



**Every MMA fighter thinks they have what it takes.  
This is where they find out they don't.**

Amateur Mixed Martial Arts (MMA) is fighting to become an Olympic sport. These fighters are about to learn that road is paved with blood, sweat and, occasionally, tears. We follow 64 men and women from eight league teams across the country as they square off on their personal quests for recognition and to gain Olympic recognition for the sport. Their goal: To be one of the final eight fighters in our tournament series who advance to represent the USA at the 2014 World Challenge in London and, ultimately, the Olympics.

#### **SYNOPSIS:**

***“Find The Fighter in You.”*** More than just the show's tagline, it is the essence of each fighter's quest to ascend the ranks of amateur MMA. This 14-episode series follows 64 amateur mixed martial artists, from gritty local gyms and fight clubs across the U.S., as they pair off to determine which of them will be part of Team USA at the MMA World Challenge in London.

These fighters come from backgrounds as varied as their fighting styles. From beer truck drivers to active duty military, retired marines and sheet metal workers, these fighters are from every walk of life. Some are raising children and working full time, while others are all about fighting. Some train full time, others in their spare time. There are full-time students and those with prison backgrounds trying to make a better future for their families. Others have literally been saved from street gangs by discovering the sport. Motivated, passionate, everyday people—each with a personal story our audience can relate to on multiple levels. In fact, the only thing they all have in common is the dream of becoming a MMA superstar.

What Fighters Source also brings to the MMA audience is a new dimension: Local allegiance. Until the Fighters Source league was set in motion, MMA relied on the popularity of individual fighters to build a fan base. But, much like the evolution of every other major sport (football, baseball, etc.), playing to local 'hometown' allegiance centered on teams is the key to this sport continuing its growth and evolution—just as every other major sport has during its lifespan. The show is designed to hit the growing MMA audience between the eyes with a mix of ring action, human drama, personal triumph and, of course, agonizing defeat.

## **EPISODE SUMMARY:**

### **Team match-ups, etc.**

#### **8 LEAGUE WEIGHT CLASSES – 6 Men's • 2 Ladies'**

Episode 1 & 2: Miami Punch vs. Chicago Havoc

Episodes 3 & 4: Fresno Force vs. Denver Brawlers

Episodes 5 & 6: Nashville SSF Renegades vs. Syracuse Gladius

Episodes 7 & 8: GMMA New York City vs. Milwaukee Mayhem

Episodes 9 & 10: Western Regionals – Fresno, CA\*

Episodes 11 & 12: Eastern Regionals – New York, NY\*

Episodes 13 & 14: US Nationals – New York, NY\*

London World Challenge: Participating countries: Sweden, South Korea, Germany, United Kingdom, Ireland, Venezuela, Denmark, Japan, Russia, USA and Norway

\*Cards TBD pending previous fight outcomes

## **KEY SUPPORTING CAST:**

### **Seth 'The Silverback' Petruzelli – Show Host**

From starring in season 2 of 'The Ultimate Fighter' to his stunning, nationally televised knockout of, then, standout Kimbo Slice, Seth is Fighters Source's MMA insider. His world-class MMA experience lends credible, colorful insight to the fights as they unfold in the cage and on the mat.

### **Chris Geraghty – Ring Announcer**

Chris has announced some of the biggest MMA events on television. His wealth of knowledge is a perfect complement to Petruzelli's as they trade opinions and insights on the action ringside. He brings another familiar face and voice to the Fighters Source arsenal of talent.

### **Ebony Kenney – Sideline Announcer**

Professional poker player and star of the World Poker Tour, Ebony takes the audience backstage for unprecedented locker room access to the fighters and an in-depth look into the lives of these amateur fighters as they deal with the pressures of competing in a nationally televised tournament event.

## **MMA AUDIENCE HIGHLIGHTS**

- Approximate Sport Size: 31-40 Million active participants
- Approximate US Fan Base: 31 Million
- Percentage of Americans who call themselves 'fans' of MMA: 35%
- 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: Bachelors degree
- Sports Involvement: Follows at least one mainstream sports team (football, baseball, basketball)