

FIGHTERS[®] SOURCE

SPONSORSHIP



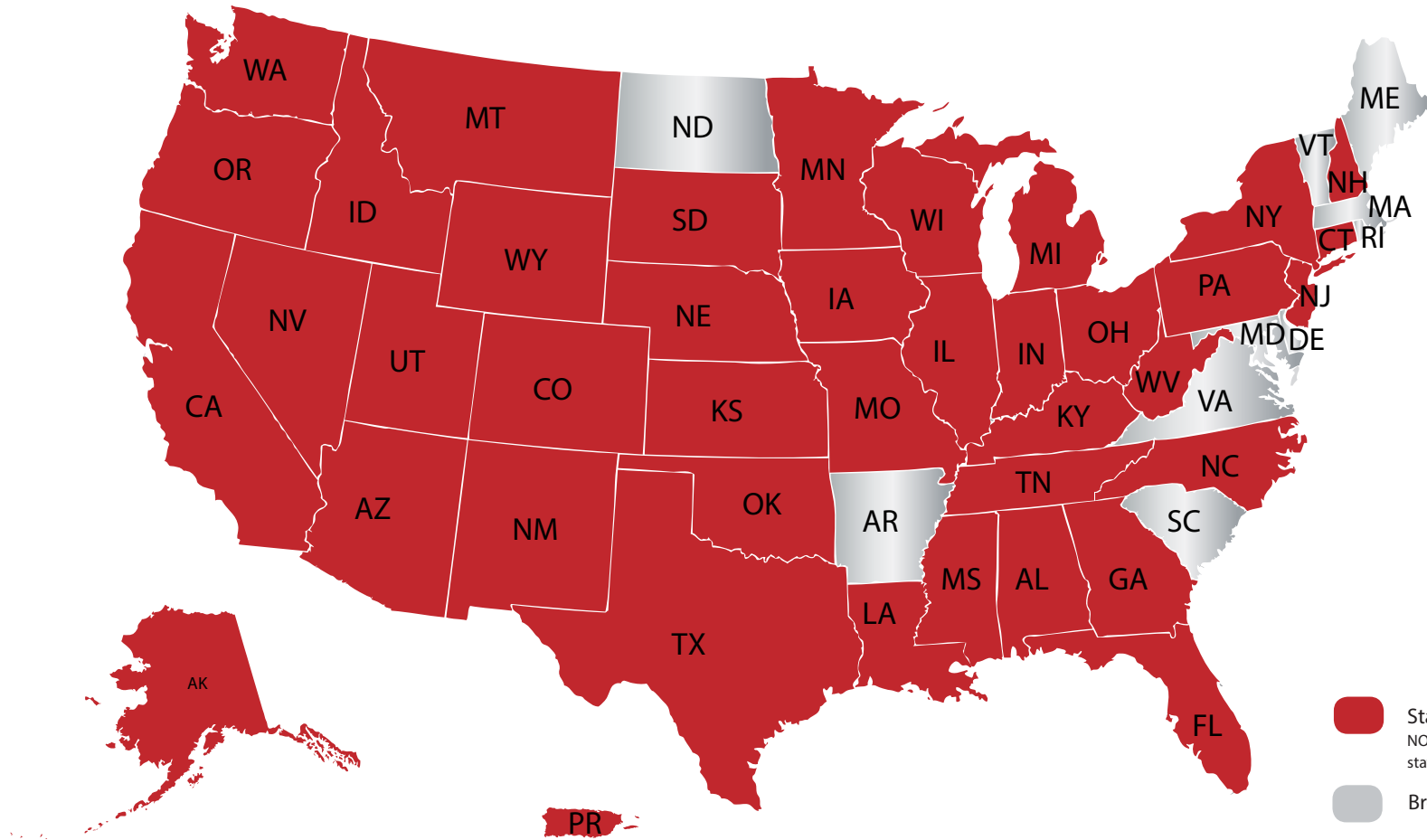






IMPRESSIONS

Broadcast your message to 100+ million homes!

Sponsorship of the Fighters Source® Tournament Series is an excellent way to reach an active, involved audience.



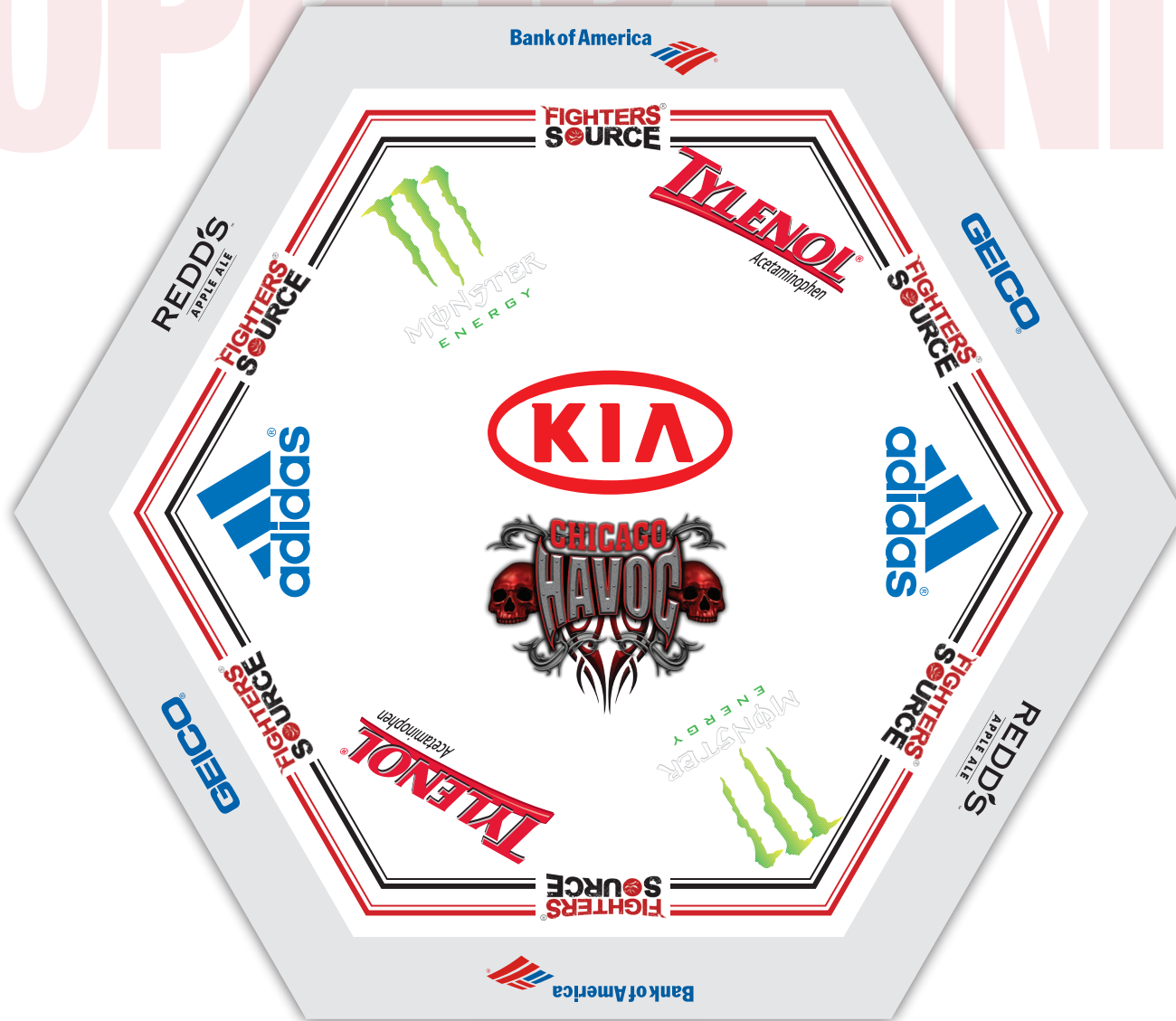
-  States receive television broadcast
NOTE: Some cities/areas in highlighted states excluded.
-  Broadcast unavailable to these areas.

IMPRESSIONS

**FIGHTERS
SOURCE**



OPPORTUNITY



One major opportunity.

OPPORTUNITY

FIGHTERS
SOURCE

Platinum Sponsor Package

A COMPLETE SEASON OF CO-BRANDING LOGO PLACEMENT

- **Center of Cage** – Your logo in the center of the cage canvas equal to the size of the FS logo during all 14 episodes.
- **Corner Pad** – Your logo repeated on one vertical corner pad during all 14 episodes.
- **General** – Primary logo placement on all marketing, banners, post & pre-fight interviews and weigh-ins (on-screen or backdrop).
- **Official 1st Round Card Sponsor** – Custom-designed round card with your logo during all 14 episodes.
- **Round Timer** – Your logo displayed attached to round timer. On screen during entire fight in all 14 episodes.

TELEVISED ELEMENTS

- **30-Second Spots** – Three per episode (14 episodes). Either a pre-produced spot or one produced by Fighters Source®.
- **Official Sponsor for Show Opening** – Mentioned during the show opening and featured in opening graphics.
- **Commentator/Announcer** – Your name announced as sponsor at breaks and as appropriate during each of the 14 episodes.

SOCIAL MEDIA

- **Co-Branded on All Social Media** – Equal size logo to FS in all social media mentions/posts. (Facebook, Twitter, Instagram, etc.)

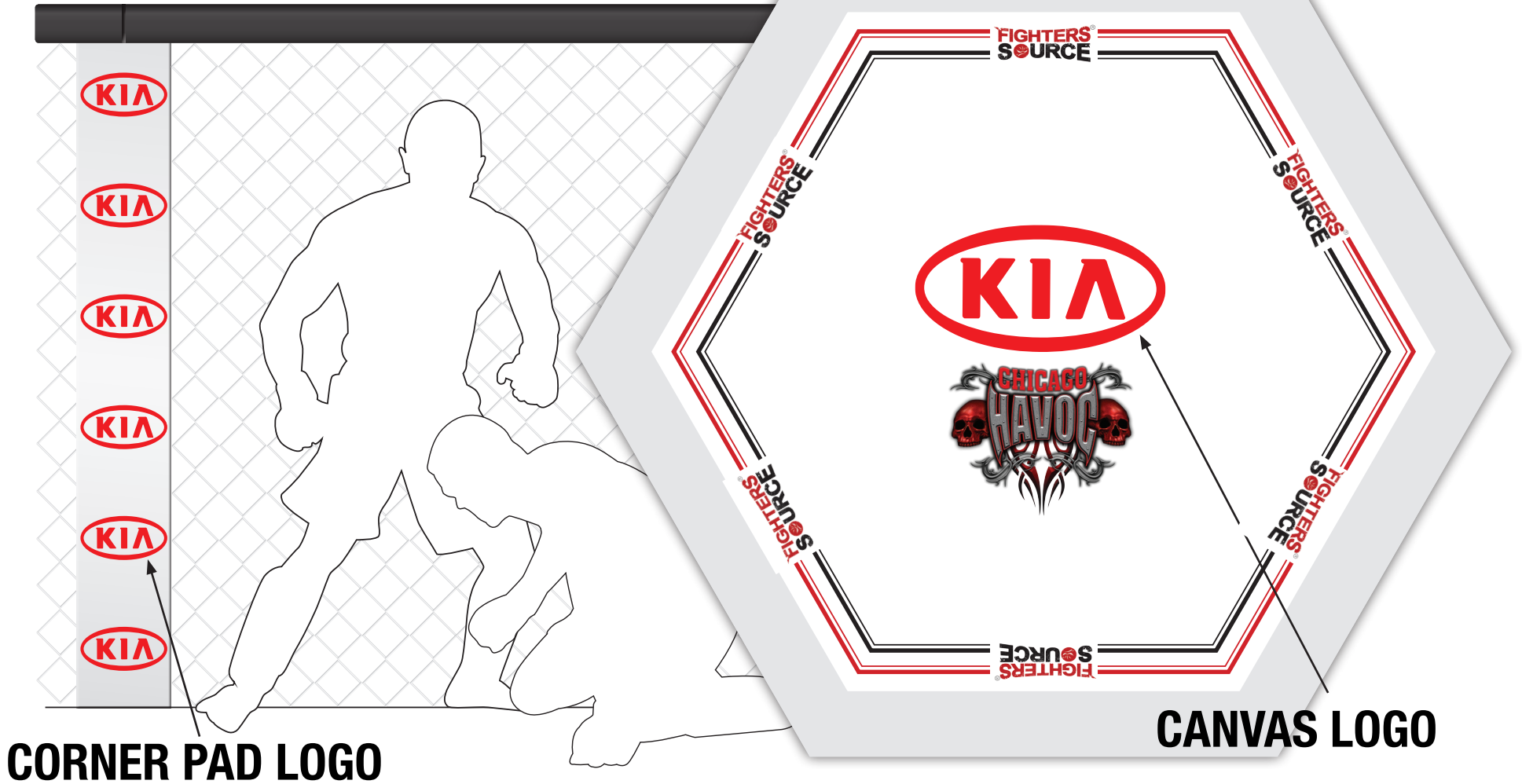
TICKETS

- 20 VIP tickets to all 7 events





PLATINUM

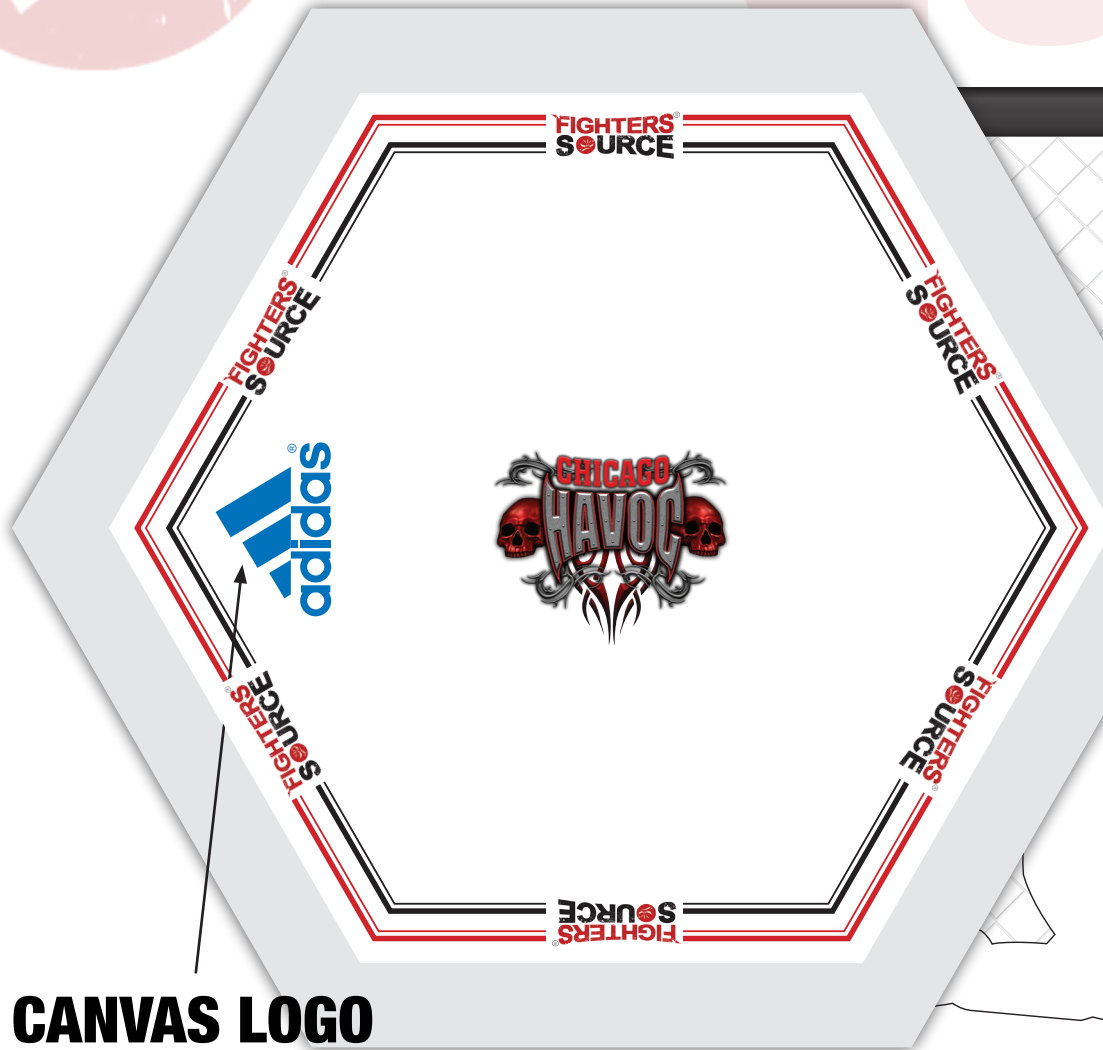


PLATINUM

FIGHTERS
SOURCE



GOLD



CANVAS LOGO



CORNER PAD LOGO

**FIGHTERS
SOURCE**

GOLD

Gold Sponsor Package

LOGO PLACEMENT

- **Cage Canvas** – Your logo in opposing Red and Blue corners during all 14 episodes.
- **Corner Pad** – Your logo repeated on vertical corner pads in opposing Red and Blue corners during all 14 episodes.
- **2nd Largest Logo on All Marketing** – Banners, post & pre-fight interviews and weigh-ins.
- **Official 2nd Round Card Sponsor** – Custom-designed round card with your logo during all 14 episodes.

TELEVISED ELEMENTS

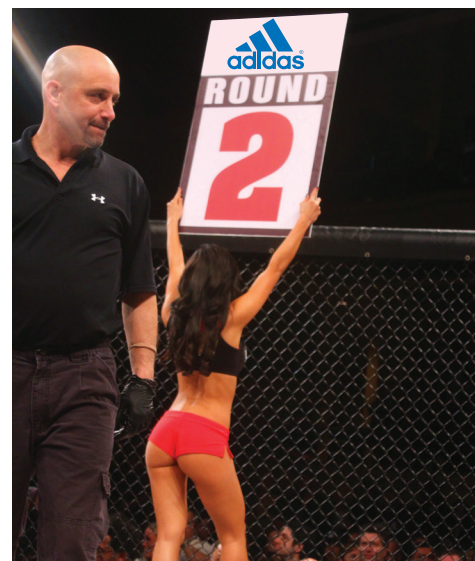
- **On-Screen Logo Bug** – 10 minutes of screen bug time per episode (14 episodes).
- **30-Second Spots** – Two per episode (14 episodes). Either a pre-produced spot or one produced by Fighters Source®.
- **Official Sponsor of Tale of the Tape** – Logo and announcer mention during Tale of the Tape fighter comparisons for entire season.

SOCIAL MEDIA

- **Second Logo Position on All Social Media** – Second largest logo to FS in all social media mentions/posts. (Facebook, Twitter, Instagram, etc.)

TICKETS

- **10 VIP tickets to all 7 events**
- **10 Second Tier tickets to all 7 events**



GOLD

**FIGHTERS
SOURCE**



SILVER

Silver Sponsor Package

LOGO PLACEMENT

- **Cage Canvas** – Your logo in two opposing corners during all 14 episodes.
- **Corner Pad** – Your logo repeated on two vertical corner pads in opposing corners during all 14 episodes.
- **3rd Largest Logo on All Marketing** – Banners, post & pre-fight interviews and weigh-ins.
- **Official 3rd Round Card Sponsor** – Custom-designed round card with your logo during all 14 episodes.

TELEVISED ELEMENTS

- **On-Screen Logo Bug** – 5 minutes of screen bug time per episode (14 episodes).
- **30-Second Spots** – One per episode (14 episodes). Either a pre-produced spot or one produced by Fighters Source.®
- **Commentator/Announcer** – Your name announced as sponsor at all breaks and as appropriate during each of the 14 episodes.

SOCIAL MEDIA

- **Weekly Sponsor Post** – Weekly post with link on all social media. (Facebook, Twitter, Instagram, etc.)
- **Banner Logos** – Logo placement on all digital banner ads linked to social media. (Facebook, Twitter, Instagram, etc.)

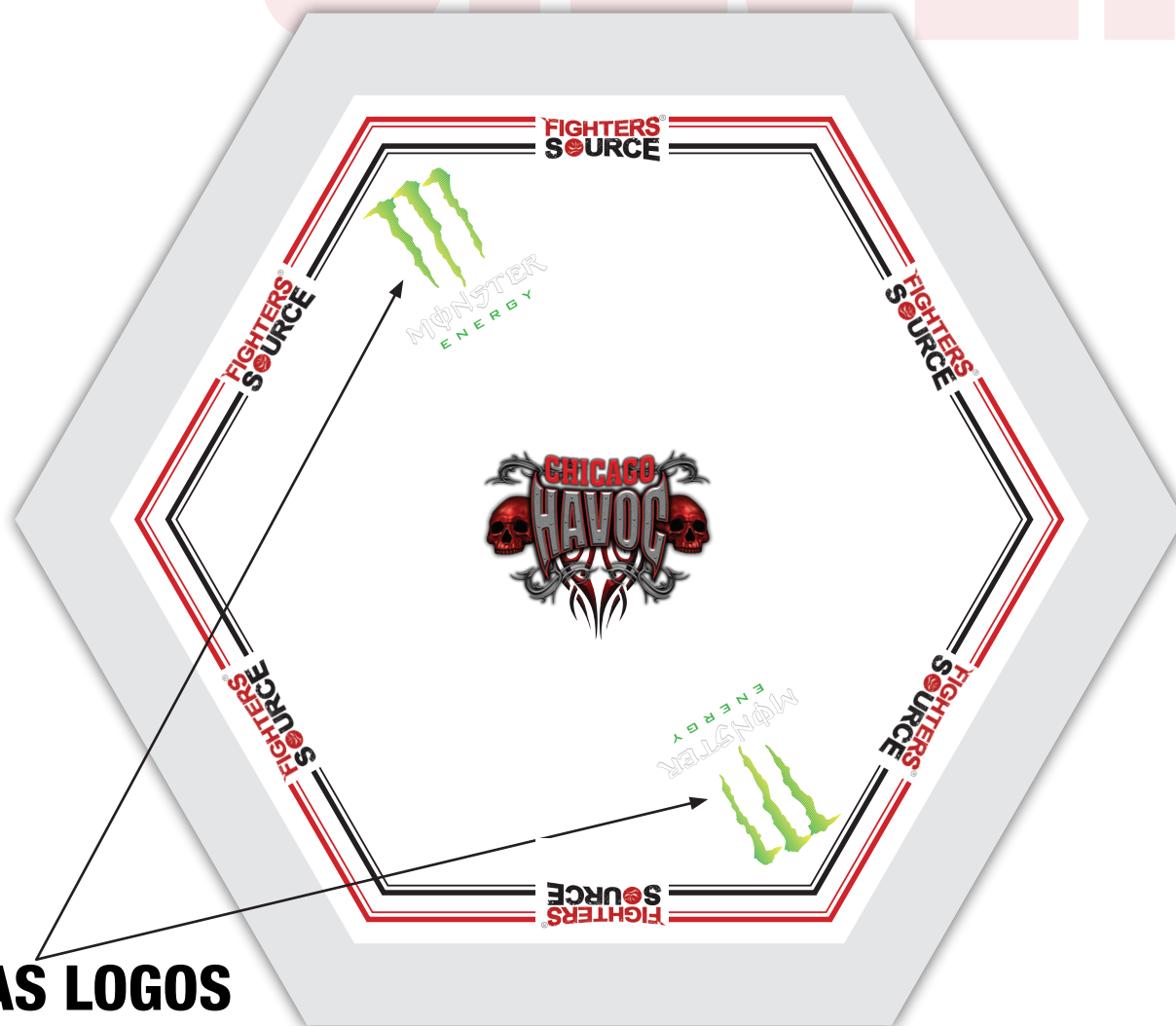
TICKETS

- **10 VIP tickets to all 7 events**





SILVER



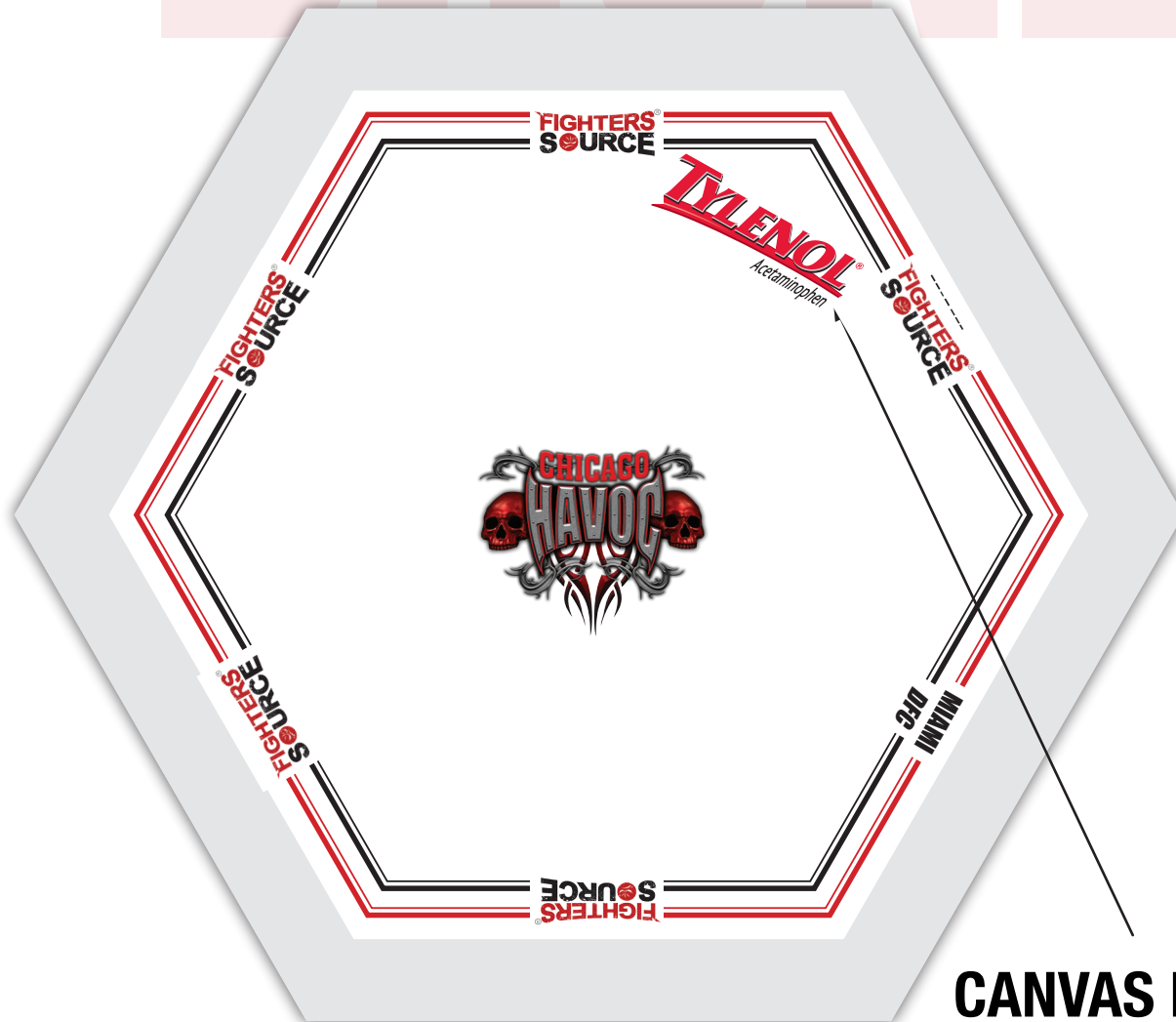
CANVAS LOGOS

SILVER

**FIGHTERS
SOURCE**



BRONZE



CANVAS LOGO

**FIGHTERS
SOURCE**

BRONZE



BRONZE

Bronze Sponsor Package

LOGO PLACEMENT

- **Cage Canvas** – Your logo in one corner during all 14 episodes.
- **4th Largest Logo on All Marketing** – Banners, post & pre-fight interviews and weigh-ins.

TELEVISED ELEMENTS

- **On-Screen Logo Bug** – 3 minutes of screen bug time per episode (14 episodes).
- **Commentator/Announcer** – Your name announced as sponsor at all breaks and as appropriate during each of the 14 episodes.

SOCIAL MEDIA

- **Weekly Sponsor Post** – Weekly post with link on all social media. (Facebook, Twitter, Instagram, etc.)

TICKETS

- **10 VIP tickets to all 7 events**



BRONZE

FIGHTERS
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A La Carte Sponsorships

(Pieces sold per event)

- Corner Pads Sponsorship
- 30-Second Television Spot
- Cage Canvas Logo Placement
- Program Sponsor
- Commentator Announcement

A LA CARTE VALUE

(one event at a time)

Corner Pad - \$2,000 per event

Canvas Logo - \$2,500 per event

TV Commercial - \$3,000 per event

Commentator - \$1,500 per event

Cross Bar - \$1,500 per event

Program Logo - \$500 per event





IMPRESSIONS

First impressions are one thing. Billions of them are a beautiful thing.

**7 Events x two 1-hour episodes =
14 episodes to a television
audience of 110 Million =
1.54 BILLION potential impressions
to a growing, affluent and involved audience:**

- Approximate Size: 31-40 Million active participants
- Gender Ratio: 3:1 male
- Typical Age Range: 18-34 years old
- Average Income: \$56k/year
- Average Marital Status: In a relationship (married or committed)
- Education level: Bachelor's degree
- Weekly Training Habits: 3-5 days/week
- Sports Involvement: Follows at least one mainstream sports team (MMA, football, baseball, basketball, etc.)
- Percentage of Americans who call themselves 'fans' of MMA: 35%

SOURCE: TheExaminer.com

IMPRESSIONS

**FIGHTERS[®]
SOURCE**

PLEASE NOTE:

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