



# **Whip It-Marketing Session**

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Women's Flat Track Derby Association



The movie Whip It Premieres Oct 9<sup>th</sup> and is going to send our sport into the mainstream public eye. This is a great opportunity for us to take advantage of the popularity the movie will bring. We want to make sure we are ready for the popularity when it comes.

We will overview:

- Press Contact List
- Press Releases
- How to answer undesirable questions
- Drew's Tour
- Promo Premieres
- Promoting your league at the premier
- Key points to talk about



# Press Contact List

- Maintaining and keeping current
- Radio, Print, Television
- Phone number, Fax number, e-mail



# Press Releases

- Making sure they get to the right place
- Make sure the pertinent info is in them
- Don't over do it
- Timing is everything



**FOR IMMEDIATE RELEASE**

**July 16, 2009**

**WOMEN'S FLAT TRACK DERBY ASSOCIATION AT ROLLERCON 2009**

The Women's Flat Track Derby Association (WFTDA) will be in full force at RollerCon 2009, offering all roller derby skaters the chance to learn from their WFTDA derby sisters.

As in past years, the WFTDA will have a booth with merchandise and information about the organization, including this year's regional and national tournaments, in the Vendor Village. Stop by to say hi and get answers to all of your burning WFTDA-related questions.

The WFTDA and its member leagues and skaters have so much great information to share. This year, attend any or all of five WFTDA-organized workshops designed to spread derby know-how. Sessions include:

The WFTDA Apprentice Program – All the details about this exciting new way to become a part of the WFTDA

Watching Footage for Impact – How to make the most of video-training sessions

Junior Roller Derby – Learn from the experiences of startup Junior League models across the country to understand the fundamentals and benefits of housing a junior league

Marketing – How to make the most of "Whip It"

In addition, the WFTDA is sponsoring an East-meets-West bout between the Boston Derby Dames and the Bay Area Derby Girls on Friday, July 31, at noon at the Las Vegas Sports Center. Do not miss this competition between the No. 1 team in the West and the No. 5 team in the East.

Check the RollerCon 2009 schedule for all the details about WFTDA workshops and the East-meets-West bout. See you at the 'Con!

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**ABOUT WFTDA**

Founded in 2004, the Women's Flat Track Derby Association ([www.wftda.com](http://www.wftda.com)) promotes and fosters the sport of women's flat track roller derby by facilitating the development of athletic ability, sportswomanship, and goodwill among member leagues. The governing philosophy is "by the skaters, for the skaters." Women skaters from the 79 member leagues are primary owners, managers, and operators of each member league and of the association. Operational tasks include setting standards for rules, seasons, and safety, as well as determining guidelines for the national and international athletic competitions of member leagues. All member leagues have a voice in the decision-making process and agree to comply with the governing body's policies.



# How to answer undesirable questions

- Turning questions around
  - Have key points you want to talk about
  - Work them into your answers
- Questions about the sport
  - Answer with key points about the kind of derby you play
  - Explain there are many different types of roller derby being played right now



# Drew Barrymore's Tour

- Drew will be making appearances nationwide
- Fox Searchlight would like roller derby presences at these appearances
- Local Agencies will be contacting leagues in the areas Drew will be appearing
- For contact information for your area email [marketing@wftda.com](mailto:marketing@wftda.com)



# Promotional Premeires

- Prior to opening day
- Local agencies will be contacting leagues
- Align with Radio Stations and News Channels





# Promoting your league at the premier

- Align yourselves with local movie theaters
- Go to see the movie on opening day
  - Have the whole league go together
  - Brand yourselves
  - Have information/swag to hand out
- Let the press know when and where you will be



# Key points to talk about

- It's a movie, the public doesn't expect things to be like in the movies
  - The movie is not about the sport, it's about the how we fall in love with derby (we lie to our parents, we change our works schedules)
  - From the trailer all skaters can identify with something the character goes through
- Longevity of the sport
  - Growth in Rec and Jr Derby Leagues
  - Increasing community participation



# Questions?

For more information,  
please contact  
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