

Skate Like a Girl

SPONSOR PACK
YEAR-ROUND PROGRAMS & EVENTS 2017



ROCK N ROLLERS // FEBRUARY 4

WHEELS OF FORTUNE // MAY 5-7



Skate Like a Girl

MISSION

Skate Like a Girl creates an inclusive community by promoting confidence, leadership, and social justice through the sport of skateboarding.

OVERVIEW

Since 2000, Skate Like a Girl has served thousands of people through our various program models and events. Our key events each year are ROCK N ROLLERS and WHEELS OF FORTUNE. Our flagship programs include:

-  LADIES' NIGHT
-  YES PROGRAM
-  FREE 12&UNDER LESSONS
-  SUMMER CAMP
-  AFTER-SCHOOL ENRICHMENT

Who we serve:

- ♀ 60% female identified participants
- 🌐 75% black and/or Latinx identified participants
- 📍 Greater Seattle area (Ballard to Beacon Hill, West Seattle to Redmond)
- 🧑 85% of participants under the age of 18
- 🎓 80% of school-based participants receive scholarships

50+

annual teen
volunteers

5000

kids introduced to
skateboarding
each year

1000

free skate
lessons each
summer

12

school-based
enrichment
programs

150+

Ladies' Night
skate sessions
each year

150+

sets of loaner
gear available

MEDIA COVERAGE



GIRLS SKATE NETWORK
26.1K // 22.1K



SKATE LIKE A GIRL
7.6K // 90.6K // 2.7K



THE STRANGER
18.7K // 90.6K



SK8RATS
7.7K // 13.1K



MAHFIA TV
15.7K // 18.9K // 1.7K



MEOW SKATEBOARDS
21K // 12.8K



HOOPLA SKATEBOARDS
25.8K // 15.3K



SILLY GIRL SKATEBOARDS
22.5K // 11.7K



KEXP 90.3 FM
69K // 360K // 146K

COMPETING PROFESSIONAL ATHLETES



VANESSA TORRES

STREET LEAGUE
2ND PLACE // 2015

17.3K // 15.9K



SAMARRIA BREVARD

KIMBERLY DIAMOND CUP
1ST PLACE // 2014

11.1K // 7.6K



LACEY BAKER

STREET LEAGUE WORLD
CHAMPION // 2016

9.3K // 34.3K



JULZ LYNN

EXPOSURE SKATE
1ST PLACE // 2015

34.8K // 4.5K

ROCK N ROLLERS
// FEBRUARY 4 //
ATTENDANCE: 400 PEOPLE



2017 marks Skate Like a Girl's 4th annual benefit show, Rock N Rollers. This concert showcases primarily female musicians and raises the necessary funds to keep our wheels turning all year long!

WHEELS OF FORTUNE
// MAY 5-7 //
PARTICIPATION: 1000+



Each year, Skate Like a Girl hosts the largest and longest running female skateboarding gathering, Wheels of Fortune! This epic weekend brings together women from all over the world to skate and build community.

LADIES' NIGHT

Creating a safe space for girls, women, trans, non-binary, and other non-traditional skaters to shred! This program proudly introduces 2,500 folx to skateboarding each year.



YES PROGRAM

Engaging young people in skateboard-centric volunteering in order to complete required community service for high school graduation. Since its inception in 2011, YES members have donated over 10,000 hours of their time.



FREE 12&UNDER LESSONS

Providing free skate lessons to communities in need, while engaging adults and teens in leadership roles as organizers and instructors.



SUMMER CAMP

Helping over 1,000 kids and families fall in love with skateboarding each summer.



AFTER-SCHOOL ENRICHMENT

Partnering with other agencies to ensure young people are excited to come to school and increase their academic performance as a result. 85% of participants qualify for free or reduced price lunch.

Our partners include:



Communities
In Schools



“We recognize the critical value that women and girls contribute to skateboarding as a whole, and there is an unprecedented number of women in skateboarding today. We are all better off for it, but there’s still a lot more to do. We will not be done until every boy and girl has the opportunity to pursue the recreational activity or sport of their choice with pride, safety, and commitment. We are excited — and honored — to support SLAG and their efforts.”

–Peter Whitley, Tony Hawk Foundation



“Events like WOF are extremely effective in capturing and speaking to females. WOF is one of the few events in the country that provides brands the opportunity to authentically speak to this growing female demographic.”

- Kim Woozy, MAHFIA TV

SPONSOR OPPORTUNITIES



TITLE SPONSOR
\$10,000



GOLD SPONSOR
\$5,000



SILVER SPONSOR
\$2,500



BRONZE SPONSOR
\$1000



PARTNER
\$500



| SPONSOR LEVEL | TITLE | GOLD | SILVER | BRONZE | PARTNER |
|------------------------------|-----------------------------|---------|---------|---------|---------|
| SUPPORT LEVEL | \$10,000 | \$5,000 | \$2,500 | \$1,000 | \$500 |
| TITLE OF EVENT/PROGRAM | + | | | | |
| LOGO ON EVENT/PROGRAM SHIRTS | PREMIUM PLACEMENT* | + | | | |
| LOGO ON FLYERS | PREMIUM PLACEMENT* | + | + | + | |
| LOGO ON ALL MEDIA | PREMIUM PLACEMENT* | + | + | + | |
| LOGO IN NEWSLETTERS | 12 W/ PREMIUM PLACEMENT* | 10 | 5 | 2 | 1 |
| LOGO IN PROGRAM | PREMIUM PLACEMENT* | + | + | + | + |
| LOGO ON SLAG WEBSITE | PREMIUM PLACEMENT* | 5 | 4 | 3 | 2 |
| BANNER SPACE | 20 | 10 | 5 | 2 | 1 |
| SOCIAL MEDIA BLASTS | 48 | 24 | 10 | 3 | 1 |
| VENDOOR BOOTH | + | + | + | + | + |
| IN-KIND PRODUCT DIST | + | + | + | + | + |

* With Premium Placement, your logo will be larger and more visibly featured than all other levels' logos. For example: Your logo may be located on the top of the flyer.

Skate Like a Girl will gladly accept in-kind donations for up to \$1K.
 Beyond \$1K, gifts must be fulfilled in cash.
 For example: Gold Level could be fulfilled with \$4K cash and \$1K in-kind.



TITLE SPONSOR \$10,000

- Exclusive rights to the title of event/program, as in “[Your Company] presents Wheels of Fortune”
- Premium Placement of logo on Event/Program Shirt
- Premium Placement of logo on event flyers
- Premium placement of logo in media to be featured on Mahfia.tv
- 12 Premium placements of logo in monthly newsletters
- Premium placement of logo in event programs
- Premium placement of logo on Skate Like a Girl website
- Banner space at events or programs: 20
- Social media blasts/year: 48
- Vendor booth
- In-kind product distribution
- MC shout out at events





GOLD SPONSOR \$5,000

- Logo placement on event flyer
- Logo on Event/Program shirt
- Logo in all media to be featured on Mahfia.tv
- Logo in monthly newsletters: 10
- Logo in event program
- Logo on Skate Like a Girl website
- Banner space at events or programs: 10
- Social media blasts/year: 24
- Vendor booth
- In-kind product distribution
- MC shout out at events



SILVER SPONSOR

\$2,500

- Logo placement on event flyer
- Logo in all media to be featured on Mahfia.tv
- Logo in monthly newsletters: 5
- Logo in event program
- Logo on Skate Like a Girl website
- Banner space at events or programs: 5
- Social media blasts/year: 10
- Vendor booth
- In-kind product distribution
- MC shout out at events



BRONZE SPONSOR

\$1,000

- Logo placement on event flyer
- Logo in all media to be featured on Mahfia.tv
- Logo in monthly newsletters: 2
- Logo in event program
- Logo on Skate Like a Girl website
- Banner space at events or programs: 2
- Social media blasts/year: 3
- Vendor booth
- In-kind product distribution
- MC shout out at events



PARTNER SPONSOR \$500

- Logo in monthly newsletters: 1
- Logo in event program
- Logo on Skate Like a Girl website
- Banner space at events or programs: 1
- Social media blasts/year: 1
- Vendor booth
- In-kind product distribution
- MC shout out at events





THANK YOU!

Your generosity helps us continue to utilize skateboarding as a positive vehicle for change. Thank you!.

For inquiries, please contact:

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