



# CES MMA NEW YORK PROFESSIONAL DEBUT EVENT

FEATURING JOHN GOTTI III

THE SPACE

250 Post Ave Westbury NY 11950

**MAY 4, 2018**

## SPONSORSHIP PACKET

# SPONSORSHIP OPPORTUNITY

This is a special invitation to play an important role of sponsor for **CES MMA New York Professional debut event** coming up on the 4th of May, 2018.

The upcoming event will attract celebrities, important personalities and the crème de la crème of the New York metropolitan area.

Our demographic is your demographic! A promotional relationship between us gives you a unique opportunity to reach your consumer and let them know more about your brand.

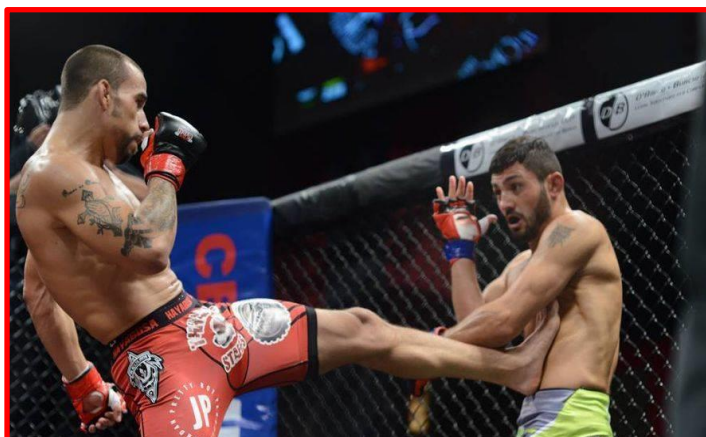
By becoming a sponsor, your products and services will be promoted to a bigger market through various creative and innovative ways that will add great value to your business. In the end, you will enjoy heightened visibility and unparalleled exposure.

Promotional opportunities that deliver your brand message include, but are not limited to:

- Banner display
- Special mention in interviews and media appearances
- Acknowledgement of support
- Logo display
- Advert streamed globally through in house Pay-Per-View, marketed by celebrity influencers
- Massive social media mention
- Distribution of promotional materials at the event

Above all, this is an opportunity to connect your brand and identity with a leading entertainment company that is willing to leverage its reach and connection to help achieve your business goals. I am quite aware you have other marketing plans; however, I would like you to consider this request and think of the benefits involved.

The rest of this document provides you with information on the sponsorship packages available and how you can become a sponsor. For more information and to discuss your sponsorship commitment further, please contact me at [PaulCESNY@teamces.com](mailto:PaulCESNY@teamces.com). I look forward to receiving your response and working closely with you.



# KEY SPONSORSHIP BENEFITS

## ☑ Direct Engagement with a Powerful Demographic of MMA fans

Promote new and existing products to a target market of Mixed Martial Arts fans in the New York metropolitan area. The fight will also feature the grandson of **John Gotti**. This will further attract the attention of the media.

## ☑ Align your business with a leading Entertainment company

CES's unique platform provides both regional and national (Broadcast production) exposure for your company; our experience and history offer unique and exciting opportunities to reach your targeted consumer group.

CES is also a charitable organization, assisting people in need.

## ☑ Enjoy Corporate Marketing

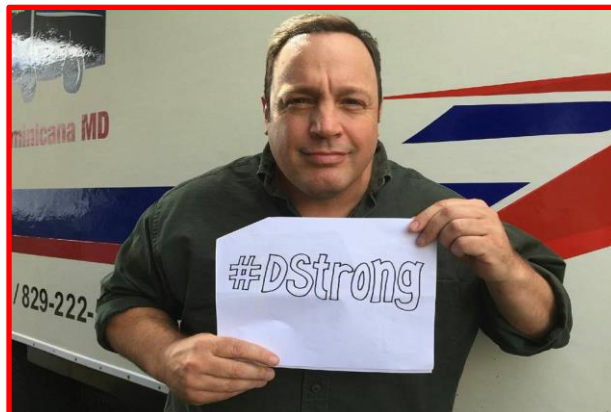
Leverage our influence, reach and connection to grow your brand. This event is a platform to enjoy greater brand engagement with celebrities and taste makers from the New York Metropolitan area

## ☑ Expand your Customer Base

The massive size of viewers (over 75,000 unique viewers monthly) and strong purchasing power of Mixed Martial Arts fans, estimated to be over \$50,000/per household annually, makes them a valuable market for sponsors

## ☑ Huge Media Coverage

CES's commitment to marketing and social media provides added value before, during and after the event. Sponsors will receive special mentions in press releases, social media posts, interviews and other media appearances.



## DEMOGRAPHICS INFORMATION



**54% of the MMA fan base and 49% of the Boxing fan base is the highly coveted 25-39 year old demographic.**

**75% of the MMA fan base and 72% of the Boxing fan base is Male.**



**4% of MMA fans and 45% of boxing fans nationwide earn more than \$58K.**

**Boxing and MMA each have a fan base that exceeds 12 million fans.**

*"Sports marketing has continuously proven its value in helping marketers capitalize on their customers' engagement with sports."*

-Howard Goldberg,

Senior Vice President, Scarborough Sports Marketing

# SPONSORSHIP PACKAGES

## VENDOR

**\$2,500**

- ❖ 30-Seconds spotlight video
- ❖ Free vendor table
- ❖ Special mentions throughout the night (5 mentions)
- ❖ Advert display in event program (1/4 page)
- ❖ Maximum social media blast (5 promotional messages)



## MAIN SPONSOR

**\$5,000**

- ❖ 1 Cage post
- ❖ Logo display on the floor (small-sized logo)
- ❖ Special mention before each fight
- ❖ Advert display in event program (1/2 page)
- ❖ Maximum social media blast (10 promotional messages)
- ❖ 5 Complimentary Tickets
- ❖ Distribution of promotional materials such as flyers (Maximum of 100 copies)



## TITLE SPONSOR

**\$35,000**

- ❖ Logo display on the floor (large-sized logo)
- ❖ 2 Cage posts
- ❖ Website display on top of the cage
- ❖ 30 Complimentary Tickets
- ❖ Special mention before each fight
- ❖ Advert display in event program (full page)
- ❖ Maximum social media blast (30 promotional messages)
- ❖ Invitation to VIP area hosted by a celebrity
- ❖ Distribution of promotional materials such as flyers (Maximum of 500 copies)

# SPONSORSHIP FORM

Kindly select your preferred sponsorship package

VENDOR

MAIN  
SPONSOR

TITLE  
SPONSOR

Individual/Brand Name.....

Main Contact.....

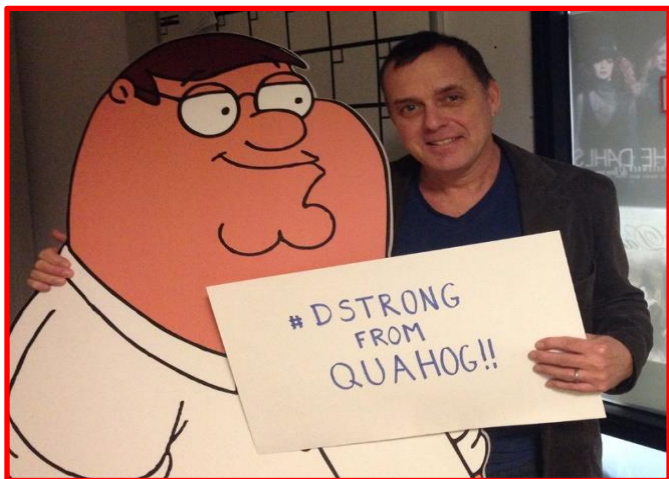
Office phone.....Mobile Phone.....

Website (If any).....Email Address.....

City/State.....Zip.....

Please email the completed form to [PaulCESNY@teamces.com](mailto:PaulCESNY@teamces.com), along with the files requested below:

- ❖ High resolution logo (in JPG, PNG or any suitable format)
- ❖ Website URL (applicable to main sponsor alone)
- ❖ Promotional contents (articles, links or videos) which will be featured on our social media pages
- ❖ Ad copy to be featured in the event program (as specified under each sponsorship level)
- ❖ Promotional flyers (Title sponsor and main sponsor alone)





For more information and to discuss your sponsorship commitment further, please contact me at [PaulCESNY@teamces.com](mailto:PaulCESNY@teamces.com). The event is fast approaching and in order to serve you best, I would like you to declare your interest early enough.

Thank you for taking time to review this sponsorship packet. I look forward to receiving your response and working closely with you.

Sincerely,

*Paul Granito*

Paul Granito

CES New York MMA

