

Gotham Girls Roller Derby

Event Report

2008 Championship

Bronx Gridlock vs.

Queens of Pain

Saturday, October 25, 2008

@ Hunter College, Manhattan





Event Summary

Sixth and final regular season bout
Bronx Gridlock (3-0) vs.
Queens of Pain (2-1)

Total attendance: appx. 1100

SOLD OUT

951 advance sales + 8 door sales
+ appx 150 staff / skaters / press / sponsors

Tickets:
\$19.75 in advance, \$23 at door
(\$20 with student ID)
plus VIP tickets @ \$29.50

Photos:
Chris Chin





SOLD OUT!

- ❑ All tickets SOLD OUT on line over 24 hours prior to the bout
- ❑ Forlorn fans offer \$50 and \$100 for extras on craigslist.com:

Roller Derby Championship Tbx? - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://newyork.craigslist.org/mnh/wan/89220

new york craigslist > manhattan > items wanted

Avoid scams and fraud by dealing locally! Beware any deal Moneygram, wire transfer, cashier of transaction protection/certification/

Roller Derby Cham

Gotham Girls

Reply to: sale-892202862@crai Date: 2008-10-24, 5:21PM ED

I'm looking for one extra ticket to Saturday night. Please?!?!
Erica

new york craigslist > all for sale / wanted

all new york manhattan brooklyn queens bronx staten island new jersey long island westchester fairfield

search for: gotham in: all for sale / wanted Search only search titles has image

price: min max

Found: 29 Displaying: 1 - 29

- Oct 25 - [Need 2 tickets \(or 1\) to Gotham Girls Roller Derby - \\$50 - \(Upper East Side\) <<tickets](#)
- Oct 25 - [North Face Gotham HYVENT Jacket Boys XL - \\$140 - pic <<clothing & accessories](#)
- Oct 25 - [Wanted: Gotham Girls Roller Derby Championship tickets - \\$100 - \(Upper West Side\) <<tickets](#)
- Oct 25 - [Looking for Gotham Girls Roller Derby Tickets - \\$50 - <<tickets](#)

Hi,
I am looking for two tickets
Please call me if you can help.
Thanks,
Jerry
718-



Queens wins the title!

- The Queens of Pain defeated the Bronx Gridlock, 161-113 enjoying the Metromix.com "Victory Lap" and winning the 2008 GGRD Championship



Queens bout MVP:

Cheapskate

- 53 points in 14 jams, plus five jams blocked
- Final GGRD home bout

Bronx bout MVP:

Bonnie Thunders

- League-record 72 points as jammer, in 17 jams





Event Partners

- Metromix.com
 - 2008 "Diamond of the Derby" Sponsor & Publicity partner
 - Sponsor of the "Victory Lap"
- Flyin' Squirrel (roller derby novelty apparel)
 - Provided pre-bout trivia prizes
- The Pizza Shop
 - Provided pre-bout trivia prizes
 - Provided after party pizza
- J&D's Bacon Salt
 - "The Official Condiment of Gotham Girls Roller Derby"
 - Provided raffle prizes
- Georgia's Eastside BBQ
 - Provided raffle prize





Event Partners

- ❑ Function Drinks
 - Donated beverages for concessions table
- ❑ Chipotle
 - Donated burritos for bout setup volunteers
- ❑ EscapeMaker.com
 - Halftime 50/50 raffle matching donor
- ❑ Halloween Adventure
 - Costume contest sponsor





Event Partners

- EscapeMaker.com:
50/50 halftime raffle
matching donor
- Awarded the "Gotham Girls Getaway"
in season-long promotion
- Pre-game goodies tossed by "wacky"
promo team to fans in the stands



Photos: Brendan McMullen, Chris Chin



Event Partners

- Lesser Evil Snack Company
 - Donor of fan snacks for pre-party and Championship Bout



- Lesser Evil promoted their "street team" presence at the Championship Bout at LesserEvil.com product web site:

Gotham Girls Roller Derby Championship Bout - New York City

October 25, 2008

The East Coast team will be preventing Snackcidents at the GGRD Championship Bout between the Bronx Gridlock and the Queens of Pain. The question is: can the GGRD handle a little "lesser evil?"



Pre Party @ American Trash

- ❑ GGRD Bout pre-party, presented by MurphGuide.com
- ❑ 5pm-7pm – Pre-bout Happy Hour hosted by GGRD Jeerleaders
- ❑ GoGo dancing, sideshow performances
- ❑ Snacks provided for party by Lesser Evil
- ❑ Held simultaneously with a used clothing swap benefiting The Miami Project to Cure Paralysis



GOTHAM GIRLS ROLLER DERBY
OFFICIAL BOUT PRE-PARTY

SAT - OCTOBER 25
5-7 PM
AMERICAN TRASH
1471 1ST AVE.
(between 76th and 77th Streets)

Snacks from Lesser Evil Snacks!
Pre-bout Wagering!
GoGo Dancing!
Sideshow Performances!

hosted by the
GGRD JEERLEADERS

PRESENTED BY
MURPHGUIDE.com
connecting the fun to the fun people!

www.GOTHAMGIRLSROLLERDERBY.COM



Photo: Natalie Kocsis



Sponsor Banners

- Gotham Acupuncture
- Chipotle
- RollerGirlSkates.com
- SportsInsurance.com
- J&D's Bacon Salt
- EscapeMaker.com



- Triple 8
- Manitoba's
- Metromix.com
- Function Drinks
- SkateCourt

Pre-Game Entertainment: GGRD Trivia



Audience members selected to answer GGRD league trivia questions posed by GGRD announcers

Trivia Quiz sponsored by:

- ❑ The Pizza Shop
- ❑ Flyin' Squirrel
(Roller derby novelty apparel)

All four trivia winners received Flyin' Squirrel certificates. Fourth trivia winner also won a Pizza Shop free pizza certificate.

Multiple choice questions included quizzes about GGRD sponsors J&D's Bacon Salt and Manitoba's





Pre-Game Entertainment

Photo gallery of nominees for 2008 "Photo of the Year" Awards

Three categories: Jammer action, blocker action, crowd action



Winners to be
announced at the
2008 Awards
Ceremony, Nov 21

**Sponsor the 2009
Photo Contest!**



Halftime Entertainment

- ❑ Lady Aye – Sword Swallowing
- ❑ GGRD Jeerleaders



Photos: Brendan McMullen, Chris Chin, Natalie Kocsis



Halftime Costume Contest

□ Costumes, costumes, costumes!

Contest sponsored by **Halloween Adventure**; store certificates for three winners





More Halloween Fun!



Photos: Chris Chin, Natalie Kocsis, Brendan McMullen, Kelly Kwedar



Raffle Prizes

- ❑ Georgia's Eastside BBQ restaurant gift certificate
- ❑ Comedy Central: DVD and CD packs
- ❑ J&D's Bacon Salt 3-packs





Hulk Smash Announcers!

- Repeated announcer plugs for all official GGRD league sponsors

Announcers Corndog, Margaret Thrasher, and Shovecraft





Post-Bout Autograph Table

- ❑ Fans meet with skaters -- and get more Lesser Evil snacks -- at the Autograph Table






Bout Handouts



- Each fan received a 8 1/2" x 11" handout with rosters, rules, and other announcements
- Sponsor logos and information from Metromix.com, Manitoba's, EscapeMaker, and The Source Unlimited

**GOTHAM GIRLS ROLLER DERBY
2008 CHAMPIONSHIP BOUT**




**QUEENS OF PAIN
VS
BRONX GRIDLOCK**

**OCTOBER 25, 2008
HUNTER COLLEGE SPORTSPLEX**

Gotham Girls Roller Derby is a member of the Women's Flat Track Derby Association www.wftda.com

Tonight's afterparty is at **Manitoba's** 80 Avenue B, near 6th Street. (#6 subway to Astor Place, then walk east 5 blocks)
KEEP YOUR WRISTBANDS FOR DRINK SPECIALS




BRING YOUR RAFFLE TICKETS TO THE AFTER PARTY FOR ADDITIONAL FAN PRIZES!



GGRD's GOING TO NATIONALS!
Oct 10-12: The Gotham All-Stars defeated Madison, Philadelphia, and Chicago to win a #1 seed at the WFTDA Nationals in Portland, Oregon (Nov 14-16). Watch the bouts live @ <http://www.derbynewsnetwork.com>.

Photos: Brendan McMullen

BRONX GRIDLOCK (3-0)



Mascot: Skid Marx
Jeerleaders: The Sackseat Betties





# 42	Beatrix Slaughter <i>injured reserve</i>
# Top 40	Beyonslay (Co-Captain)
# 340	Bonnie Thunders
# Swingin' 60's	Brigitte Barnot
# 9 th Circle	Dainty Inferno
# 15	Daisy Chainz <i>Farewell bout!</i>
# 80	Ginger Snap
# Perfect 10	Kandy Kakes (Captain)
# 667	Lemony Kickit
# 29.5	Luna Impact
# 1900	Murder City Mandy Congratulations - daughter Andromeda born October 18 th !
# 20	SheRAW
# 36DD	Speed MoQueen

GGRD League Champions 2007
Managers: Slamboni and The Dispatcher

Congrats to '06-'07 Bronx skater Tiger Bomb and former Gridlock manager Buttermaker on the October 6th birth of son Morgan!

GGRD thanks our 2008 'Diamond of the Derby' sponsor



New York's Guide to Night Life
Visit Metromix.com to view the Gotham Girls photo gallery

⊙ ⊙ GGRD 2008 HOME SEASON RESULTS ⊙ ⊙

April 19 - GGRD All-Stars 145, Philadelphia 47
Wall Street Traitors 68, Connecticut 26

May 10 - Queens 152, Manhattan 71

June 7 - Bronx 126, Brooklyn 53

June 28 - Queens 123, Brooklyn 86

July 26 - Bronx 159, Manhattan 79

August 16 - Bronx 90, Queens 86

Sept 12 - Manhattan 146, Brooklyn 91

Sept 27 - Brooklyn 90, Montreal 85
Manhattan 95, Providence 48

Oct 25 - Championship Bout

GGRD THANKS OUR FANS FOR A FANTASTIC 2008!



VIP Bags

"Goodie Bag" giveaways:

EscapeMaker.com - magnetic calendar

Earth Day New York - canvas tote bag

Crafty Scientist - custom team soaps

Halloween Adventure - magnet

Raw Revolution -

Organic Live Food Bar

J & D's Bacon Salt

Sample packs

Blue Q

'Balls for Her' soap

Glow-in-the-dark temporary tattoos

Upright Citizens Brigade Theatre

t-shirts, stickers

Lesser Evil Brand Snack Co.

Popcorn + potato crisps





After Parties @ Manitoba's

- ❑ Manitoba's – the official 2008 after party site
 - Skaters, Refs, Fans, Jeerleaders; 11pm-4am
 - 2008 bout footage DVD screening
 - Drink specials from Pabst Blue Ribbon and Coney Island Lager
 - Pizza for skaters provided by The Pizza Shop



Photos: K. Kwedar, D. Hyatt

Postgame Sports Press

□ SNY.tv



NY SCOREBOARD

MLB	Tampa Bay	8:29pm
NFL	Philadelphia	
NBA		
NHL		

Full Scoreboard >

MLB | NFL | NBA | NHL | Big East | More Sports | Fantasy | Blogs | Video | TV Schedule | F

Giants kick Steelers where it hurts
John Carney kicked four field goals as the Giants scored 12 points in the fourth quarter to beat the Steelers, 21-14, on Sunday. [More >>](#)

- Giants stats
- GiantsFootballBlog.com
- Steelers stats

Top Headlines

- Last-minute touchdown lifts Jets to win
- Rays look to even up series in Game 4
- **Pain tops Gridlock in derby final**
- Police chief condemns Isiah's 'cover-up'

Blogs

- Last-minute touchdown lifts Jets to win
- Rays look to even up series in Game 4
- **Pain tops Gridlock in derby final**
- Police chief condemns Isiah's 'cover-up'
- Cardinals upset Big East foe No. 14 USF
- Brown, defense lead UConn to win
- Visiting Rutgers romps over Pitt, 54-34
- Pitt QB Stull injured on incomplete pass
- Rangers nip Penguins, 3-2, in SO win
- Devils fall to Flyers in OT, 3-2
- Renney back with Rangers after concussion

More News | RSS

AROUND NEW YORK

10/26/2008 11:37 AM ET

Pain tops Gridlock in derby final Cheapskate earns MVP honors with 53 points

By Brendan Kuty / SNY.tv



print this page email this page

NEW YORK -- Steady rains poured from the night sky, soaking the bustling city. But deep beneath the streets, down a maze of stairs and hallways, bodies clashed and hundreds screamed.

And when it was over, after all the bumping and blocking, the Queens of Pain defeated the Bronx Gridlock, 161-113, capturing its third Gotham Girls Roller Derby title in four years.

Roller derby might look like just a skate in the park, but two of the Gridlock jammers missed Saturday's match with injuries. (www.gothamgirlsrollerderby.com)

Cheapskate, in her farewell bout, scored 53 points and earned Most Valuable Player honors Saturday

night for the Pain, which received another 43 points from team captain Suzy Hotrod. Scarlett Rage, also playing her last GGRD game, added a career-high 46 points to the victory.

Despite Bonnie Thunders' single-game record of 72 points, the previously undefeated Gridlock couldn't rebound from the Pain's early surge.



Postgame Press

□ *Village Voice* photo gallery



Slideshows

Roller Derby Championship!

The Bronx Gridlock took on the Queens of Pain for the sold-out New York regional championship cup at Hunter College.

◀◀ Prev ▶ Next ▶▶ ||




Image 8 of 23 Joe Karandy

The championship bout was sold out, the stands packed with fans.

Galleries ◀



Roller Derby Championship!



CMJ: Fool's Gold First Anniversary



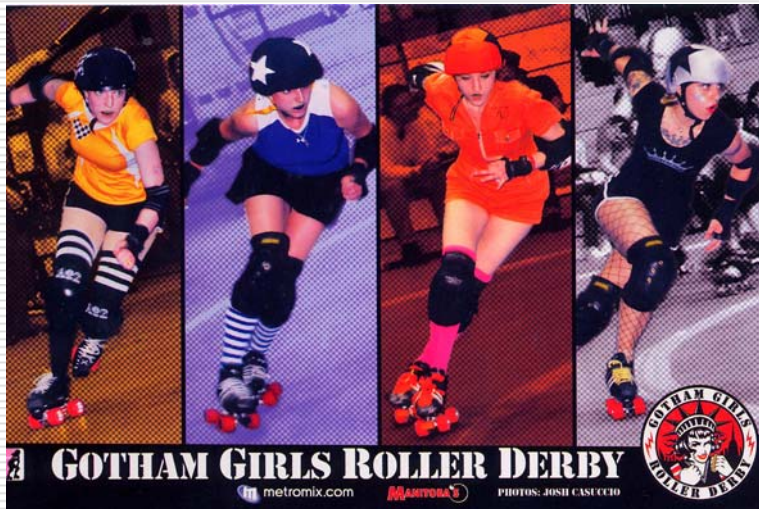
CMJ Music Marathon

23-slide photo gallery linked on main [villagevoice.com](http://www.villagevoice.com) page, viewable at <http://www.villagevoice.com/slideshow/view/173100>



Event Promotion

10,000 full color heavy-stock season schedule cards and posters distributed by skaters throughout the city



Gothamist House:
gothamist.com venue @
CMJ music festival (Oct 21-25)

2008 Season Programs,
league logo tattoos, and
schedule cards distributed to
250 festival VIP guests

Promotional Partner



Shaw Promotion

- Weekly NYC Events Newsletter – featured listing
- Distributed flyers and posters for GGRD at city retail locations and major NYC concert events, including:
 - Lykke Li, Friendly Fires, Miles Benjamin Anthony Robinson & Micachu @ Bowery Ballroom, October 21 (CMJ Music Festival)
 - Crystal Castles, Fujiya & Miyagi, Who Made Who, & Lymbyc System @ Webster Hall, October 23





National Appearances

October 10-12: GGRD's All-Stars WIN the WFTDA East Regionals in Madison, WI. GGRD's All-Stars defeated Madison (ranked #15), Philadelphia (#8), and Chicago (#7). Tournament bouts were streamed via internet to over 34,000 unique viewers world-wide. (10,750 unique viewers of Sunday's Gotham vs. Chicago finals – ustream.tv)



Above: Championship bout MVP Bonnie Thunders races past the Philadelphia Liberty Belles



Photos by JonU235:
<http://www.flickr.com/people/jonu235/>

The Gotham All-Stars are ranked #2 in the nation and have won 9 straight bouts against ranked opposition

Upcoming All-Star action: November 14-16: GGRD competes as the top seed in the East in the WFTDA National Championships in Portland, Oregon.



Local Appearances

- ❑ October 6: PAPER Magazine: GGRD provided skaters for PAPER / Absolut Vodka / Patricia Field disco party

WORD OF MOUTH

Posted Oct. 7, 2008, 2:11 p.m. ET

ABOUT LAST NIGHT... ABSOLUT DISCO:
PRESENTED BY ABSOLUT VODKA, PAPER AND
PATRICIA FIELD

BY CAROLINE TOREM-CRAIG



The last time we were at **583 Park Avenue** was for the **Oscar De La Renta** fashion show, so we knew that there would be some serious glamor at last night's **Absolut Vodka/PAPER/Patricia Field** blow-out. And there was glam and then some, as the downtown crazy kid crowd (think **Amanda Lepore**, **Andrew Andrew**, **Andre J** et. al.) made their way to the Upper East Side, and partied the night away.

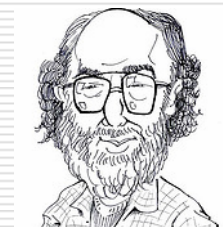


Radio Appearance

- ❑ Interview with Joey Reynolds, WOR NewsTalk Radio 710, nationally broadcast + streamed from New York
- ❑ #1 Late Night Radio Talk Show in NY
- ❑ October 21, 2008 – midnight
- ❑ Forty minute in-depth interview
- ❑ Featuring:
 - Skaters Dainty Inferno and Lemony Kickit of the Bronx Gridlock
 - Skaters Dinah Party and Haulin' Cass of the Queens of Pain
 - Derby fan Eddie Goldman of 'No Holds Barred' combat sports blog (<http://nhbnews.blogspot.com/>)
 - Plugs for GGRD sponsors **Arnicare** and **J&D's Bacon Salt** at 37:00

Listen at:

<http://www.mediafire.com/?diennoyj3di>





National Media Impression

- *The Daily Show with John Stewart*
Comedy Central - October 20, 2008

Action photo of GGRD skaters Suzy Hotrod and Donna Matrix used to illustrate electoral campaign segment punchline





International Publicity

On3radio

October 6: on-line
German video
segment covering the
September 27 bouts



AUJOURD'HUI / VIDEO

Aktuelles Video

Bayer in Brooklyn - "Hit the Bitch"-Rollerderby in den Staaten

06.10.2008

Video



00:03:10 / 00:06:16

Einstellungen

Aktuelles Video: Bayer in Brooklyn - "Hit the Bitch"-Rollerderby in den Staaten

Zum Rollerderby gehören Körpereinsatz und Bodychecks einfach dazu. Kurios: den Antisport üben zu neunzig Prozent Mädels aus. Seit unser Bayer in Brooklyn die "Brooklyn Bombshells" beim brutalen Showdown gegen die Girls aus Montreal besucht hat, schwört er auf Rollerderby.

BR-online

Watch at: <http://www.br-online.de/on3radio/live-on3radio/bayer-in-brooklyn-new-york-video-ID1223296505085.xml>



Print + Web Publicity

- *TimeOutNY*
Featured listing
for “Your
perfect
weekend”
(Oct 23-29, 2008)

Your perfect weekend

Also featured in on-line edition:
front page of www.timeout.com/newyork and at
<http://www.timeout.com/newyork/articles/own-this-city/51601/your-perfect-weekend>

Own This City

Saturday, Oct 25



For those looking to watch some intense girl-on-girl action, you'll get your fill at the **2008 Gotham Girls Roller Derby League Championships** at the Hunter College Sportsplex (Lexington Ave at 68th St; 888-830-2253, gothamgirlsrollerderby.com; 6:30pm; \$23, advance \$19.75). It's a clash of the titans for the shoulder- and hip-checkin' sport: reigning champs Bronx Gridlock versus rivals Queens of Pain. Afterward, you can get your program autographed by sweaty, hard-hitting MVPs, including Queens captain Suzy Hotrod or fan favorite Beyonsláy (known for her big booty hits, including the 'Slay Ride).



Print + Web Publicity

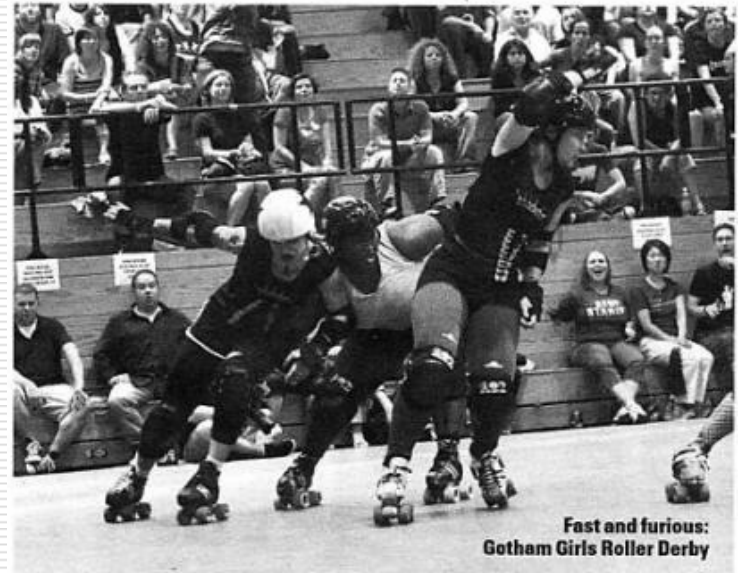
[SPORTS]

HELL ON WHEELS

Girls on skates get down and dirty

Tonight, join all-star derby chicks Beyonsláy, Brigitte Barhot, Scarlett Rage, and Suzy Hotrod for the 2008 Gotham Girls Roller Derby League Championship, where reigning champs the Bronx Gridlock take on the Queens of Pain. The contest should be especially fierce as the Queens are still hurting from their narrow defeat by the Bronx Gridlock last year. New to roller derby? Here are the basics: Two skaters, called jammers, scramble through a pack of blockers who try to knock them down. If the jammers successfully break through the blockers, they sprint around the track and score a point for each person they legally pass. Think you have what it takes to be a Gotham Girl? Tryouts for the 2009 season start December 6; sign up at gothamgirlsrollerderby.com. Doors at 6:30, whistle at 8:30, Hunter College Sportsplex, Lexington Avenue & 68th Street, B3 Gym, West Building Basement, 888-830-2253, \$20-\$30; after-party at Manitoba's, 99 Avenue B, free ANGELA ASHMAN

Village Voice
"Voice Choices"
Oct 22-28,
page 29



Fast and furious:
Gotham Girls Roller Derby

Photo: Stevia

Voice Choices

2008 Gotham Girls Roller Derby League Championship
Hunter College, West Building

Sat., October 25, East 60s
6:30pm

Sports



Tonight, join all-star derby chicks Beyonsláy, Brigitte Barhot, Scarlett Rage, and Suzy Hotrod for the 2008 Gotham Girls Roller Derby League Championship, where reigning champs the Bronx Gridlock take on the Queens of Pain. The contest should be especially fierce as the Queens are still... [More>>](#)

Also featured in Village Voice on line at

<http://www.villagevoice.com/events/2008-gotham-girls-roller-derby-league-championship-701200/>



Web Publicity

□ MurphGuide.com

- Guide to New York City nightlife: "Connecting the fun to the fun people"
- Featured contest on front page
- Bout and pre-party both listed in weekly events newsletter
- Permanent GGRD contest page: <http://www.murphguide.com/promo/gothamgirls.htm>

MURPHGUIDE.com
Guide to New York City Nightlife

Friday, October 25

Gotham Girls Roller Derby



[Enter to win 2 tickets](#)

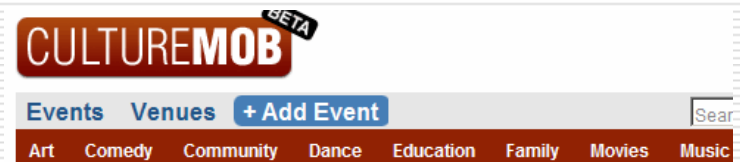


[Gotham Girls Roller Derby](#)

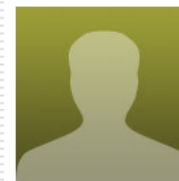
Upcoming Bouts:

October 25
Championship Bout
@ Hunter College
[Buy tickets](#)

□ Culturemob.com



Gotham Girls Roller Derby - 2008 Championship



Who will be the 2008 season champions? Don't miss seeing reigning champs Bronx Gridlock and two-time champions Queens of Pain take each other on in hopes of winning it all!**Please note: VIP ticket holders MUST be 18+ years of age. If they are not 18+ years of age, they will be asked to sit in the General Admission sections regardless of whether their ticket is a VIP-designated seat.

Where: [Hunter College Sportsplex B3 Gym](#)

Tickets: <http://www.brownpapertickets.com/event/41800>

Price: \$16.79 - \$29.75

When: 6:30pm Sat 10.25.08-10:30pm Sat 10.25.08

- Additional blog previews by theredskate.com and culturalcapitol.com



Web Publicity

Blog: Maureen Johnson,
author of young adult fiction



<http://maureenjohnson.blogspot.com/2008/09/corner-of-death.html>

Excerpt: (September 25)

There are all these [SUPER COOL GIRLS](#) (in this case, of the Gotham Girls Roller Derby, which is the New York league) with excellent names like Suzy Hotrod and Besonsláy and Stevie Kicks and Surly Temple. Each team has one person going around the track called a Jammer. Her job is to whip around the track, scoring points. Meanwhile, basically EVERYONE ELSE ON THE OTHER TEAM is trying to STOP HER by BLOCKING HER through AWESOME FULL-BODY CONTACT. And, of course, they are doing this all on roller skates while going super-fast and wearing excellent outfits, and everyone in the stands is SCREAMING for MORE BLOOD.

Can you find one thing in that not to like? Even one?

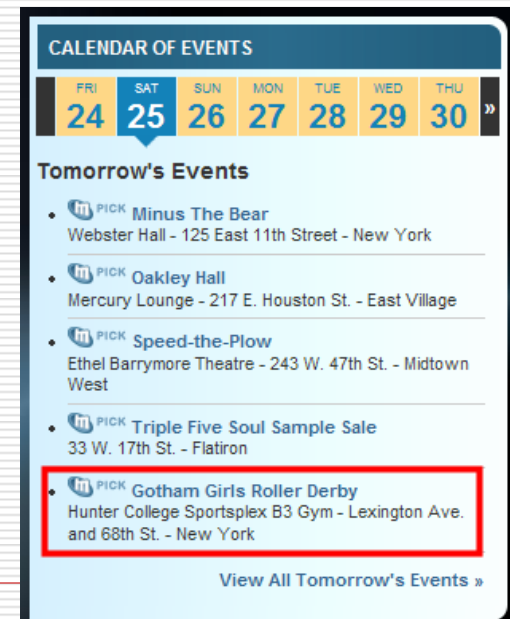


Partner Publicity

- Metromix.com – top front page video feature



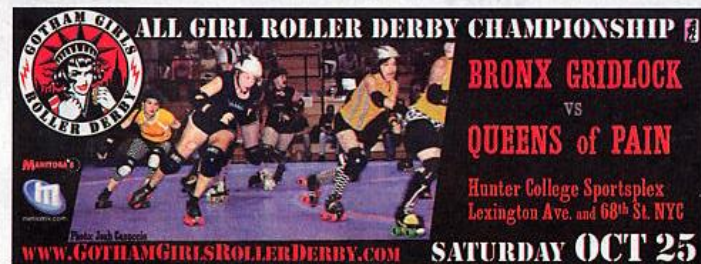
Permanently viewable at:
http://newyork.metromix.com/events/world_now_video/gotham-girls-roller-derby/418610/content





Print Advertising

- Color advertisement in the "Voice Picks" section edition of the *Village Voice*, October 15-21 (page 4)
- Color advertisement in *The Onion* (October 23)
- Designs incorporate logos of major GGRD sponsors:
 - Metromix.com
 - Manitoba's
 - SkateCourt
 - Boiron / Arnicare
 - EscapeMaker.com
 - Function drinks
 - Chipotle





GGRD E-mail Blasts

- Pre-bout blasts included partner messaging and click-through links for finals bout partners:
 - Metromix.com
 - Manitoba's (after party location)
 - American Trash (pre-party location)
 - MurphGuide.com, Lesser Evil, Halloween Adventure

- October 9 GGRD Newsletter
2727 sent / 739 opens / 160 click-throughs
- October 21 Fan Blast
2735 sent / 686 opens / 99 click-throughs
- October 24 Fan Blast
2736 sent / 525 opens / 40 click-throughs

Gotham Girls Roller Derby


NEWSLETTER

Hey! Ho! Let's Roll! October 2008

In this edition: Gotham Sweeps Double-Header 2008 Championship: Bronx vs. Queens GGRD All-Stars off to Eastern Regionals Try-Outs for the 2009 Season! September 27th MVPs	Gotham home teams sweep visiting teams in second annual post-season double-header
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Congrats to these bout MVPs, who are voted on by the opposing team at the end of each game.

In the first game of the interleague doubleheader on September 27th, the **Brooklyn Bombshells** and Montreal Roller Derby's All-Stars, the New Skidz on the Block, battled it out to the last jam, but



FAN COSTUME CONTEST

Dress to impress... our judges! Enter the GGRD Fan Costume Contest, sponsored by Halloween Adventure. Three winners will receive gift certificates from Halloween Adventure, the largest costume store in New York City.



GGRD Twitter Blasts

- ❑ Loyal fans sign up for instant alerts via cell phone SMS messaging
- ❑ Blasts publish bout scores, promote sponsored parties, announce skater appearances, and supply other critical fan information

Sign up at
www.twitter.com/gothamgirls



gothamgirls

Championship game this Sat is **SOLD OUT!** Join us at the pre-game party at American Trash 5-7pm and don't forget to wear a costume!

about 3 hours ago from twitterrific

Oh, and get your tickets asap! VIP seats are long gone and GA are going fast. Don't miss your chance to see GGRD action in 2008! *12:12 PM Oct 20th from web*

Win Halloween Adventure gift certificates on Sat @ at the Champ Bout this Sat! Show up in costume 4 your chance to win! *12:11 PM Oct 20th from web*

Partner Success



□ *ADWEEK* – Oct 27, 2008

ADWEEK

“Small Brands Teach Big Lessons”

Small Brands Teach Big Lessons

Bacon Salt serves as an example of social media's power to help young companies grow quickly

Oct 27, 2008

-By Brian Morrissey



Bacon Salt's Justin Esch and Dave Lefkow used social media to grow their company quickly.

harnessing of the word-of-mouth power of social media.

NEW YORK Big company efforts in social media have mostly failed to this point. Facebook's application platform has become a graveyard of failed attempts to harness the platform, while other brands have suffered embarrassments at their ham-handed attempts to influence the blog world.

Yet for some small companies, social media has proven to be a godsend of low-cost, effective brand building. Take Bacon Salt, an unlikely product dreamed up last year after a night out drinking by two Seattle buddies. What began as a half-joking idea -- what if there was a spice that made everything taste like bacon -- soon became a bustling business that's sold 600,000 units in 18 months, thanks mostly to the

... for some small companies, social media has proven to be a godsend of low-cost, effective brand building. Take Bacon Salt, an unlikely product dreamed up last year after a night out drinking by two Seattle buddies. What began as a half-joking idea -- what if there was a spice that made everything taste like bacon -- soon became a bustling business that's sold 600,000 units in 18 months, thanks mostly to the harnessing of the word-of-mouth power of social media.

... the social buzz has leaped into mainstream media, including a prominent placement on the MSN home page, *Entrepreneur* magazine, several TV and radio segments and even an endorsement from the **Gotham Girls roller derby team**.

"For some reason, roller derby girls love bacon," said Lefkow.

http://www.adweek.com/aw/content_display/news/digital/e3ia353f77f11f28ab959172cf3f7595abb?pn=1

Big News – GGRD is a 501(c)(3) Charity!



- ❑ September 26, 2008 – Gotham Girls Roller Derby is recognized by the Internal Revenue Service as a **501(c)(3) tax-exempt public charity.**
- ❑ Donations to the league – including some contributions by sponsors - may now be tax deductible (retroactive to December 27, 2007).
- ❑ For more details on the kinds of contributions which may qualify, visit <http://www.gothamgirlsrollerderby.com/donate>
or write sponsorship@gothamgirlsrollerderby.com



Support the development of competitive contact team sports for women -- support the Gotham Girls.



2008 Competitive Summary

□ **Nine home bout dates**

(Eight @ Hunter College, one @ Long Island University - Brooklyn)

- Seven bouts featuring Gotham league action
- Two double-header dates in which GGRD hosted (and defeated):
 - Philadelphia All-Stars (vs. All-Stars)
 - Connecticut All-Stars (vs. Wall Street Traitors)
 - Montreal All-Stars (vs. Brooklyn Bombshells)
 - Providence All-Stars (vs. Manhattan Mayhem)
- Season home attendance: 7352 paying fans (86% of venue capacity)

□ **Nine road bouts -- Gotham teams win ALL NINE**

- All-Stars defeated WFTDA-ranked all-star teams from Austin, Denver, Tucson, Madison, Philadelphia, and Chicago
 - GGRD's rookies (Meatpacking District) defeated Chicago's rookies
 - Wall Street Traitors defeated New England Roller Derby
(stars from Providence / Boston / Connecticut / Northampton, MA)
 - Wall Street Traitors defeated Jersey Shore Rollergirls (Asbury Park)
-



Be Part of the 2009 Season!

- ❑ **No more 2008 bouts!**
- ❑ **End of season Awards Banquet: The "Five Borough Furies" November 21, 2008 @ Southpaw**
- ❑ Awards opportunities:
 - Party food/drink
 - Raffles
 - VIP bag giveaways
 - On-site promotions
 - Award sponsorship
- ❑ To explore Five Borough Furies promotional opportunities, or 2009 season sponsorship programs, contact: sponsorship@gothamgirlsrollerderby.com
- ❑ **BE PART OF THE GOTHAM GIRLS ACTION IN 2009!**

