number of European tournaments where we have been placed fifth as best. In June 2013 Crime City Rollers won silver in the first **Roller Derby Swedish National Championships** in history. Several of our players skated previously with Sweden's national team in the first world cup in Toronto, Canada, in December 2011. We also have skaters who are on the current national team for Sweden who will be skating in Dallas, USA in December 2014. Our league is also proud to have players in the national teams of Denmark, Finland, France, and Norway.

Photo: Peter Troest



Crime City Rollers is a member of the international association **WFTDA: Women's Flat Track Derby Association**. Along with skating in bouts, our members participate in networking meetings and international boot camps. We also have skaters who act as guest coaches to help younger leagues evolve. For the past two years, Crime City Rollers has been the main organizer of the **Malmö Roller Derby Festival**, one of the first outdoor derby festivals arranged in Europe. This summer festival brings big audiences to Malmö from all over Europe.

Crime City Rollers are frequently mentioned in the media. The regional media holds a big interest in our league, but we are also mentioned in national news. One example is the documentary **Crime City Love**, which was featured on **SVT**, a Swedish TV channel, in the autumn of 2013. We are also active in social media and a streaming-channel where we show our most important bouts live.

We are incredibly happy that the hard work of our association is paying off and that the City of Malmö, Swedish media, and the sports community is opening their eyes for our sport. We look forward to keep on progressing in our sport and become one of the foremost leagues in Europe. **To become one of the best**, and to continue the evolution of our league and sport, **we do need association partners and sponsors**.



Crime City Rollers vs. London Rockin Rollers, London, December, 2013  
(Photo: John Hesse)

# WHAT WE ARE LOOKING FOR IN A SPONSOR

**Crime City Rollers** is a **rapidly growing sports association** that is evolving on many levels. While the number of league members are growing and the level of training is rising we are also meeting larger costs and a bigger responsibility towards our members. Our goal is to continue to give our members the possibility to practice and play Roller Derby in an environment as secure and inclusive as possible.

Crime City Rollers is **non profit organization** with no employees where the members themselves perform all tasks within the association. Equipment, team outfits, practice space rental, boot camps, and travel to games national and internationally are examples of expenses that our members pay for themselves. To continue to develop our association and sport in the best way possible we are now looking for sponsors that can help us achieve our dreams and evolve the sport that we love.



Crime City Rollers Junior League (Photo: Thomas Pihl)

Crime City Rollers strives towards social and economical sustainability and hopes to build **longterm relationships** with sponsors that share our values. We would like to work in association with companies and organizations that promote social inclusion and who take responsibility for our common environment. We would also like partners who take pride in supporting Roller Derby, a sport developed and played by strong female athletes. Many young girls choose to end their sporting activities during adolescence, but through Roller Derby, young women can be presented with positive female role models and a natural place in the sport community.

Our obvious goal with the partnership is that both ourselves and **you will get something out of the sponsorship**. You will help us to reach new successes and we can offer you trademark publicity in a wide range of different forums, not just locally in Malmö and Sweden but even internationally.



Malmö Roller Derby Festival 2013  
(Photo: Marko Niemelä)

# CRIME CITY ROLLERS SPONSORSHIP PACKAGES

## RAINBOW PARTNERSHIP

### What we want\*:

- Financing of team outfits or equipment for CCR travel team (A and B team)
- Financing of traveling costs for CCR travel team, minimum 50%
- Financing of coach for CCR travel team
- financing a training venue for CCR
- Financing of a bout or bootcamp

### What we offer:

- Announcement/Banner or logo on CCR's webpage
- Advertising space and logo in bout program
- Possibility of printed coupons in bout program
- Five tickets to each home bout for CCR with reserved VIP seats\*\*
- Possibility to place your own "banner" at the venue of our home bout
- Possibility to hand out flyers at a home bout
- Mentioning your company/organization by our announcer at least three times per bout
- Your logo on the scoreboard during half time at bouts
- Access to stall/table for marketing and sale purposes at a home bout
- Mentioning of your company/organization on CCR's Facebook page in connection to an upcoming event

## YELLOW PARTNERSHIP

### What we want:

- Discount on goods and services, minimum 10%

### What we offer:

- Logo on CCR's webpage
- Logo in bout program
- Mentioning of your company/organisation by our announcer at least one time per bout

## PURPLE PARTNERSHIP

### What we want\*:

- Discount on goods or services, minimum 25%
- Partial financing of travel costs and/or financing a bout venue and/or financing a training venue for CCR
- Financing of team outfits or equipment

### What we offer:

- Logo on CCR's webpage
- Advertising space and logo in bout program
- Possibility of printed coupons in bout program
- Two tickets to each home bout for CCR with reserved VIP seats\*
- Possibility to hand out flyers at our home bout
- Mentioning of your company/organization by our announcer at least three times per bout

## SPECIAL PARTNERSHIP

We will gladly **custom make** our offers based on our partners' requests. Based on the level of partnership you wish for we could provide the possibility of, for example:

- Logo in players outfit
- Logo on helmets
- Logo on the bouting track
- Logo/company information on CCR's merchandise

We are willing to make **special agreements** if you are interested in working with us regarding any specific bout or event.

\* One of these alternatives

\*\* Contact Crime City Rollers ahead of time if you wish to reserve VIP-seats

# CRIME CITY ROLLERS IN THE MEDIA

We have a Crime City Rollers fan-page on *Facebook* with 5000 likes  
[www.facebook.com/crimecityrollers](http://www.facebook.com/crimecityrollers)

We have around 700 followers on *Twitter*  
[www.twitter.com/Crimecityroller](http://www.twitter.com/Crimecityroller)

We are featured in well-known papers and magazines  
such as *Sydsvenskan*

[www.sydsvenskan.se/sport/alskade-hatade-rollerderby](http://www.sydsvenskan.se/sport/alskade-hatade-rollerderby)

We have been covered in a documentary that has been shown on *SVT*  
[www.klarafilm.se/crime-city-love](http://www.klarafilm.se/crime-city-love)

We have received great awards such as "The Entertainment Improvers  
Of The Year" (Årets nöjesförbättrare) by *Nöjesguiden* 2012  
[www.nojesguiden.se/artiklar/vinnarna-av-malmolunda-priset](http://www.nojesguiden.se/artiklar/vinnarna-av-malmolunda-priset)



Roller Derby – a sport to love  
(Photo: Peter Troest)

# UPCOMING BOUTS

**29 Mars:** A- & B-lag vs. Stockholm (SE) & Barcelona (ES) - home

**12 April:** B- & Juniors vs. Charleroi (BE) - home

**3 Maj:** MMS vs. STD (SE) - home

**17 - 18 Maj:** A-lag vs. Helsinki (FI) & Kallio (FI) - away

**22 Juni:** East Coast Derby Extravaganza (USA) - away



Photo: Peter Troest

# CONTACT INFORMATION

MALMÖ ROLLER DERBY

Crime City Rollers

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[www.crimecityrollers.com](http://www.crimecityrollers.com)

[www.facebook.com/crimecityrollers](https://www.facebook.com/crimecityrollers)

Organisation Number: 802453-1694



Photo: Peter Troest