

CUTLER, RUFUS, AND PARTNERS PRESENTS THE



# RIGHTEOUS REBELS

A LOOK INTO THE FUTURE FANBASE OF THE APPALACHIAN  
HELL BETTIES

# INSIGHTS FROM PERSONAL INTERVIEWS

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THE ATHENS COMMUNITY KNOWS THE  
HELL BETTIES BETTER THAN ANYONE  
ELSE...SO WE ASKED THEM WHAT THEY  
THOUGHT



“I love that Athens has a team like this in the area, a team that the city can rally behind and hopefully college students too”



“The Appalachian Hell Betties’ fans are there to be supportive of the Athens community and also are there for the action of the game.”



“The Appalachian Hell Betties are giving Athens a voice that isn’t a part of OU. They are their own autonomous group that represents empowerment and uniqueness.”

# WHAT DOES IT MEAN TO BE A HELL BETTY?

**WHEN OUR RESEARCH PARTICIPANTS WERE ASKED ABOUT THEIR PERCEPTION OF THE HELL BETTIES, THEY THOUGHT OF THE COMRADERIE, BADASSERY, AND EMPOWERMENT THAT THE TEAM SHOWS AT EVERY BOUT. THE PARTICIPANTS RECOGNIZED AND RESPECTED THEIR “EDGE” AND ABILITY TO BE DIFFERENT. THEY ALSO FELT THE HELL BETTIES ARE A TEAM THAT’S CRAFTED AROUND THE COMMUNITY.**

**CAMRADERIE. BADASSERY. EMPOWERMENT.**





# WHAT IS A RIGHTEOUS REBEL?

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## THE NEW FANBASE OF THE HELL BETTIES

**The Righteous Rebels are a passionate troop of Appalachian Hell Betties supporters. They show their love for the team everywhere they go, from cheering on the Hell Betties at bouts to representing the team around the community. They know that the teams stands to empower and help others, and they bring that energy to every event and every game.**

**The Righteous Rebels are just as the name implies....a group of Hell Betties supporters that don't follow norms and always do what they believe is right.**

**Be righteous. Be a rebel. Welcome to the future of the Hell Betties.**

THE CAMPAIGN

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**THE FACES OF THE RIGHTEOUS  
REBELS**

# THE FACES OF THE RIGHTEOUS REBELS



We want to emphasize the support the Hell Betties have in Athens. With “Faces of the Righteous Rebels,” we’re showcasing fans in a way that represents who the Hell Betties are, but more importantly, who the Righteous Rebels are. We’re making the Righteous Rebels known, we want our Rebels to show off their rebellious attitude, their empowerment, and the community. Let’s show off who our Righteous Rebels are in Athens in every way possible.

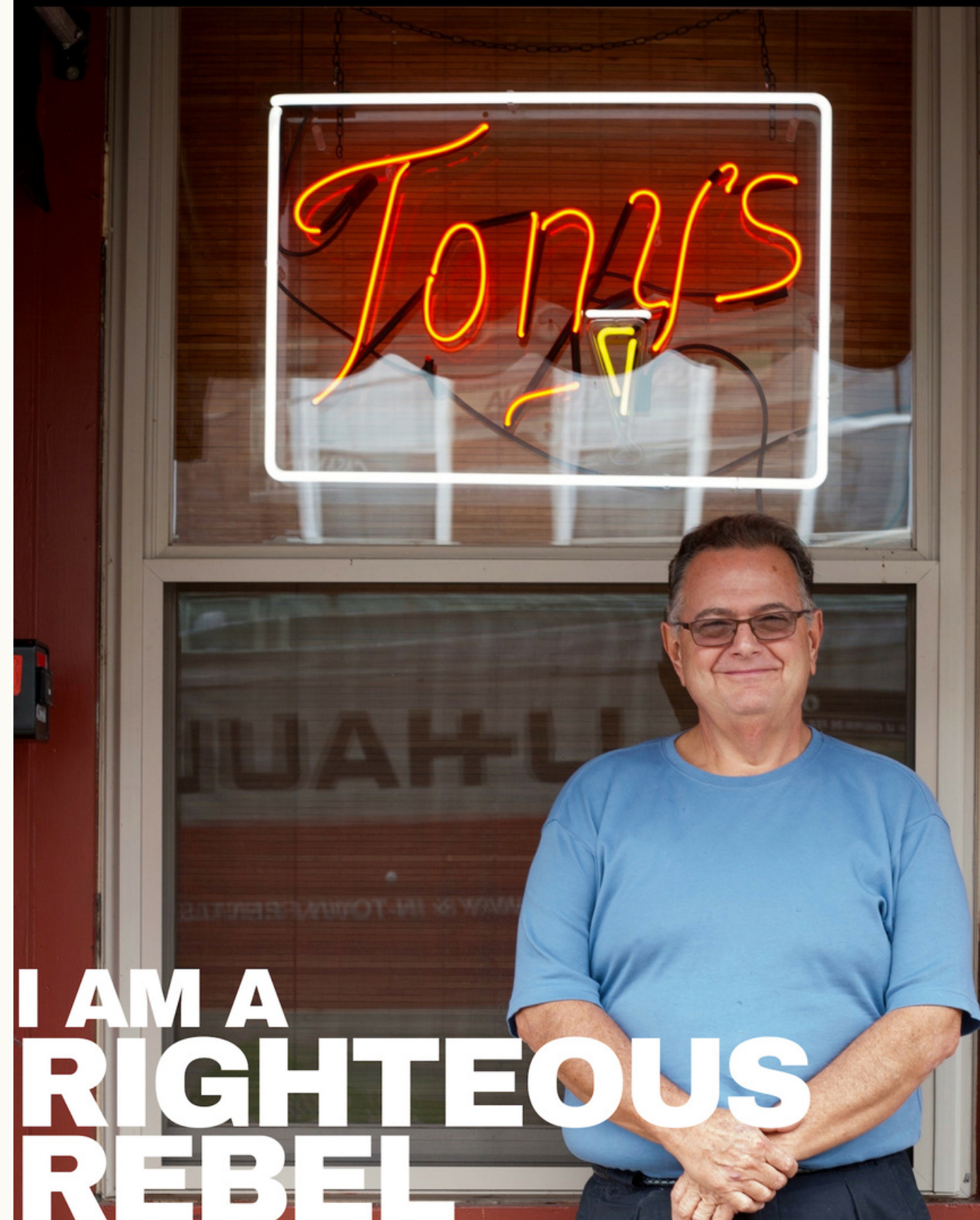
# THE FACES OF THE RIGHTEOUS REBELS

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## THE POSTERS

Still wondering who the Righteous Rebels are?

We decided that there was no better way to show Athens who the Righteous Rebels are than showcasing members of the community in posters that would be used on social media channels and in person. These posters can be hung in bars, in shop windows and on bulletin boards in OU's academic buildings.



I AM A  
**RIGHTEOUS  
REBEL**

Tony of "Tony's Tavern" fully embodies the idea of being a "Righteous Rebel". His bar is a place of business that welcomes the entire community with open arms, thriving on authenticity, and striving to be a place that feels like home.



**RECGONIZING A  
RIGHTEOUS  
REBEL**

# **TONY FROM TONY'S TAVERN**



Do YOU want to be a  
Righteous Rebel? Find out  
how at <https://aord.org>



# **THE FACES OF THE RIGHTEOUS REBELS**

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## **RECOGNIZING OUR REBELS**

**Every month, we want to highlight one of our Righteous Rebels on social media. With social media, we'll share an article/post about one of our Rebels, and what it means for them to be a Righteous Rebel. The post would include a designed graphic following the general theme from the posters.**



# Faces of the Righteous Rebels



**"I AM A  
RIGHTEOUS  
REBEL"**

RECOGNIZING A RIGHTEOUS REBELS

*Tony, from Tony's Tavern*

Learn how YOU can be a rebel:

Twitter @HELLBETTIES

Instagram @ATHENS.OHIO.ROLLER.DERBY

Facebook @AORDHELLBETTIES



**"WE ARE  
RIGHTEOUS  
REBELS"**

RECOGNIZING OUR RIGHTEOUS REBELS

*Gaewelyn (left) and Ruby (right)*

Learn how YOU can be a rebel:

Twitter @HELLBETTIES

Instagram @ATHENS.OHIO.ROLLER.DERBY

Facebook @AORDHELLBETTIES



THE CAMPAIGN

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**THE RIGHTEOUS REBELS  
EXPERIENCE**

# TAILGATES OF HELL

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WELCOME TO “TAILGATES OF HELL,” THE NEW HUB FOR OUR RIGHTEOUS REBELS TO GET ROWDY TOGETHER BEFORE BOUTS.

This event will feature the “Gates of Hell,” a simple yet fiery arch with decorations leading our Righteous Rebels and others into the arena.

Fans have the opportunity to meet other fans, meet the team, and create a new community of rebels with a purpose.



JUN  
16

## Tailgates of Hell

Private · Hosted by [George Shea](#)

[✉ Invite](#) [✎ Edit](#) [⋮](#)

🕒 Sunday, June 16, 2019 at 11 AM

📍 Athens Community Center

[Show Map](#)

2 Going · 0 Maybe · 0 Invited

[See All](#)



[Christian](#) is going

[💬 Message Guests](#) [✉ Invite](#)

Join the Righteous Rebels as we rally behind our Appalachian Hell Betties in their latest home bout. There will be music and food before we come together to battle the (Insert Team Name Here). Get to ready to get rowdy!



# THE RIOT ZONE

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“THE RIOT ZONE” IS A SECTION FOR THE RIGHTEOUS REBELS TO GET UP AND GET ROWDY ABOUT THE HELL BETTIES.

This zone will have reserved seats for the Rebels who are dedicated to making a difference inside or outside of the bout.

We’re looking for this to mirror what professional sports teams have such as the Columbus Crew and the “Dawg Pound” of the Cleveland Browns.

# THE REBEL ROADIES

Become a part of the “Rebel Roadies,” our traveling fan group of Righteous Rebels who accompany us to our bouts in West Virginia, Indiana, and anywhere we go.

We hope that you’ll give us the support we need whether it be setting up our portable floor, or bringing “The Riot Zone” with us to our away bouts, we want our “Rebel Roadies” with us the whole way.



**Righteous Rebels**  
@righteousrebels



#RebelRoadies #RebelsOnTheRoad  
#AORD

← Reply ↻ Retweet ★ Favorite ⋮ More

9:11 AM - 27 Nov 18 · Embed this Tweet



**Righteous Rebels**

CALLING ALL RIGHTEOUS REBELS! WE NEED YOU THIS THURSDAY AT THE ATHENS COMMUNITY CENTER AT 6 P.M. JOIN YOUR FELLOW REBEL ROADIES AND HELP US WIN THIS BOUT!

Like · Comment · 32 minutes ago · 🌐

👍 57 people like this.



Write a comment ...

# CURRENT SOCIAL MEDIA

1

## FACEBOOK

1,661 People like the page

1,660 people follow the page

2

## TWITTER

14 Tweets

73 Following

27 Followers

1 Like

3

## INSTAGRAM

1,021 followers

96 Posts

Last post September 29

4

## OPPORTUNITIES

Larger Instagram presence

More follower interaction

Live posting

Hell Betty aesthetic

# EXAMPLE POSTS



**Righteous Rebels**

@righteousrebels



Follow

Attention Rebels! Check out our themed merch here! Use Promo code BETTY for 10% off your purchase!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

8:58 AM - 27 Nov 18 · Embed this Tweet



**Righteous Rebels**

Hey Righteous Rebels! Put on your war paint and your best Hell Betties gear for our home bout tomorrow! Tailgate will be at the top of the parking garage at 3 p.m.!

Like · Comment · 9 minutes ago ·

25 people like this.



Write a comment ...



**Righteous Rebels**

@righteousrebels



Follow

Thanks everyone for coming out today! The riot zone's cheering really helped us pull through until the end!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

9:01 PM - 27 Sep 18 · Embed this Tweet



**Righteous Rebels**

The tailgate was a hellish frenzy! Hope we bring that spirit to the bout later today!

Like · Comment · 4 minutes ago ·

3 people like this.



Write a comment ...

# VOLUNTEER EVENTS

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## The Idea

Volunteer events will fuel the Righteous Rebel as a group, and it is a way to gather all the Appalachian Hell Betties fans in a productive setting. Volunteer activities ultimately are created to benefit the team and to get things moving for the team. The Hell Betties can always rely on the Righteous Rebels to help out the team in all aspects of their progression.

## Volunteer Reward System

Volunteer for One Event: Hell Betty Sticker

Volunteer for Three Events: Hell Betty Shirt

Volunteer for Five Events: Hell Betty Hot  
Sauce





# TABLING AT BAKER

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GET TO KNOW THE PEOPLE YOU WANT TO  
COME TO YOUR BOUTS

Tabling at Baker is a great way to reach the student demographic of Athens. Setting up a table at the top/bottom of Baker would allow university members to interact with the Appalchian Hellbetties in an quick and convenient manner.

These tables would be lined with merchandise, photographs, registration forms, and tickets. This would allow people to connect with the Applachian Hellbetties instantaneously.

# MEET THE HELL BETTIES

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MEET THE HELL BETTIES ALLOWS ATHENS TO GET TO KNOW THE TEAM ON A MORE INTIMATE LEVEL, IN BUSINESSES THAT COMMUNITY MEMBERS ARE ALREADY FAMILIAR WITH.



Businesses that host these events, such as Tony's, can place a Righteous Rebels flag outside of the bar to invite community members to this event. From there, fans in the community can purchase Hellbetties gear and meet the team once inside.



# MEET THE HELL BETTIES GRAPHICS

**MEET THE  
HELL BETTIES**



JOIN US AT CASA NUEVA, THURSDAY DEC 8 @ 7PM  
GRAB A DRINK & GET TO KNOW YOUR ROLLER DERBY TEAM



**MEET THE  
HELL BETTIES**



JOIN US AT CASA NUEVA, THURSDAY DEC 8 @ 7PM  
GRAB A DRINK & GET TO KNOW YOUR ROLLER DERBY TEAM



# THE AFTER PARTY

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The “After Party” gives Righteous Rebels the chance to celebrate the result of the home bout. Win or lose, Righteous Rebels can go to a bar like Jackie O’s or Tony’s and talk about the team’s performance.

WIN OR LOSE, THE RIGHTEOUS REBELS ARE ALWAYS THERE TO CELEBRATE

This is ultimately a way for the Appalachian Hellbetties to give back to the businesses that support them as well, providing the bars with plenty of Righteous Rebels to visit after the bout.



# AFTER PARTY POSTS



**Righteous Rebels**

@righteousrebels



Follow

Don't forget to stop by Jackie O's after the bout to celebrate our win!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

12:30 PM - 27 Sep 18 · Embed this Tweet



**Righteous Rebels**

Don't forget to join the rest of the Righteous Rebels at the after party in Tonys tonight at 8:00PM!

Like · Comment · 15 minutes ago ·

75 people like this.



Write a comment ...



# AFTER PARTY

FRIDAY  
DECEMBER 7, 2019

PARTY STARTS  
IMMEDIATELY AFTER THE  
BOUT

MEET US AT CASA NUEVA  
FOR FOOD AND FUN

# THEMED MERCHANDISE

THERE IS NO EASIER WAY TO SHOW YOUR LOVE AND SUPPORT FOR A TEAM THAN WEARING ITS GEAR. AND WHEN THAT GEAR IS BADASS, AWARENESS FOR THE TEAM SPREADS LIKE HELLFIRE.



## Kevin Morgan

Kevin Morgan, a popular Athens logo artist who has created art for Jackie O's and the PawPaw Festival, will be our partner in crime to make a logo that really shows fans what the Hell Betties are made of.

## Examples of Gear

T-Shirts/Hoodies/Zip-Ups/Tank Tops  
Stickers/Decals  
Posters  
Beer Glasses  
Temporary Tattoos  
Hats



# CAMPAIGN TIMELINE

FOR A SUCCESSFUL INTRODUCTION OF THE RIGHTEOUS REBELS



Faces of the  
Righteous  
Rebels video

Social Media  
Incorporation  
(Facebook  
Group)

Themed  
Righteous  
Rebel  
Merchandise  
(Shirts,  
Stickers)

Volunteer  
Events

Tailgates of  
Hell







# ARE YOU READY?

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Questions? Let us know!