

ROY JONES JR. BOXING PROMOTIONS

SPONSORSHIP PACKAGE

**CBS SPORTS**
NETWORK

**ESPN**
INTERNATIONAL

**RJJJ**
ROY JONES JR. BOXING

BOXING PARTNERSHIP BENEFITS

WWW.ROYJONESJRBOXING.COM

** All pricing is negotiable & based on availability **

Branding on the Ring:

- Ring Canvas - Center (\$15,000)
- Ring Canvas - One Corner/Side (\$2,500)
- One Corner Pad (\$2,500)
- One Corner Post Cover (\$1,500)
- One Rope Cover (\$3,000)
- Turnbuckle Covers (4) (\$1,500)
- Rope Connectors (4) (\$1,500)

Branding On-Site:

- 1) 10X10 Banner (\$750)
- 3) 10X10 Banners (\$1,200)
- 1) 20X10 Banner (\$1,200)
- 3) 20X10 Banners (\$3,000)
- Logo on Fight Poster (\$1,000)
- 5-8 Shout-Outs by the Ring Announcer (\$500) Non-Televised
- Table for selling Merchandise (\$500)
- Displaying company Logo around the venue (\$1,500) blow-ups, merchandise display, or product brought in...(sponsor must supply)

V.I.P. Branding:

- One 30 second commercial on CBS Sports (sponsor must provide) (\$2,500)
- Logo on the microphone (Based on availability)
- 3 X 5 truss banner with company logo (\$3,500)
- Logo on the Time Clock (Based on Availability)
- Logo on the Tale of the Tape (Based on Availability)

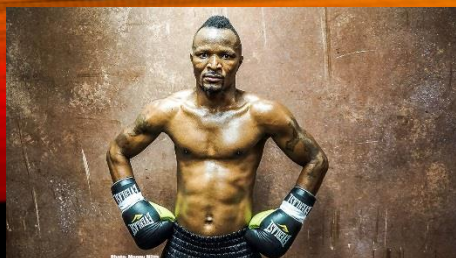




RJJ FIGHTERS

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- | | | | |
|-------------------|--------|-----------------------|--------|
| • Joseph Agbeko | (30-4) | • Daniel Rosario-Cruz | (11-1) |
| • Hanzel Martinez | (23-2) | • Tony Lopez | (11-2) |
| • Aston Palicte | (21-2) | • Israel Duffus | (11-2) |
| • Ismail Muwendo | (18-0) | • Rolando Garza | (10-1) |
| • Emmanuel Robles | (15-1) | • Randy Moreno | (5-0) |
| • John Vera Jr. | (15-0) | • Max Ornelas | (5-0) |
| • Kevin Lavallee | (14-1) | • Adrian Taylor | (1-0) |
| • Demond Brock | (12-3) | | |



JOSEPH AGBEKO



HANZEL MARTINEZ



ASTON PALICTE



ISMAIL MUWENDO



EMMANUEL ROBLES



JOHN VERA JR.



KEVIN LAVALLE



DEMOND BROCK



DANIEL ROSARIO-CRUZ



TONY LOPEZ



ISRAEL DUFFUS



ROLANDO GARZA



RANDY MORENO



MAX ORNELAS



ADRIAN TAYLOR

SOCIAL & MOBILE ACTIVATION

WWW.ROYJONESJRBOXING.COM

- Facebook, Instagram & Twitter
- Fighter social media platform activation
- Email blast with Name and/or logo to be printed from Roy Jones Jr. email list (10,000 opted in-names with a 28% average open rate)
- Press Release Inclusion that have national exposure to over 900+ pages and to be carried on over 200+ PR websites



NATIONAL LIVE BROADCAST

96+ Million Households!

- A minimum of ten (10) prime-time Friday or Saturday night events lasting two (2) hours and broadcast live
- All under-card events (approximately 5) to be streamed live on CBSSports.com with an average 50 million unique monthly viewers
- World class talent with each card including one (1) Championship Bout and one (1) Regional Title Bout
- Telecast repurposed for worldwide distribution to millions globally
- CBS Sports to actively promote the series to millions of viewers thru other CBS Sports programming, digital and social platforms
- Full use of IP, Marks Logo and exposure on CBS Sports National TV Schedule

DEMOGRAPHICS

HIGHLY AFFLUENT & EDUCATED PROFESSIONAL ALUMNI

Affluent Viewer Demographic

- A viewer is 92% more likely to have an individual expected income of \$150,000+ per year than the average American (index 192)
- A viewer is 28% more likely to work in management, business and financial occupations than the average American (index 128)
- A viewer is 14% more likely to have a college degree than the average American (index 114)
- A viewer is 79% more likely to have a C-suite position (CEO, CFO, COO, etc.) than the average American (index 141)

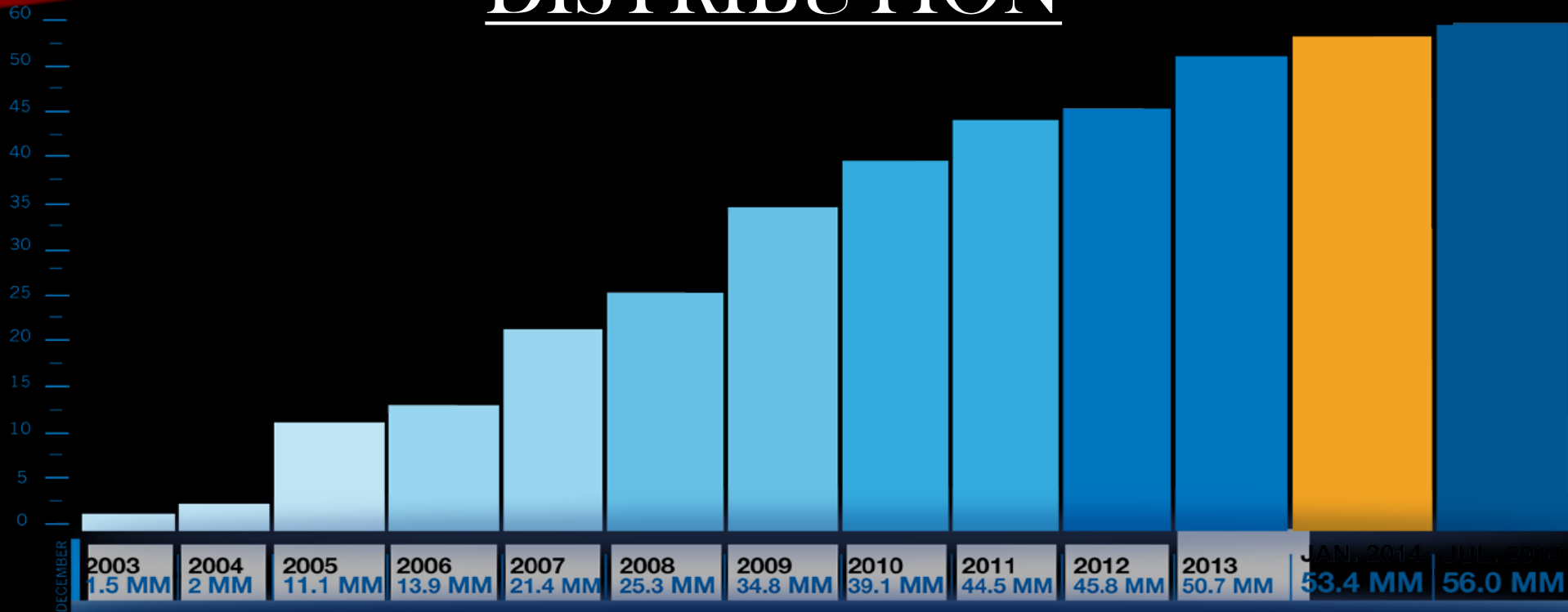
Viewership Composition

- A viewer is 26% more likely than the average American to spend a lot of time going out and doing things around town with friends (index 126)
- A viewer is 12% more likely to do some form of home remodeling in the next year than the average American (index 112)
- 59% of viewers believe TV advertising provides them with useful information about new products and services
- 56% of viewers will pay more for top quality electronics
- Viewers are 14% more likely to view their cell phone as a source of entertainment than the average American (index 114)
- 71% of viewers own or lease two or more cars (average 2.6)
- Viewers watch an average of 62.8 hours of cable television per week, 21.3 hours above national average
- Viewers are 26% more likely to be asked for advice about products they buy than the average American (index 126)

Sources: 2013 Spring and Fall Studies

DISTRIBUTION

CBS SPORTS
NETWORK



AT&T U-verse

ARMSTRONG

BLUE RIDGE
ON DEMAND

bright house
NETWORK

CABLE ONE

CABLEVISION

Charter
COMMUNICATIONS

Comcast

COX



Mediacom

RCN

SERVICE ELECTRIC
EST. 1942 CABLEVISION

suddenlink
Life Connected

TIME WARNER
CABLE

verizon FIOS

WAVE
BROADBAND
Cable TV, Internet, Phone

DISTRIBUTION

CBS SPORTS NETWORK'S AVAILABILITY MAP

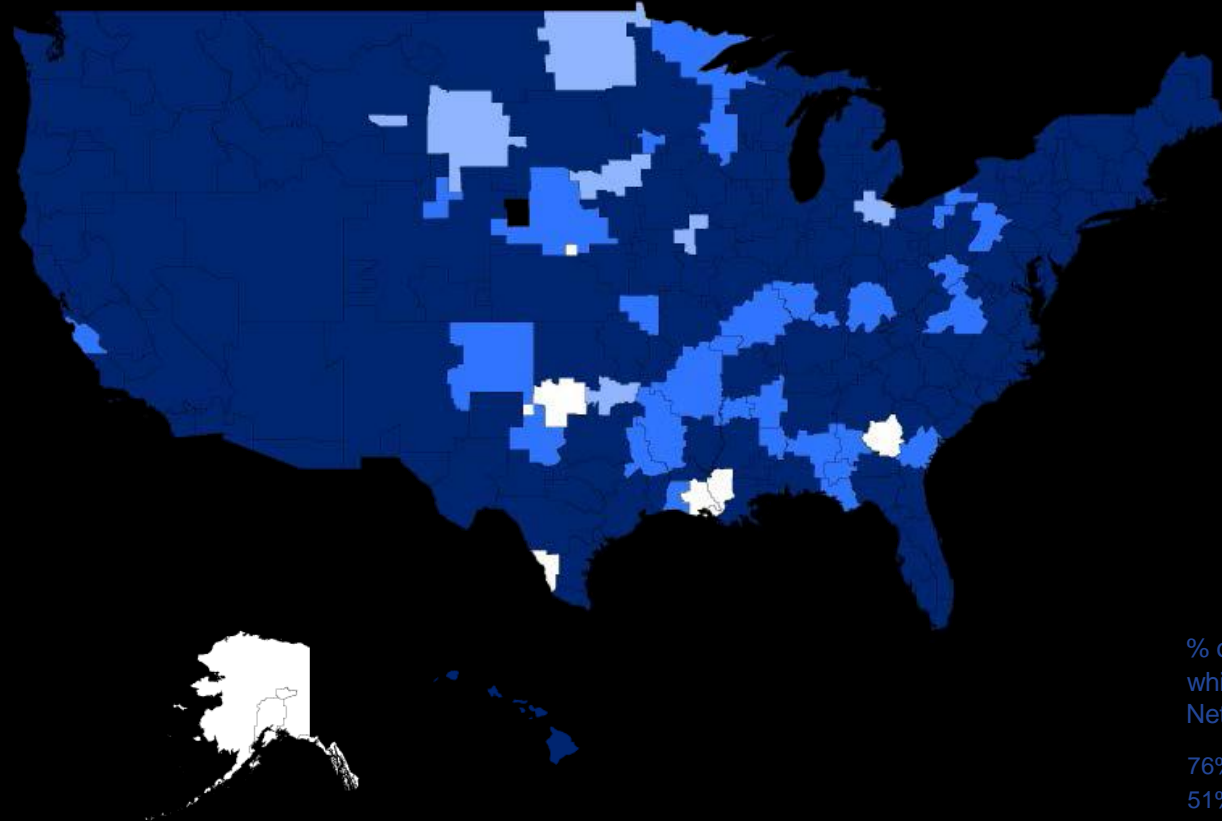


AVAILABLE TO
100% OF SATELLITE
HOUSEHOLDS

AVAILABLE TO 96%
OF CABLE & TELCO
HOUSEHOLDS

OVER 53MM
SUBSCRIBERS

DIRECTV 221
DISH 158
AT&T U-VERSE 643 & 1643
VERIZON FIOS 94



% of Cable & Telco HHS
which can access CBS Sports
Network

76% to 100%

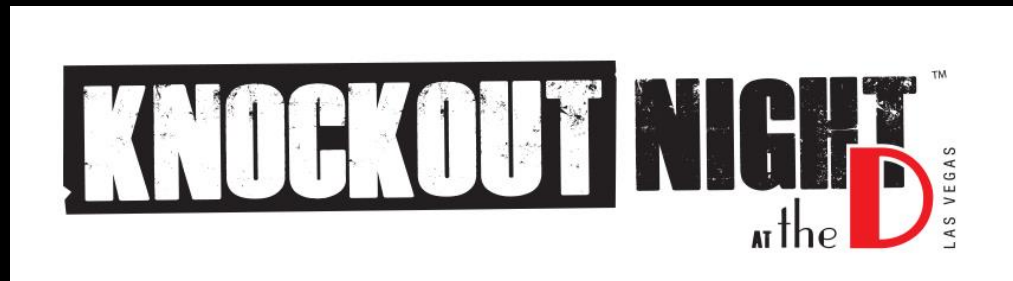
51% to 75%

26% to 50%

< 25%

RJJ SPONSORS

WWW.ROYJONESJRBOXING.COM





CONTACT

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