



EXPO-LUCHA

THE ULTIMATE
LUCHA LIBRE EXPERIENCE!

AUG. 30 - SEPT. 1, 2018

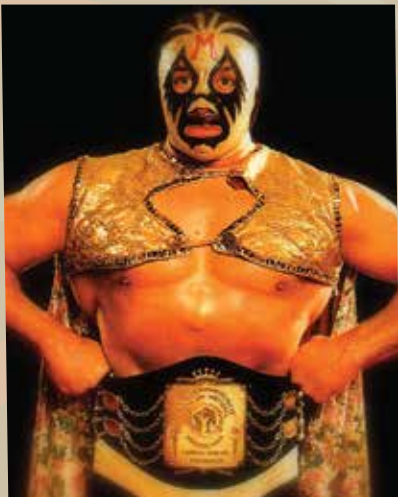
Orleans
ARENA
LAS VEGAS, NEVADA

LUCHA LIBRE!

Lucha Libre!

The High Flying, Colorful and Character Filled World of Mexican Wrestling Is Loved By 10s Of Millions of Fans Worldwide.

An ultra-exciting sport that has transcended time; from the days the ancient Aztec warriors donned masks to go to war, to today's mainstream pop culture scene.



And, while Mexico City may be the center of the lucha libre universe, from Southern California to South America, London to Qatar, and all parts in between, lucha libre events are drawing crowds larger than any other non-WWE form of pro wrestling.



MEXICO'S EXPO: A HUGE SUCCESS! FANS GLOBALLY NOW DEMAND IT!

For a number of years, Mexico City's Lucha Libre La Experiencia was the premiere destination for lucha libre fans from across the globe and local families who wanted an experience like no other.

Thousands of fans & families would make the pilgrimage to Mexico City to experience 3 days of all things lucha libre.



La Experiencia was the only place to see events from the top lucha libre companies, and with lucha libre's biggest stars all under one roof.

Featuring multiple events, plus the chance to meet and interact with their heroes live and in person, there was nothing like the Expo!



EXPO-LUCHA!

Now, Masked Republic, the only company in the world “Dedicated to Expanding Lucha Libre Beyond The Borders of Mexico”™ , brings the first ever EXPO-LUCHA to the United States... Right to the expo capital of the world, the premiere family and adult destination... LAS VEGAS!



EXPO-LUCHA will feature over 100 of the world's biggest lucha libre icons, legends, and superstars,

- with more than 25 million combined social media followers.

-who will make mention and promote your Brand while inviting fans from around the globe to meet to meet them in Las Vegas, at the Expo-Lucha!

LEGENDS, ICONS & SUPERSTARS

Lucha Legends *El Hijo del Santo, Blue Demon Jr, Rayo de Jalisco, Solar, and WWE Hall of Famer Mil Macaras!*

**-Former WWE
World Champion**

Rey Mysterio

**-Former WWE
World Champion &
current Combate
Americas President**

Alberto Del Rio

**-Worldwide Lucha
Megastar LA PARK
-World Wide Lucha
Legend and Icon, &
Impact Wrestling star**

Konnan

**-Lucha Icons
*Dos Caras, Atlantis,
and Octagon.***



**Expo-Lucha
will also feature
today's hottest and
most in-demand stars
including:**

-Penta Zero Miedo

-Rey Fenix

-Extreme Tiger

-Mr 450

and many more.



FEATURED ATTRACTIONS:

SIX action packed lucha libre shows!

THE MOST EVER HELD UNDER ONE ROOF ANYWHERE OUTSIDE OF MEXICO



- World class art, photography & interactive exhibits from top creatives from around the globe.
- Lucha libre, Hispanic, & Pop Culture vendors highlighting local and international art, apparel, accessories, fashions and foods.
- Hands-on experiences including "Create Your Own Lucha Libre Mask", "Cover photo shoot for Rudo Can't Fail Lucha Libre Magazine", and "Interview a Luchador".

- A Classic Lucha Cinema film festival featuring screenings of:

Santo & Blue Demon vs. Dr. Frankenstein and *Santo in the Revenge of the Mummy* with postfilm Q&A with lucha libre film experts and stars!

- Live podcast recordings of PodcastOne's multi-million downloaded show "Keepin It 100 with Konnan" - including live integration of sponsors' brands & products into the episode.



THE LUCHA LIBRE COLLECTION

FOR THE FIRST TIME EVER IN THE U.S.!!

From Mexico: Chrisitan Cymet - The AUTHORITY on lucha libre masks.

Christian Cymet presents "World of Masks". Direct from largest lucha libre mask collection in the world, with over 2,300 items, comes a display of original lucha masks from the 1930's to today. A tangible and visible timeline of authentic lucha masks from the sports most iconic luchadors .



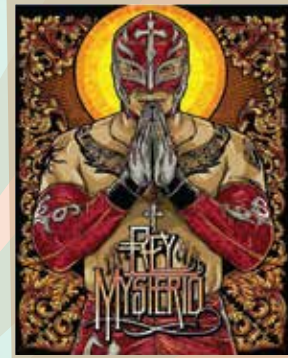
From Japan: Hayashi - The LEGENDARY mask maker.

Hayashi presents "Mysterio Couture". Direct from Japan comes an exhibit featuring and displaying masks and wrestling gear worn by Rey Mysterio as he did battle inside wrestling rings from every corner of the globe and all points between.



FEATURED ARTISTS:

PALEHORSE:



URBAN AZTEC:

ROCKETS ARE RED:



Expo-Lucha will feature live paintings by and exclusive merchandise from well known pop-culture artists with whom Masked Republic has collaborated.

BRAND INTEGRATION OPPORTUNITIES

TITLE SPONSOR: IN-KIND OR \$40,000 (1 AVAILABLE)

IN-KIND \$40,000 in airfare credit from airline with Mexico City to Las Vegas, and/or San Diego to Las Vegas routes.

TITLE SPONSOR RECEIVES:

20X20 booth space

- Logo on VIP/Guest/Staff Credentials, front side. (Top billing)
- Logo on Expo bag. (Top Billing)
- Corporate logo on all related collateral materials
- Corporate logo top billing at live events (wrestler entrance ramp, center of ring canvas, ring skirts, ring posts, event entry, step-and-repeat)
- Corporate Banner (x4) around ringside barricades.
- Brand mentions during each live event show (minimum 12 mentions)
- Brand commercial shown at live events (minimum 12 plays)
- Brand logo displayed on video screens throughout both days of the expo.
- Distribution of marketing materials at event.
- One promotional item placed in each Expo-Lucha bag (min 1000 bags)
- Corporate logo with a link to home page on event website.
- Full page ad in Official Program
- “Official Sponsor” of Rey Mysterio exhibit, “Mysterio Couture”
- Rey Mysterio VIP Meet & Greet at your booth
- Brand/Product integration into the live event. (Ring girl outfits branded with your logo, product used during a match)
- Customized social media campaign (25 million+ followers via talent)
- Run unique ads on social media Facebook
- Unique content monthly basis on social media platforms (i.e. Facebook, and once a month for 6 months 2 months before event and 2 months after).
- 20 VIP passes to the Expo Lucha
- Right of First Refusal Expo Lucha 2019



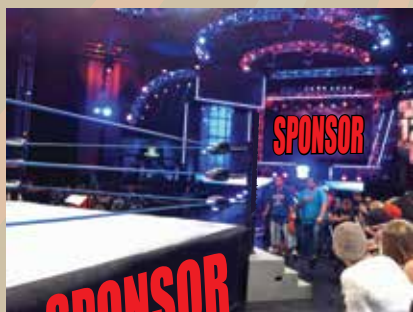
BRAND INTEGRATION OPPORTUNITIES

DIAMOND SPONSOR: \$25,000
(2 AVAILABLE)

DIAMOND SPONSOR RECEIVES:

20X10 booth space

- Logo on VIP/Guest/Staff Credentials, front side.
- Logo on Expo bag.
- Corporate logo on all related collateral materials
- Corporate logo at live events (wrestler entrance ramp banners, corner of ring canvas, ring skirts, ring posts, event entry, step-and-repeat)
- Corporate Banner (x4) around ringside barricades.
- Brand mentions during each live event show (minimum 12 mentions)
- Brand commercial shown at live events (minimum 6 plays)
- Brand logo displayed on video screens throughout both days of the expo.
- Distribution of marketing materials at event.
- One promotional item placed in each Expo-Lucha bag (min 1000 bags)
- Corporate logo with a link to home page on event website.
- Half page ad in Official Program
- “Official Co-Sponsor” of Christian Cymet Exhibit, “World of Masks”
- Exclusive VIP Meet & Greet at your booth
- Customized social media campaign (5 million followers via talent)
- Run unique ads on social media Facebook
- Unique content monthly basis on social media platforms (i.e. Facebook, and once a month for 6 months 2 months before event and 2 months after
- 15 VIP passes to the Expo Lucha
- Right of First Refusal Expo Lucha 2019



BRAND INTEGRATION OPPORTUNITIES

ELITE SPONSOR: \$10,000
(10 AVAILABLE)

ELITE SPONSOR RECEIVES:

- 10X10 booth space
- Corporate Logo on all related collateral materials
- Corporate logo at live events (wrestler entrance ramp banners, ring skirts, ring posts, event entry, step-and-repeat)
- Corporate Banner (x2) around ringside barricades.
- Brand mentions during each live event show (minimum 6 mentions)
- Distribution of marketing materials at event.
- Corporate logo with a link to home page on event website.
- 1/4 page ad in Official Program
- Run unique ads on social media Facebook
- Unique content monthly basis on social media platforms (i.e. Facebook, and once a month for 6 months 2 months before event and 2 months after
- 10 VIP passes to the Expo Lucha
- Right of First Refusal Expo Lucha 2019



EXPO-LUCHA 2018!

"100% Familiar", 100% Family Friendly Event!

**With an additional 21 And Over
Late Night After Party On Saturday Night.**

**History will be made as this will be the single
largest gathering of lucha libre stars and fans
outside of Mexico!**

It will be a weekend that will never be forgotten!

The 1st annual EXPO LUCHA is coming!

**For inquiries email:v
sponsor@expolucha.com**

