



WFTDA 2011 BIG 5 TOURNAMENTS Online Streaming Sponsorship Packages

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Kicking off September 16, 2011, the WFTDA Big 5 will see the top 10 teams in each of the four regions compete in playoff tournaments, for the chance to advance to the WFTDA Championships, in Denver, CO, November 11-13, 2011.

WFTDA is bringing you every second of the heart-stopping action this year, by partnering with Blaze Streaming Media to provide online viewership to the fans at home: in both a free feed, and a high-quality pay-per-view upgrade. And with a viewing option for every budget, we've also got sponsorship options to reach those audiences. Become a part of WFTDA's most exciting Big 5 season yet!

Whether you're interested in full tournament coverage, per-tournament coverage, or our a la carte options, WFTDA has the placement you want to make your organization a part of the Big 5 action.

For information about these and other exciting Big 5 video sponsorship options, contact: sponsorship@wftda.com.

Packages Available:

The Big 5 Elite Package - \$5,000	
One Traditional Pre-Game Commercial	Scoreboard Sponsorship
Interview Sponsorship for 4 Interviews	In-stream logo deck
Banner Ads on live video page	Menu Addition to event page

The Big 5 Preferred Package - \$3,000	
Interview Sponsorship for 2 Interviews	In-stream logo deck
Banner Ads on live video page	Menu Addition to event page
Scoreboard Sponsorship	

The Big 5 VIP Package - \$2,000	
Interview Sponsorship for 1 Interview	Menu Addition to event page
Scoreboard Sponsorship	
In-stream logo deck	

BONUS: All WFTDA Big 5 streaming packages also include on-air announcer mentions, featuring your company's boilerplate or ad slogan, read at least once per bout by our video announcing staff.

Package Item Descriptions:

Banner Ads on WFTDA's Live Video Pages

Banner ads on the WFTDA video stream viewing pages are of highest value. They provide constant branding for your business and a link that will track the interaction from our site. WFTDA can also split the banner ad inventory between multiple advertisers (i.e. on every page load it will round robin the ad load between your partners).

Banner Ad Sizes	À la carte pricing
Pencil: 728x90	\$400
Traditional: 468x60	\$500
Square: 125x125	\$450

Pricing is for all Big 5 tournaments combined, with flat-rate impressions.

WFTDA's On-Air Advertising Reel

WFTDA will build an advertising reel, thanking our sponsors by featuring their logos and graphics. Each sponsor's image will hold for 5 seconds and then rotate to the next, and includes a montage of music and bout footage that gives the flavor of the Big 5. This ad reel will be used multiple times throughout each tournament day — including during halftimes, pre-bout, post-bout and between interviews. WFTDA can use a medium to high resolution graphic for your business, and incorporate it into our reel for great visibility throughout the tournament.

À la carte pricing for logo inclusion in the reel: \$1,000 for all WFTDA Big 5 Tournaments

Video Scoreboard Sponsor

Scoreboard sponsorship offers an extraordinary level of branding for any business. We can incorporate your business logo into the WFTDA video stream scoreboard, so viewers know that your business is a high-level supporter of women's flat track roller derby. WFTDA can incorporate a partner logo as well, for co-branding and ultra-high visibility. Please email us directly for a la carte pricing options: sponsorship@wftda.com.

Traditional Commercial

If your business already has a great commercial of :30 or :60 in length, WFTDA can use this element as a separate ad throughout the tournament. Video clips in almost any format can be accepted, and incorporated into halftime, pre-bout and post-bout production.

À la carte pricing for traditional video ads (for all Big 5 tournaments):

:30 second ad - \$900

:60 second ad - \$1,500

Interview Sponsorship

During the WFTDA Big 5, our team of announcers and production staff will also be conducting fun, insightful interview segments. As part of our packages, you can be a sponsor for one of these great interview spots, which will air between bouts and during halftime. We can both utilize your company's logo and announce you as the exclusive sponsor of that interview segment: "This interview is brought to you by SPONSOR"....

À la carte pricing for single interview segments:

\$500 per one interview mention in one tournament

\$1,500 per one interview mention, in each of the Big 5 tournaments

Menu Addition to Event Page

WFTDA can also build out the landing page for our video viewing to accommodate your business by adding advertorial content about your company. WFTDA will build navigation to a separate page that's still part of our event site, but provides your bio, call to action, content and links. Fans often appreciate not having to leave our event site while learning more about your business, and you'll be well branded with the Big 5. Please email us directly for pricing: sponsorship@wftda.com.