



National Roller Skating Marketing Initiative Rink Partnership

“If you do what you’ve always done, you’ll get what you’ve always gotten.”

So let’s not do what we’ve always done! Let’s shake up the culture, make skating part of the mainstream and grow everyone’s business!

From the disco craze to the onset of inline to roller derby, roller skating’s popularity has grown and ebbed over time. Currently, it is once again on an upswing and is seeing a resurgence in movies, commercials, TV and sports. We are attempting to ignite that spark and once again put it top-of-mind with the youth and young adults that drive our culture’s popular trends.

To accomplish our goal, we need to challenge and change some popular perceptions of roller skating. It will take a focused effort on the part of the entire industry ...and we want YOU to be a part of it!

Roller Skating Rocks, Inc. is a non-profit group of industry professionals contributing time, effort and resources for the betterment of roller skating. As part of this effort, we’re launching a national marketing campaign and we’re enlisting visionary companies and people like you to contribute. And yes, there’s something in it for you!

As a result of extensive research and repeated testing, the national marketing plan being developed will include an umbrella theme (including tag lines), logos, graphics, sample ads, a local activation tool kit and simple tools that can be utilized immediately by participating companies. There will also be a website that is both consumer-facing and offers a participant portal for information sharing.

A key component of the national marketing program is the pursuit of partner sponsors (think Nintendo, Nike, Chiquita, etc.) to support it and provide additional funding. As part of that pursuit, we will be offering the sponsors the ability to partner with our network of members. National advertisers that we will target are intrigued by the ability to reach hundreds of thousands of their prime demographic in one place. Rinks offer the ideal location for direct contact with consumers. So, for example, if a sponsor wants to do an on-site demonstration or sampling of their product, the local participating member in that area will benefit from the increased traffic.

Other direct benefits include:

A campaign website that our target audience can visit for current content, promotions and other social media activities. (We will provide direct links on the website to member sites or on-line shopping areas.)

A local activation tool kit that is turn-key for participants. (Included in the kit will be logos, graphics, sample ads, promotional ideas, business development strategies and other useful tools each rink owner/operator can use to drive loyalty and incremental customer traffic.)

Social media presence designed to drive traffic to local rinks.

Plus, members will also receive additional benefits from the local activation of geo-targeted online advertising, guerilla marketing, email, contesting, on-site promotions, outdoor, local radio and much more. (For more details refer to the Marketing Activation Plan.)

We invite you to be a key participant in roller skating’s next level of growth! See reverse side for additional benefits and registration. For more information, contact:

Glenn Ramsey
Secretary/Treasurer, Roller Skating Rocks, Inc.
glenn@seskate.com
540-342-7871

\$200 Annual Commitment *active participants receive:*

- Official recognition as a participating rink on printed and electronic materials produced by the group.
- Rink listing on consumer-facing website developed in support of overall campaign.
- Website link to your site on campaign's "Participating Rinks" section.
- First right of refusal for participation in co-marketing opportunities with partner sponsors (direct-to-consumer promotions.)
- Local activation tool kit including territory-exclusive use of logos, images, graphics, ads, promotion and business-building ideas.
- All the benefits of a participating member referenced in the Marketing Activation Plan.

Members will also benefit from additional elements of the marketing plan as they come online:

- Geo-Targeted Online Advertising
- Guerilla Marketing Teams
- On-site Promotions
- Email Marketing
- Blog Contributors
- Local Radio
- Promotions through Partner Channels
- Cause-Marketing Initiatives
- Mobile Advertising
- Disruptive Outdoor Poster Displays
- Use of Partner Channels to Promote
- Video Contests
- Outdoor
- Radio Promotions
- National Sponsorships
- Viral Advertising

SIGN UP YOUR RINK TODAY!

Name of Rink: _____ Rink website: _____

Address of Rink: _____

Phone number at Rink: _____ Rink email address: _____

Name of owner: _____

Phone contact for owner (not rink): _____

Personal email address of owner: _____

Does your rink conduct email marketing? _____ Do you have a customer database? _____

Complete registration and send with payment to Roller Skating Rocks, Inc. c/o Glenn Ramsey, P.O. Box 12448, Roanoke, VA 24025. Make checks payable to Roller Skating Rocks, Inc. All information is for the exclusive use of Roller Skating Rocks, Inc. and PH2 Marketing, Inc. and will not be sold or given to any other entity.

TO PARTICIPATE, A RINK MUST COMMIT TO:

- Supporting the brand focus, image and activities
- Training rink staff on campaign objectives and promotion activation procedures
- Supporting campaign promotions, couponing and other activities
- Providing Proof of Performance for partner-sponsored on-site promotions
(*typically, photos uploaded to central clearing-house site*)
- Maintaining a current, relevant interactive website
- Gathering and sharing marketing data
- Maximizing the consumer experience by:
 - o Having a friendly and attentive staff
 - o Maintaining clean restrooms and snack bar area
 - o Providing opportunities for participation by target demo

