

DERBY LITE® *Friends with Benefits*

Derby Lite is a Fitness Skating exercise program that teaches women to skate, then uses the skills & drills of competitive roller derby and fitness industry methodologies to become proficient skaters and healthier humans, physically & emotionally.

When local competitive roller derby leagues and Derby Lite join forces to bring this exciting new activity to more mainstream women, everybody wins.

The local league gets pre-qualified new recruits who:

- ✦ Already have proper skates and protective gear
- ✦ Have learned safe skating habits to ensure fewer injuries
- ✦ Know derby "lingo"
- ✦ Have a fundamental grasp of minimum skills including stance, stroke and glide, stopping, falling, maneuvering
- ✦ Are ready to move into higher level training, including impact blocking, sooner
- ✦ Are reasonably physically fit or on their way
- ✦ Love the sport
- ✦ Have an established fitness training work ethic and better understanding of what's expected, both practice- and commitment-wise, so leagues don't invest a lot of time and resources into somebody who doesn't stick around

The local league sees increased revenues from:

- ✦ Membership dues from bigger try-out pools which yield more robust farm teams
- ✦ Bout ticket sales
- ✦ Concessions & merchandise sales
- ✦ Fundraiser attendance and donations
- ✦ Opportunity for leagues with their own practice space to be paid a nice hourly rent and gain tremendous exposure when Derby Lite holds classes there

The local league has happier league members with:

- ✦ A place for retired skaters and rehabbers to get back on their wheels
- ✦ Special discounts and drop-in punch cards for members and officials to attend classes and clinics; skaters can share Derby Lite drop-in punch cards
- ✦ Attendance credit for Derby Lite practices
- ✦ Opportunity to become Derby Lite Certified Instructors and receive an hourly salary to lead classes
- ✦ Partnerships with league training to address specific needs and hold clinics

Plus intangible benefits including:

- ✦ Increased awareness among our members when we mention your league and during weekly announcements at classes and on our Google groups.
- ✦ Increased general community awareness of roller derby through co-promotions, word-of-mouth and traditional print, online and social media – we Facebook, Instagram and tweet
- ✦ More access to a greater pool of volunteers and prospective officials
- ✦ Partnerships with local roller rinks and pro shops who provide space and skates for our members
- ✦ Existing professional relationships with Crazy Skates, WFTDA, USARS, RollerCon, Triple Eight and others in the worldwide derby community

Testimonials from Competitive Leagues

Alyssa "Spry Icicle" Bergeron, Maine Roller Derby Training Head:

"We're beyond impressed with the dedication to fitness, the confidence on skates, and the level of focused determination from our new recruits coming with Derby Lite experience. These skaters are not distracted by whether they can stand up on wheels; instead, they're eager to learn and practice something new. It's also amazing how women of many skill levels can come together and be so passionate about skating, and MRD is honored to be affiliated with Derby Lite."

Recruiting, Training & Finance from the Windy City Rollers:

"Our tryouts for the last few years have been punctuated by the presence of Derby Lite skaters – to see 'newbies' who are already comfortable with basic derby skills, knowledgeable in roller derby 'lingo,' and ready to move seamlessly into the world of competitive derby is really amazing! Because of their foundation in basic roller derby skating, we have been able to move to higher level training like blocking and multi-faceted game related drills very quickly.

"There are countless Derby Lite skaters in attendance at every one of our bouts. They bring their families and friends, consistently creating new and loyal fans. From ticket sales to league merchandise to concessions, Derby Lite members support the reach and growth of our league and this sport. The last time we ran a report, Derby Lite members had added over \$40,000 to our bottom line over the course of four years."

**Check us out at DerbyLite.org
and [Facebook.com/DerbyLite](https://www.facebook.com/DerbyLite)**

