



GOLDEN CITY ROLLERS

SPONSORSHIP

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A grayscale photograph of a roller derby skater in action, wearing a helmet, safety glasses, and a jersey that says "GOLDEN CITY SOUTH AFRICA".

OVERVIEW

Link your brand to the world's fastest-growing women's sport

Few things can capture the human heart and mind as the story of a sports team's fight to the top. It's inspired some of the most-loved films, and with good reason – sport can push the human body and spirit to its limits, reminding us that we are all capable of much more than we sometimes allow ourselves to believe.

Golden City Rollers' story is no exception. As the first roller derby league in Africa, our tenacious athletes started out as a small group of self-taught players, with no coaching and little equipment. We fought our way to the top – conquering every other team that has since formed on the continent.

**Now, we have our sights set on international competition and ranking.
And we need your help to get there...**

WHO WE ARE



HISTORY OF GOLDEN CITY ROLLERS

Golden City Rollers (formerly C-Max Roller Derby League) are the founders of modern roller derby on the African Continent. Established in 2010 after a re-emergence of the sport internationally, GCR has always aimed to represent the highest level of fair and competitive play, both in South Africa and across the globe.

We are a league run by our community, for our community!

We are the undefeated national roller derby champions, having won every National Derby Festival, the annual South African tournament that kicked off in 2017. In 2020, we also became the undisputed African champions after winning the first continental tournament against players from Egypt, Dubai, Cape Town, Durban, and Pretoria with a final score of 285 - 37.

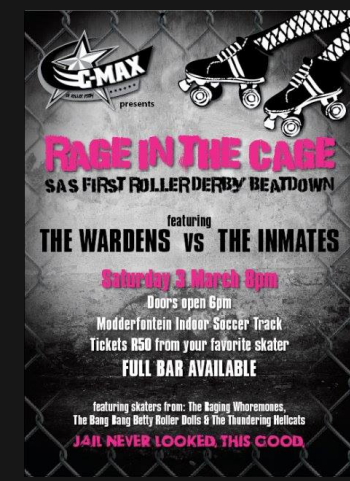
GCR is a member of WFTDA (Women's Flat Track Derby Association) - the global governing body of our sport, boasting over 400 member leagues worldwide. WFTDA affords GCR the opportunity to access an international stage, complete with governance practices, tournaments, playoffs, and a ranking system.

WHO WE ARE

C-MAX ROLLER DERBY LEAGUE ESTABLISHED JULY 2010



C-MAX RDL HOSTS THE FIRST ROLLER DERBY BOUT IN AFRICA - RAGE IN THE CAGE MARCH 2012



C-MAX RDL HOSTS THE FIRST INTRA-LEAGUE HOME SEASON IN AFRICA 2014



C-MAX RDL SKATERS ATTEND THE 2ND ROLLER DERBY WORLD CUP AS MEMBERS OF TEAM ZA IN DALLAS, TEXAS DECEMBER 2014



C-MAX RDL'S CHARTER TEAM, THE JOBURG ALL STARS, BECOME THE FIRST AFRICAN TEAM TO COMPETE INTERNATIONALLY DECEMBER 2014



C-MAX RDL HOSTS THE FIRST AFRICAN INTER-LEAGUE BOUT - JOBURG ALL STARS VS SA ALL STARS (DURBAN/CAPE TOWN/PRETORIA) SEPTEMBER 2015



C-MAX RDL HOSTS THE FIRST INTERNATIONAL BOUT IN AFRICA - JOBURG ALL STARS VS HONKY TONK HEARTBREAKERS (TEXAS ROLLER GIRLS) JANUARY 2016



C-MAX RDL HOSTS THE FIRST NATIONAL TOURNAMENT IN AFRICA NOVEMBER 2016



C-MAX RDL REBRANDS - GOLDEN CITY ROLLERS IS BORN NOVEMBER 2017



GCR SKATERS ATTEND THE 3RD ROLLER DERBY WORLD CUP AS MEMBERS OF TEAM ZA IN MANCHESTER, UK FEBRUARY 2018



GCR HOSTS THE FIRST PAN-AFRICAN TOURNAMENT (CAIRO ROLLERS/DURBAN/CAPE TOWN) MARCH 2020



YOU ARE HERE



WHAT IS ROLLER DERBY?

The game we play today is called flat track roller derby and is a far cry from the “roller derby” that was played on banked tracks in the 60s and that favoured theatrics over sportsmanship.

The modern reincarnation of roller derby started in the early 2000s and was thrust into the limelight when the film **Whip It**, directed by and starring Drew Barrymore, was released in 2009. Today, there are nearly 2,000 roller derby leagues spread across 53 countries and 100,000 women play the sport regularly, as do many men – making it the fastest-growing women’s sport in the world.

Roller derby is a full-contact sport played on roller skates and is often likened to rugby on skates (with no ball) by new spectators. It’s a fast, hard-hitting, exciting sport that challenges female stereotypes as well as the notions of traditional women’s athletics. It is part of the wider cultural movements that seek to break down barriers of culture, race, class, gender, and identity.

WHAT IS ROLLER DERBY



ROLLER DERBY 101

HOW THE GAME WORKS:

1. JAM START

Each team fields up to 5 skaters per jam - 4 blockers and 1 jammer. 1 whistle blast from an official signals the start of the jam.

2. INITIAL PASS

The first jammer to legally navigate through the pack is awarded LEAD JAMMER and can end the jam before 2 minutes is up by tapping their hands to their hips.

3. SCORING

Jammers start scoring points on their 2nd pass through the pack. Jammers score 1 point for each opposing blocker that they pass.

★ JAMMER

Jammers are the point-scorers and wear stars on their helmets. They attempt to pass the opponents as many times as possible by sprinting around the track and lapping the pack.

● BLOCKER

Blockers assist and protect their own jammer while simultaneously impeding the opposing jammer. Blockers from both teams within 10 feet of each other make up the pack.

▬ PIVOT

Pivots are special blockers indicated by the stripe on their helmets. They have the ability to accept a star pass from the jammer, thus becoming the new jammer and continuing where the previous jammer left off.



DERBY BY THE NUMBERS:

A **BOUT** = 1 hour (2 x 30 mins halves) | Half-time = 15 mins
A **JAM** = up to 2 mins | 30 secs between jams
3 x time-outs per team | 2 x official reviews per team
A **PENALTY** = 30 secs in the penalty box
7 x penalties = player foul-out

OUR VISION AND GOALS

Golden City Rollers is currently in a phase of expansion. We have ambitious goals but, as a non-profit company (NPC) run by members, we do not receive any funding from organisations or government. All our income is derived from membership fees, fundraising activities, donations, and events. We need your support, no matter how big or small, to help us reach these incredible goals:



International Travel and Ranking:

GCR will travel to Mexico in November 2022 and become the first African team to participate in a WFTDA tournament. We anticipate our trip will cost each of the 20 athletes and bench staff on the team R30,000 for flights, accommodation, gear, competition entry, transport, etc. These expenses would come out of the skaters' own pockets.



Venue:

GCR plans to build our own dedicated training and event facility to ensure seamless training all year round, to grow our sport (and others) locally and nationally, to create the first junior roller derby league on the continent, and to host international events. Building this venue is estimated to cost upwards of R500,000.

THE VISION

HERE'S HOW YOU CAN HELP US



Financial Support

Have some spare cash burning a hole in your pocket? We will put it to good use!



Supplies and Services

If you would like to donate apparel, equipment, supplies, and/or services that would help contribute towards minimising the costs of travel or building; we would love to hear from you.



Fundraising

You can help Golden City Rollers achieve our goals by supporting our fundraising initiatives in any way that suits you. These initiatives will be advertised widely on social media platforms and will include bouts, events, and crowdfunding platforms. If you have an idea for an event or if you are interested in donating prizes or services; please contact us.

A dark, high-contrast photograph of roller skaters in action on a rink. The skaters are wearing helmets and protective gear. One skater in the foreground has the number 420 on their back. Another skater has the number 94. The background shows the rink's surface and some structural elements.

GET INVOLVED

HERE'S HOW WE CAN HELP YOU

- ★ **18A Donation Certificates**
Donors will receive a tax-deductible receipt for any donation.
- ★ **Online Promotion**
We can promote your company through our online media platforms such as Facebook, Instagram, and TikTok, where we have a growing community of 7,000+ followers.
- ★ **Advertisements**
We can advertise your company at our events and/or venue as well as on all our online platforms.
- ★ **Branding**
Your brand and logo can be proudly placed on our uniforms, helmets, or kitbags. It can also be displayed at our venue in a way of your choosing (trackside, on-track, outside, etc.).
- ★ **Skater Hire**
GCR can assist, on skates, at your company's event/promo or do an exposé game at your function (venue permitting).
- ★ **VIP Treatment**
You will receive VIP passes at any GCR bout in South Africa and you will receive free GCR merchandise.

GET IN TOUCH



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CONTACT US



THANK YOU!