

# BATTLE BORN DERBY DEMONS



## Our Goal:

To create a permanent home for roller derby bouts with guest teams, a practice location for our members, and a safe year-round space for indoor community activities.

# 2014

## Season

Planning Packet

Last Updated:  
March 29, 2014

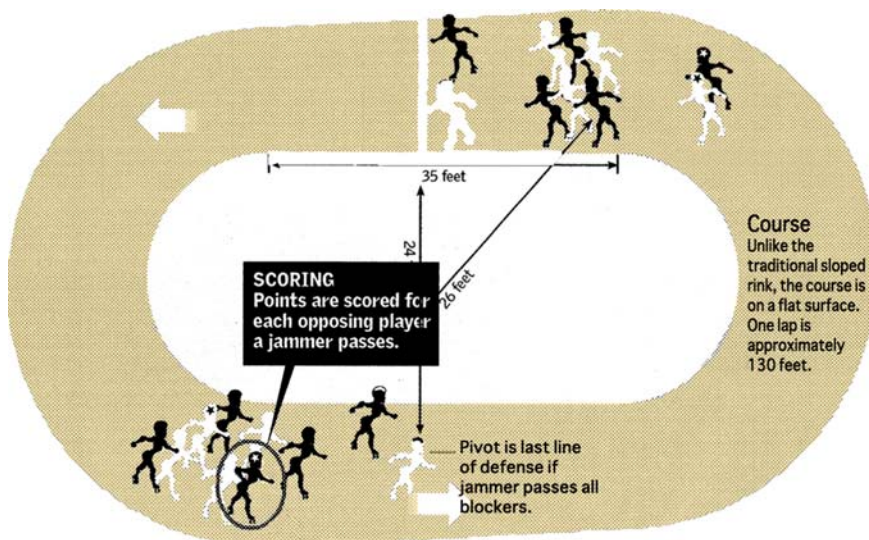
## 4th Draft

## We Are the

Battle Born Derby Demons (BBDD), Northern Nevada's first women's flat track roller derby league. We are currently a 501(c)4 but will soon be filing to become a 501(c)3, community-based amateur sports team that is skater-run and operated. We pursue athleticism, interleague competition, and sportswomanship by competing with other teams from around the country.

## Challenges:

- Women are still under-represented in sports events
- Women need more empowering organizations
- Battle Born Derby Demons need a physical building to become strong community leaders
- Reno will use the downtown rink as a staging ground for the new bridge after this summer
- Outdoor events are subject to Reno weather conditions
- Lacking awareness for women's organizations



## Contact:

Info@battlebornderbydemons.com  
facebook.com/BBDDReno

## For more information on becoming a Ref or NSO:

Holy Cannoli, Head Ref  
ref@battlebornderbydemons.com

For more information on joining:  
recruit@battlebornderbydemons.com

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

Womens Flat Track Roller Derby

Please return this document if you are not the intended recipient. This plan does not represent an offering for sale and is for informational and planning purposes only. Do not redistribute the contents without written approval. No specific idea for the 2014 season and beyond is guaranteed but the spirit of this document reflects our commitment to grow women's entrepreneurship and collaboration.

# 2014 Skaters



PHOTOS BY:

depth<sup>+</sup>field

Photography by M.D. Welch  
www.depth-of-field.com





## **Battle Born Derby Demons**

Northern Nevada

**WEB:** [www.battlebornderbydemons.com](http://www.battlebornderbydemons.com)

News Release

**FOR IMMEDIATE RELEASE**

**CONTACT:** Schmidt  
E-mail at [Info@battlebornderbydemons.com](mailto:Info@battlebornderbydemons.com)

## **Battle Born Derby Demons**

### **[Reno, April] - Battle Born Derby Demons!**

The Battle Born Derby Demons will continue to entertain fans in Downtown Reno this summer. Although plans to use the space for construction on the new bridge were recently delayed, the team looks forward to being part of the revitalizing energy and ambitious spirit that continues to define our region.

The team will use the highly visible venue to raise awareness for women entrepreneurs and community leaders while pursuing a permanent facility to host year-round sporting activities for the Truckee Meadows area. The Rink on the River will provide a cultural anchor along the Reno Riverwalk for citizens and tourists alike.

The skaters will also show up at various locations throughout Reno over the next few months for fundraisers and appearances. We'd love to see you! Come out and support Reno's vibrant sports community with the team.

Battle Born Derby Demons

Mission: Battle Born Derby Demons (BBDD), Northern Nevada's first women's flat track roller derby league. We are a 501(c)4 community-based amateur sports team that is skater-run and operated. We pursue athleticism, interleague competition, and sportswomanship by competing with other teams from around the country.



# Fact Sheet

## Executive Summary Battle Born Derby Demons

Women on wheels hitting, blocking, and scoring! Action from start to finish is what we love. Battle Born Derby Demons are committed to making the unique sport of roller derby more visible and accessible in the Reno community.

Let's be honest. Battle Born is experiencing some challenges:

1) Practice Space. We have lost our practice and bout space (referred to as our home). We used to practice at Rink on the River, located outdoors in downtown Reno. Due to an upcoming construction project, this rink will not be available for over 18 months.

2) League Membership. Roller derby requires time commitment larger than one might realize. Time is spent planning competitions (known as bouts), building public support through event appearances, working with local charities and building our skating skills during practices. This means that sometimes members need to leave the league to concentrate on work or life outside of roller derby.

Our focus for the 2014 season will be rebuilding our team, partnering with Reno/Sparks area charities, and obtaining a home. We will also be attending, and ideally hosting, scrimmages to keep our skills sharp and maintain our fan base.

This is where you come in! Everything in life seems to boil down to finances. While we are rebuilding and addressing our challenges, your contribution to our league will help us move forward. Finding a home is the one thing that will alleviate many concerns. Having a home will enable us to more effectively reach out to the Reno/Sparks community to help raise money for the many worthy non-profit organizations in our area.

### **When:**

The roller derby season varies by team. We currently practice January-October. For the 2014 season, we plan to host 2 home bouts, tentatively set for May and September. Dates to be determined. Practices are held Sunday 9 am to 11 am, Mondays and Tuesdays 7:30 pm to 9:30 pm at Roller Kingdom. Dates and times change due to the needs of the Roller Kingdom.



# Fact Sheet

## Executive Summary, cont.

### **Where:**

To be determined! Once we have a home, we will hold practices and bouts at that location. Until that time, we plan to practice and bout indoors at the Roller Kingdom skating rink in Reno. Practices are open to the public, so come watch!

### **Who it helps:**

When we host a home bout, we donate a portion of our proceeds to a local non-profit. We contribute to Reno's tourist economy. We support sports culture in our region and empower women to accomplish more than they thought possible!

### **How to sponsor:**

Want to help but have a busy schedule? It's the little things that add up to make our organization successful. We welcome sponsorship via:

- Cash donations of any amount;
- Donated supplies such as tables, chairs, medical supplies, t-shirts, goodies for raffles at events;
- Donated space. Physical space to practice, host events, even a place to post our flyers;
- Sponsor a skater. For \$\_\_\_\_\_, you can sponsor a specific skater or the league in exchange for publicity and marketing at events, on our website; and through social media.

### **How to get involved:**

Non-skating opportunities: A great way to be involved without strapping on skates and gear.

- Committees keep the league running. Assist in tasks ranging from seeking community sponsors to event planning to publicity;
- Non-skating officials are necessary during bouts and scrimmages and are always welcome at practices. They keep track of the score, run the penalty box, and assist in many more elements of the game required for a fair, successful, and safe competition. Plus, you get some of the best seats in the house!
- Trainers keep us in peak condition and injury free. Anyone with fitness expertise is welcome;
- Coaches analyze rules and assist in developing strategy. Involves watching a whole lotta roller derby! and
- Volunteers assist behind the scenes with event setup, security, however you would like to contribute.



# Fact Sheet

## Executive Summary, cont.

Skating opportunities: There's more than one type of skater...

- Competing skaters do it all: practice, compete, represent the league at events;
- Recreational skaters come to practices to get fit, but don't compete; and
- Skating officials/Refs make sure we're on our best behavior during bouts. They contribute to a fair, successful, and safe competition. They're in the thick of it- don't be surprised to hear the crowd cheer on a ref for dodging a runaway skater! Men or women can be skating officials.

***Want to help but not sure how it works? We'll teach you!***



# Outline

## This document is a hybrid:

Press packet, Business plan, and Organization visioning. Pieces of it can be quickly used to make presentations

1. Cover
2. Team Photos
3. Press Release
4. Factsheet / Executive Summary
5. Outline - (Not printed in the final)
6. Testimonials / The Organization's Purpose
7. Management Team (Brief Resumes)
8. Marketing Plan / Brand Notes
9. Operations / Technology / Staff
10. The Financials
11. - Sources of Revenue
12. - Expenses
13. - Locations
14. Designed for Growth (Development)
15. - Industry Analysis, Trends, Target Market
16. - Strategy and Risk (Milestones, and Exit Plan, The Competition)
17. Past supporters
18. - Make a commitment to the team
19. Back Cover

## TO DO LIST

Anyone can embrace a task to do whether you have 5 minutes or an hour to help!

1. Copy and paste text from website to help explain how the org works.
2. Add your testimonial from being involved
3. Help write little blurbs about past events
4. Write about like minded businesses who have helped.
5. Pick a section and research info to include.
6. Ask what the team would like you to work on next or just go for it!
- 7.

## BLAH BLAH TECH

keep photos below 2000 pixels wide or tall.  
1200px is ideal

limited to gmail users

Chrome is the best browser to use.

# BATTLE BORN DERBY DEMONS



## Our Goal:

To create a permanent home for roller derby bouts with guest teams, a practice location for our members, and a safe year-round space for indoor community activities.

## 2014 Testimonial

My Battle Born Derby Demons Experience

Date:

---

Name:

---

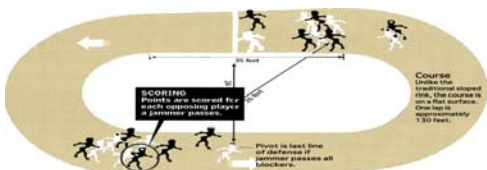
Write on one of these prompts or just cross it out and write something else about your experience

Why I'm Involved...

How I found out about the team...

Funny story...

At my most exciting bout....



Please write your story and send to:  
Monica Walters  
monicidal911@gmail.com  
facebook.com/BBDDReno



# BATTLE BORN DERBY DEMONS



## 2014 Testimonial

My Battle Born Derby Demons Experience

Date: 11/16/13

Name: Carnage Sandiego

### Our Goal:

To create a permanent home for roller derby bouts with guest teams, a practice location for our members, and a safe year-round space for indoor community activities.

Write on one of these prompts or just cross it out and write something else about your experience

### Why I'm Involved...

*The roller derby community is a tight-knit and welcoming group of individuals who are empowered, supportive, and just plain fun! It's a diverse group of people from various walks of life working towards a common goal. Joining roller derby is a great way to gain a group of lifelong friends who will support you through anything. Nothing can compare to the feeling of accomplishment after competing in front of a roller derby crowd.*

### How I found out about the team...

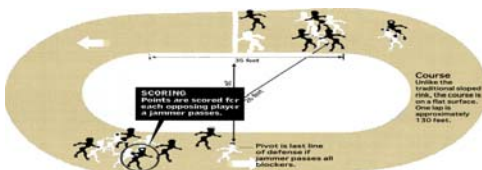
*I first joined roller derby after a shy, reserved friend of mine told me that she played. I hadn't realized that 'normal' girls play roller derby and quickly found out that the sport had evolved immensely since the 70's roller derby stereotype.*

### Funny story...

*I've come very close to introducing myself as Carnage Sandiego to colleagues at work.*

### At my most exciting bout....

*Young girls approached me for photos and autographs and said they wanted to skate too. You can't image how that feels.*



Please write your story and send to:  
Monica Walters  
monicial911@gmail.com  
facebook.com/BBDDReno



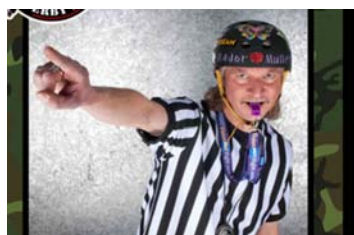
# Testimonials

Battle Born Derby Demons has a Nurturing Impact on Northern Nevada Skater-owned and operated, all-female flat-track roller derby league based in Reno, NV. Our mission is to promote sportswomanship, female empowerment and philanthropy by producing family-friendly roller derby, as well as to provide community outreach through activities, events and charity involvement.



**My experience as a team member**  
Story here...

- First Last, Title



**My experience as a supporting business**  
Story here...

- First Last, Title



**My experience as a local non-profit - Build Our Center**

BBDD have been a fun and lively addition to our community! Not only is watching the bouts exciting and entertaining, but they attract a diverse audience. They have provided an athletic outlet for women in the area, and their support of local organizations like ours, has been tremendous! We hope to continue watching them dominate the track for many years to come!

- Jeromy Manke, President



**My experience as a fan**

If I had to use one word to describe "The Battle Born Derby Demons" derby team it would have to be impressive. They are impressive on many levels — not just for their great skating, but for their overall attitudes. I have had the privilege to work the gates at a few bouts and my experiences were always very pleasant. All the women involved are wonderful and warm hearted. They care about our local community and work very hard at what they do. The environment is very family oriented and super fun!

- Bobby Leitko, Fan/Security



# Management Team

## People who run this organization

Board and volunteers who take care of the day-to-day operations and make sure our events run smoothly.



### **My experience as a board member**

I found out about Battle Born Derby Demons through my friend Ginger Snatch who bugged me for 2 years to join. I am involved for the exercise, community involvement, and the amazing sisterhood. My most exciting bout was a 2 day tournament called Red Red in Sacramento. This is when everything I had been practicing finally clicked. I understood the game and what I was supposed to do. It was my best derby day so far.

- *Desiree Williams (AKA Gnarly Nailer), General Manager*



### **My experience as a board member**

The roller derby community is a tight-knit and welcoming group of individuals who are empowered, supportive, and just plain fun! It's a diverse group of people from various walks of life working towards a common goal. Joining roller derby is a great way to gain a group of lifelong friends who will support you through anything.

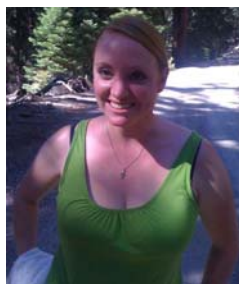
- *Valerie Kimbro (AKA Carnage SanDiego), Secretary*



### **My experience as a board member**

As an adult, it is difficult to meet new people that have the same interests as yourself outside of work. Derby allows me to meet new people, be physically active and challenge myself in new ways I never thought possible. I can't imagine my life without derby in it ever again.

- *Liz Hudson (AKA Ginger Juggernaut), Treasurer*



### **My experience as a team member**

I got involved with BBDD because of my cousin and very best friend, Gnarly Nailer. I practiced with this group of beautiful women for 3 months and discovered that I was not blessed with the coordination it takes to stay upright on skates. But by then, I was madly in love with the team. NSO-ing is a perfect way to help the team without skates!

- *Amanda King (AKA Whiskey Ginger), Head Non-Skating Official*



### **My experience as a board member**

Being a part of BBDD has facilitated the expansion of my physical, mental and emotional abilities. I am a stronger, more confident person for being involved in roller derby. BBDD has also introduced me to an entire community of friends. Though we spend an hour on the track beating each other up, once we leave the track, we are all friends.

- *Kristen Malen (AKA Anita Jambayou), Liaison*





# Marketing Plan

## Brand Notes

color: rgb(255, 0, 0); Hex #FF0000 Red

font-family: 'Arial'; stencil font

font-size: 16px; - Various

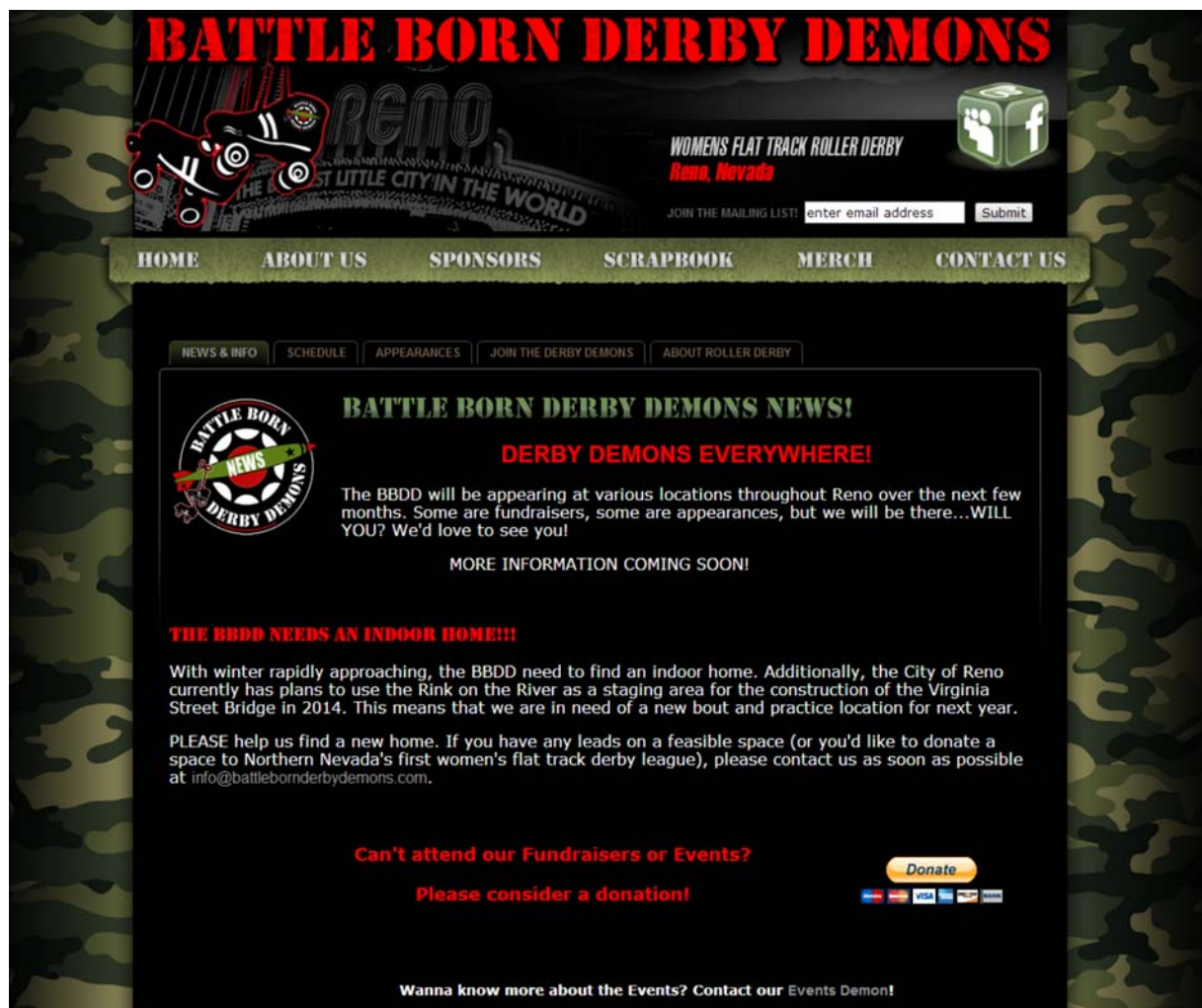
Black- background: rgb( 0,0,0)

army greens, camouflage

Grey: #999999 and #EFEFEF

This is a stencil font at a 16 font size and in the red with the black background.

## Website Screenshot







# Operations Staff/Tech

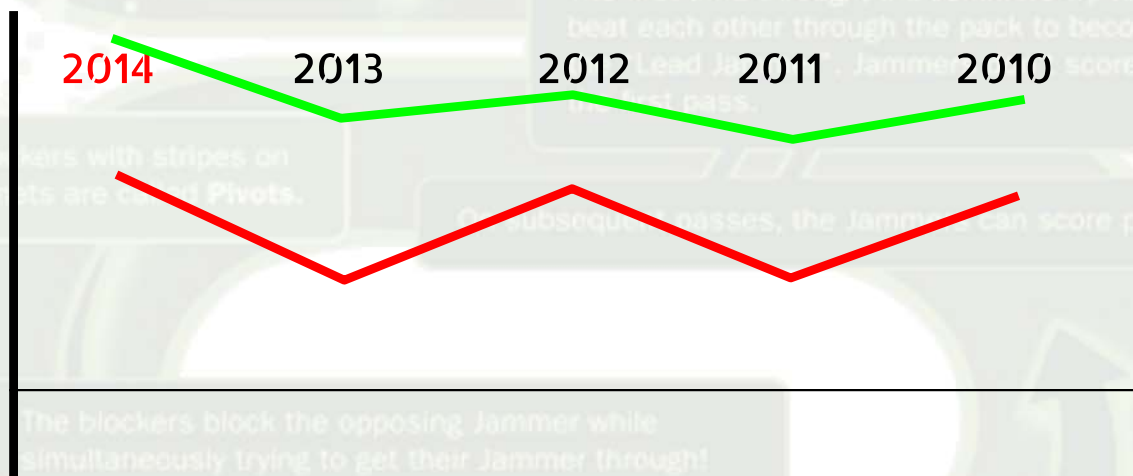


# Financials ~ 5 Year

## In it for the long run

We have now been a team for 7 seasons and are ready to solidify our place in the Reno canon of sporting activities. We are mapping out ways to bring more systems and transparency into our organizational management so we can build a permanent team to carry the mission of women empowerment and connectedness into the next generation of Northern Nevada's economic growth.

Source	2014	2013	2012	2011	2010
Income	Figure	Figure	Figure	Figure	Figure
Expenses	Figure	Figure	Figure	Figure	Figure
Net	Figure	Figure	Figure	Figure	Figure





# Sources of Revenue

## Seven Seasons

Our team has self funded the organization for 7 seasons. This has allowed us to fundraise for nonprofits, compete with other national teams, and build a culture of community strength.

Source	With a Building	2013	2012	2011
Member Dues	figure	figure	figure	figure
Ticket Sales	figure	figure	figure	figure
Grants	figure	figure	figure	figure
Sponsorship	figure	figure	figure	figure
Merchandise	figure	figure	figure	figure
JR League	figure	0	0	0
Classes	figure	0	0	0
Hosting Events	figure	0	0	0
Concessions	figure	0	0	0
Year Total	Figure	Figure	Figure	Figure

The blockers block the opposing Jammer while simultaneously trying to get their Jammer through!



# 2014 Expenses

## In it for the long run

We have now been a team for 7 seasons and are ready to solidify our place in the Reno cannon of sporting activities. We are mapping out ways to bring more systems and transparency into our organizational management so we can build a permanent team to carry the mission of women empowerment and connectedness into the next generation of Northern Nevada's economic growth.

	Value	Past Avg
League dues	figure	#
Insurance	figure	#
Equipment	figure	#
Operations	figure	#
Merchandise	figure	#
Misc	figure	#
Practice space only 10,000 SF	#	
Home building 20,000 SF		#
Ultimate Building 30,000 SF		#
<b>Totals</b>		





# Locations

## Three Options for the Team next year

We have mapped out three levels that we could shoot for next year. Ideally, we will identify a space that could grow into our dream location while rallying our supporters to help us put it together. These are the market rates for our building needs.

Having our own practice space would enable us to grow our membership, expand our training to include hosted workshops and scrimmages, have a consistent and safe meeting, practice and bouting location, expand our organization to potentially include a junior derby program. Roller derby is about female empowerment and sisterhood.

### Practice Space

### value

### Discussion

10,000 SF	#	This option does not provide space to hosts bouts in Reno but gives the team a stable base to practice and meet. Part-time spaces come with added risks & costs so we hope to pursue the second option. Giving up the local event is also a major cost to Reno's entertainment culture.
Polished concrete floor	#	
Bathrooms	#	
Utilities	#	
Safe lit parking	#	
# SF of Storage	#	
Central location	#	
Evening access	#	

### Total

### Figure

### To call home

20,000 SF	0.35-.65 sf	This option includes the items above. May involve a lease or purchase depending on our support team and board decisions. The right space could be upgraded over time to meet our full organizational mission.
Air conditioning	#	
Meeting area	#	
Office space	#	
Children's play area	#	
24/7 Access	#	
Permanent Flat Track	#	
Practice and bouting	#	

### Total

### Figure

### Ultimate Building

Locker rooms	#	This option includes the items above. The LA Derby Dolls have a dream space like this one where they are able to fully realize the potential of the sport. Construction cost from (Chris Fairchild): \$80 sq insulated metal building - \$7 sf Land - \$135 sf Office
Painted Flat Track	#	
Chairs or bleachers	#	
Additional Banked track	#	
Merchandise store	#	
Concession area	#	
Loaner gear	#	

### Total

### Figure

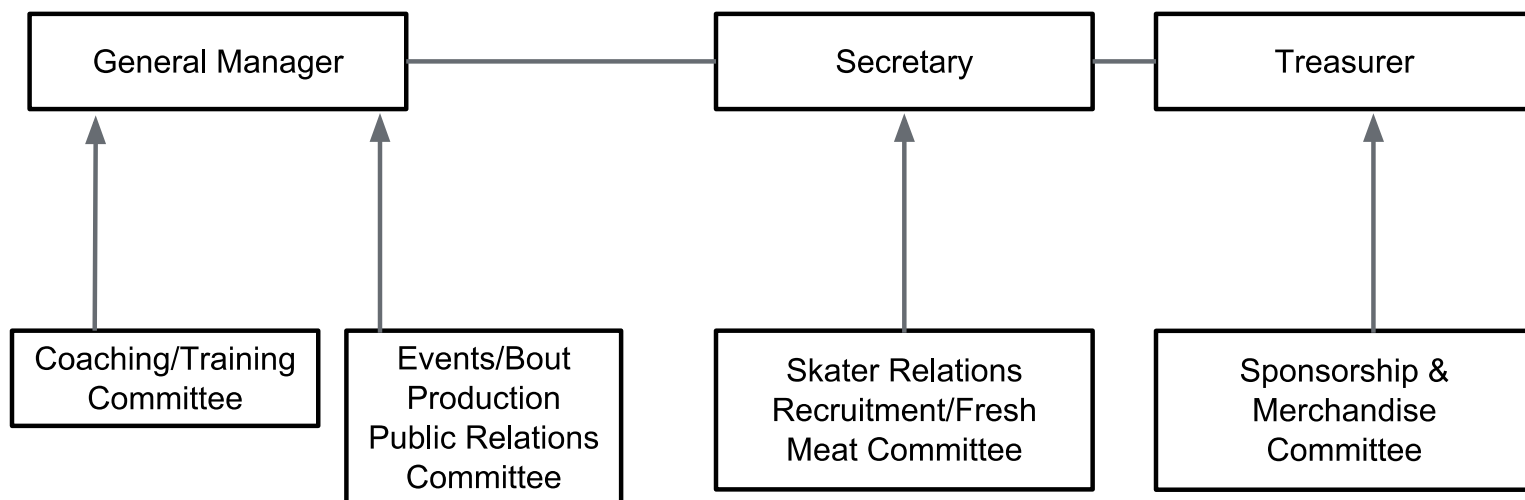


# Designed for Growth

## What to expect and how to get the most out of this

What does our organization look like?

We are a non-profit organization with a Board of Directors consisting of a General Manager, Secretary and Treasurer. Each board member oversees at least one committee. Each committee has a committee head who reports to their board member.



Our league is currently 30 members strong. It is a requirement for each member to be actively participating in a committee.

What are we famous for?

Why does anyone care about what we do?

How do people who work here feel about their jobs?

How do I, as the founder, feel about the business?

What's my role in it?



# Industry Analysis

**Expected growth in Reno Events Industry**

**Womens sports trends**

**Building community groups trends**



# Strategy and Risk

Milestones, and Exit Plan

Strengths	Weaknesses
Opportunities	Threats





# Past Supporters

## ***ATOM BOMB LEVEL: \$5,000 +***



## ***C-4 LEVEL: \$1000 - \$2499***

Be the first to sponsor us at this level this year!

## ***TNT LEVEL: \$500 - \$999***



## ***GRENADE LEVEL: \$250 - \$499***





# Past Supporters

## ***BULLET LEVEL: \$100 - \$249***

Be the first to sponsor us at this level this year!

## ***NON-VALUATED - Time/Space/Services, etc.***





## Financial, and Conscience commitments

# Thank You!



# Womens Flat Track Roller Derby