



Photo: Jules Doyle

**Dear Jairus,**

As per your request, I've compiled information about WFTDA member leagues in your fifteen targeted markets.

The WFTDA can coordinate access to derby leagues, derby events, and on-line derby messaging across the entire range of member markets. Each WFTDA league manages its own sponsorship, web, and bout programming, and the WFTDA is working with all of them to develop a comprehensive promotional platform so that supporters can tap into derby's nationally thriving underground community.

Sister WFTDA leagues across the country can simultaneously promote Sony artists and projects, blanketing the growing national derby fan and skater base across multiple markets with a variety of local activation techniques, such as:

- Banners, program ads on-site
- CD/DVD giveaways on-site (raffle prizes, VIP hospitality giveaways)
- Heavy rotation in bout music playlists
- Pre-bout co-promotion of branded derby events
- On-line messaging using derby fan subscription lists and web ads
- Incorporation of 'featured Sony artist' music widget on league web sites
- Fan participation contests (air guitar, name-that-tune, etc.)
- Tying album release parties into skating events
- Establishment of streaming bout action portals for bouts and tournaments
- etc.

Without further ado, here is an overview of leagues ready to bring on Sony as a promotional partner in your target markets:

(Listed by order of city population. Note that Dallas-Ft.Worth and Minneapolis-St.Paul each boast two WFTDA leagues.)

**Total single-event attendance across all 17 leagues:** 21,000-26,000

All totals below as of January, 2010.

### New York, NY

#### **Gotham Girls Roller Derby**

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

Home Season: April-October

Venues: Hunter College (Manhattan),  
Long Island University (Brooklyn)

Venue capacity: appx 1150 (both venues)

Average attendance: 1100

Radio relationship:

promotional partnership with 101.9 WRXP  
(classic rock)

Monthly e-newsletter: 3400 subscribers

Facebook friends: 3400

Twitter subscribers: 1605

Web site traffic: 300-1000 unique visitors / day



### Los Angeles, CA

#### **Angel City Derby Girls**

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

Home Season: Every third Saturday,  
March through December

Venue: securing a new warehouse at present

Venue capacity: TBD

Average attendance: 500+

Radio relationship: skater Edie Lundeen is  
VP of Artist Development and Promotion at  
Sony RED Distribution

[edie\\_lundeen@redmusic.com](mailto:edie_lundeen@redmusic.com)

(310)272-2402

E-newsletter: 3000 subscribers.

Facebook friends: 750

Web site traffic: 3000 visitors per month





## Chicago, IL

### Windy City Rollers

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

Home Season: January through Sept, plus  
November 2010 national WFTDA tourney  
Venue: University of Illinois - Chicago Pavilion  
Venue capacity: 8000  
Average attendance: 2000-3000  
Radio relationships: Q101, WGN Sports Radio  
E-newsletter: 5,000+ subscribers  
Facebook friends: 3,517  
Twitter followers: 1,000+

## Houston, TX

### Houston Roller Derby

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

Home Season: March through Sept, monthly  
Venue: Kicks Indoor Soccer  
Venue capacity: 1400  
Average attendance: 1050  
Radio relationships: 94.5 The Buzz,  
ESPN 97.5 The Ticket,  
93.7 The Arrow Classic Rock  
Facebook friends: 1,083  
E-newsletter subscribers: 1,112  
Web site traffic: 5000+ views / mo  
Twitter subscribers: 1,248



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## Phoenix, AZ

### AZRD

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

Home Season: September to May, monthly  
Venue: Castle Sports Club  
Venue capacity: 1000  
Average attendance: 400  
Facebook friends: 425

**Philadelphia, PA**

**Philly Rollergirls**

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

Home Season: February to June, monthly,  
culminating with the June "East Coast  
Extravaganza" (see below)

Venue: 23<sup>rd</sup> Street Armory

Venue capacity: 800

Average attendance: 800

Radio relationship: WMMR 93.3 has been  
official radio media sponsor of past events

E-newsletter: 1500 subscribers

Facebook friends: 1000



**Dallas-Ft. Worth, TX**

**Dallas Derby Devils**

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

Home Season: April through August, monthly

Venue: NYTEX Sports Centre

Venue capacity: 2000+

Average attendance: 1000

Facebook friends: 1666

E-newsletter subscribers: 875

**Dallas-Ft. Worth, TX**

**Assassination City Rollergirls**

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

Home Season: nine home bouts a year,  
peppered throughout all 12 months

Venue: Dad's Broadway Skateland

Venue capacity: 800

Average attendance: 550

Radio relationships: KDGE 102.1,  
KNON public radio

Facebook friends: 600

E-newsletter subscribers: 2,109





**Boston, MA**

**Boston Derby Dames**

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

Home Season: February-October, monthly  
Venue: Shriner's Pavilion, Wilmington MA  
Venue capacity: 2500  
Average attendance: 1500  
Radio relationship:  
E-newsletter: 2434 subscribers  
Facebook friends: 1141  
Twitter subscribers: 1066  
Web site traffic: 4,000-7,000 visitors/month

**Seattle, WA**

**Rat City Roller Girls**

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

Home Season: big events Jan-June, with smaller promotional bouts June-Dec  
Venue: Key Arena  
Venue capacity: 17,000+  
Average attendance: 3000-4000  
Radio relationships: 96.5 JACKfm and 90.3fm KEXP  
Facebook friends: 4,894  
E-newsletter subscribers: 4,200  
Web site traffic: 300+ visitors per day  
Twitter subscribers: 748



**Washington, DC**

**DC Rollergirls**

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

Home Season: September-May, monthly  
Venue: DC Armory  
Venue capacity: 10,000  
Average attendance: 1100  
Radio relationships: 106.7 The Fan, NewsTalk 1450 WOL-AM  
Facebook friends: 924  
E-newsletter subscribers: 890  
Twitter subscribers: 810





## Atlanta, GA

### Atlanta Rollergirls

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

Home Season: March-through-September  
Venue: Shriner Center Auditorium  
Venue capacity: 750  
Average attendance: 550  
Radio relationships: promotional relationship  
with WRAS (Georgia State University)  
Facebook friends: 2,304  
E-newsletter subscribers: 2,000  
Twitter followers: 1356  
Web site traffic: appx 200 visitors/day

## Cleveland, OH

### Burning River Rollergirls

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

Home Season: March-July monthly, with  
possible additional home All-Star dates  
Venue: Wolstein Center @  
Cleveland State University  
Venue capacity: 8,000  
Average attendance: 2000  
Radio relationships: paid advertisements on  
WMMS 100.7 and Radio 92.3  
Facebook friends: 800+  
E-newsletter subscribers: 300+  
Web site traffic: 2000+ visitors per month



## Minneapolis-St. Paul, MN

### Minnesota Rollergirls

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

Home Season: October through April  
Venue: Roy Wilkins Auditorium  
Venue capacity: 4386  
Average attendance: 3500  
Facebook friends: 3,127  
Twitter followers: 1,005

**Minneapolis-St. Paul, MN**

**North Star Roller Girls**

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

Home Season: October through April  
Venue: Minneapolis Convention Center  
Venue capacity: currently configured for 2000  
Average attendance: 1500  
Radio relationships: 93X (hard rock) and  
92KQRS (classic rock)  
Facebook friends: 1876  
E-newsletter subscribers: 580  
Web site traffic: 5000 visitors per month  
Twitter followers: 591



**St. Louis, MO**

**Arch Rival Roller Girls**

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

Home Season: Jan-August, ten dates  
Venue: All American Sports Mall  
Venue capacity: 1200  
Average attendance: 1000  
Facebook fans: 1900  
Twitter followers: 557  
Myspace friends: 10,536  
E-newsletter subscribers: 1,492 (522 media)  
Web site traffic: 5,500 unique visitors/mo

**Salt Lake City, UT**

**Salt City Derby Girls**

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

Home Season: April through October  
Venue: Salt Palace Convention Center  
Venue capacity: 5000  
Average attendance: 800-1000  
Radio relationships: sponsored by My 99.5 and  
supported by 94.9 The Blaze  
Facebook friends: 602  
Web site traffic: 4000 visitors/month  
Twitter followers: 608



And, of course, the WFTDA itself adds content to the roller derby social media universe:

## Women's Flat Track Derby Association

www.wftda.com

Twitter followers: 2,030  
 Facebook fans: 7,991  
 myspace friends: 10,781  
 Web site traffic: 12,000-18,000 unique visitors/mo  
 E-newsletter subscribers: 2,513



## Local and Tournament Calendar

Each league's regular season roughly corresponds to the following calendar. Note that some leagues enjoy a summer off-season, and others take off in the winter. Leagues also entertain proposals for off-season bouts events.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
New York												
Los Angeles												
Chicago												
Boston												
Philadelphia												
Phoenix												
Dallas (Derby Devils)												
Dallas (Assassination City)												
Washington, DC												
Cleveland												
Atlanta												
Seattle												
Houston												
St. Louis												
Salt Lake City												
Twin Cities, MN (Minn. Rollergirls)												
Twin Cities, MN (North Star)												

Other major events on the 2010 derby calendar include:

- **The WFTDA's tournaments.**

Four regional tournaments in September and October (in White Plains, Green Bay, Sacramento, and Lincoln) lead up to the **2010 Nationals in Chicago, the "Uproar by the Lakeshore"** (November 12-14, at UIC Pavillion).

The WFTDA directly controls sponsorship inventory at all five tournament events.

Other major roller derby events are coming up in 2010. Local tournament hosts control sponsorship inventory, but the WFTDA can facilitate and coordinate access.



- "Sunshine Skate Tournament" – Feb 14 in Tampa – the annual Florida state championship
- "Governor's Cup Tournament" – Feb 20-21 in Austin – the annual Texas state championship
- "Wild West Showdown" – a large exhibition Feb 26-28 in Bremerton, Washington (near Seattle), hosted by the WFTDA's Slaughter County Roller Vixens
- the Dallas Derby Devils are planning an area tournament for the weekend of March 5<sup>th</sup>.
- "Dust Bowl Invitational" – March 27-28 in Bakersfield, California – a major exhibition of 20+ western roller derby teams
- "Dust Devil 2010" – April 17-18 – a multi-team exhibition in Tucson, AZ
- "Spring Roll Tournament" – May 8<sup>th</sup> – a multi-team exhibition Fort Wayne, Indiana
- "Midwest BrewHaHa" – May 22-23. Twenty-four high-profile bouts in Milwaukee, hosted by the BrewCity Bruisers at the Milwaukee County Sports Complex.
- "East Coast Extravaganza," an annual two-day festival featuring twenty WFTDA All-Star bouts, back-to-back-to-back. The fourth edition will be June 26-27, 2010. This event, annually hosted by the Philadelphia Rollergirls, historically draws 2500 participants and spectators.
- "Rollercon 2010," the massive yearly convention of 1000+ skaters, refs, and volunteers at the Tropicana Resort & Casino, Las Vegas, July 28 - August 1.

The WFTDA's promotional platform can help partners tap in to a growing community of sports fans who look off the beaten path for memorable entertainment experiences. The Association is completing a more rigorous demographic profile of our fans and skaters across the country, which I'll be happy to share on completion.

I hope this paints the picture you were looking for with respect to how a band or label can access the derby fan base in a multi-citi promotion. I'm sure we'll be in touch!

**David Hyatt**  
 Women's Flat Track Derby Association  
[dhyatt@yahoo.com](mailto:dhyatt@yahoo.com)  
 917-568-7231

## **Exhibit A –**

### **Additional Facts and Figures About the Women’s Flat Track Derby Association**

There are currently 78 WFTDA leagues, each with 25-100 skaters ready to be ambassadors for their partners. **WFTDA league skaters = 4,800.**

There are 28 additional “Apprentice Leagues” in the pipeline to join the WFTDA, including the WFTDA’s first European affiliate, the London Rollergirls.

Each league stages 6-10 local bouts a year.

Each bout attracts 500-4,000 fans (national average: 950)

**National WFTDA ticket buyers = appx 480,000 per year**

### **There are active WFTDA leagues in 23 of the top 25 media markets in America:**

- 1 New York – Gotham Girls Roller Derby
- 2 Los Angeles - Angel City Derby Girls
- 3 Chicago – Windy City Rollers
- 4 Philadelphia – Philly Rollergirls
- 5 Boston – Boston Derby Dames
- 6 San Francisco-Oakland-San Jose – Bay Area Derby Girls
- 7 Dallas-Ft. Worth – (2 leagues) Dallas Derby Devils + Assassination City Derby
- 8 Washington, DC – DC Rollergirls
- 9 Atlanta – Atlanta Rollergirls
- 10 Houston – Houston Roller Derby
- 11 Detroit – Detroit Derby Girls
- 12 Tampa-St. Petersburg – Tampa Bay Derby Darlins
- 13 Seattle-Tacoma – Rat City Rollergirls
- 14 Phoenix – AZRD
- 15 Minneapolis-St. Paul – (2 leagues) Minnesota Rollergirls + North Star Rollergirls
- 16 Cleveland-Akron - Burning River Rollergirls
- ~~17 Miami-Ft. Lauderdale~~
- 18 Denver – (2 leagues) – Denver Derby Dolls + Rocky Mountain Rollergirls
- 19 Sacramento-Stockton-Modesto – Sacred City Rollergirls
- ~~20 Orlando-Daytona Beach~~
- 21 St. Louis – Arch Rival Rollergirls
- 22 Pittsburgh – Steel City Rollergirls
- 23 Portland, Oregon – Rose City Rollers
- 24 Baltimore – Charm City Rollergirls
- 25 Indianapolis – Naptown Roller Girls