



# **"RED, WHITE, & BRUISED"** **SPONSORSHIP PROPOSAL**

# THE OVERVIEW

Primal Fight League is an adrenaline-filled escape from routine.

The ultimate stage for the Midwest's top Mixed-Martial Arts (MMA) fighters, Primal Fight League events are loud, fast-paced, exciting, and surprisingly affordable, making them the ideal venue for a night out you won't soon forget.

Fresh off the immensely successful "Primal Instinct" event held in Oklahoma City on September 30th, Primal Fight League returns with "Red, White & Bruised" on January 6th. This action-packed evening of exciting MMA bouts will bring together the city's finest fighters, over 1,000 raving fans, and a curated selection of quality corporate partners in the name of honoring America's Veterans.\*

Fight Night in OKC will never be the same...

\*A portion of proceeds will be donated to Warriors for Freedom



# THE EVENT

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## RED, WHITE & BRUISED

**LOCATION:** Farmer's Public Market

**DATE:** Saturday, January 6th, 2018

**TIME:** 6:00pm

**EST. ATTENDANCE:** 1,400 Fans



# OFFICIAL MEDIA PARTNER

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# OFFICIAL CHARITY PARTNER

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Warriors for Freedom provides veterans the equipment necessary for participation in non-conventional forms of therapy like sports. Statistically, veterans who are involved in their community and programs such as this have a lower rate of suicide and substance abuse. From helping with depression to improving social skills and self-image, the feelings they get from becoming active again, vets say, are life-changing.



# THE AUDIENCE

For years, MMA has been dubbed "the fastest growing sport on earth". How has this exponential growth seen at all levels of MMA been possible? Simple: the passion of its audience.

The MMA fan is young. They're active. They have discretionary income and they're not afraid to spend it. It's an audience unlike any other fanbase in sports.

In fact, if you were to take 100 average Americans and 100 MMA fans and put them side by side in a room, the 100 MMA fans would be...

- ...54% more likely to be male
- ...56% more likely to be between the ages of 18 - 44
- ...8% more likely to have started college
- ...26% more likely to have children

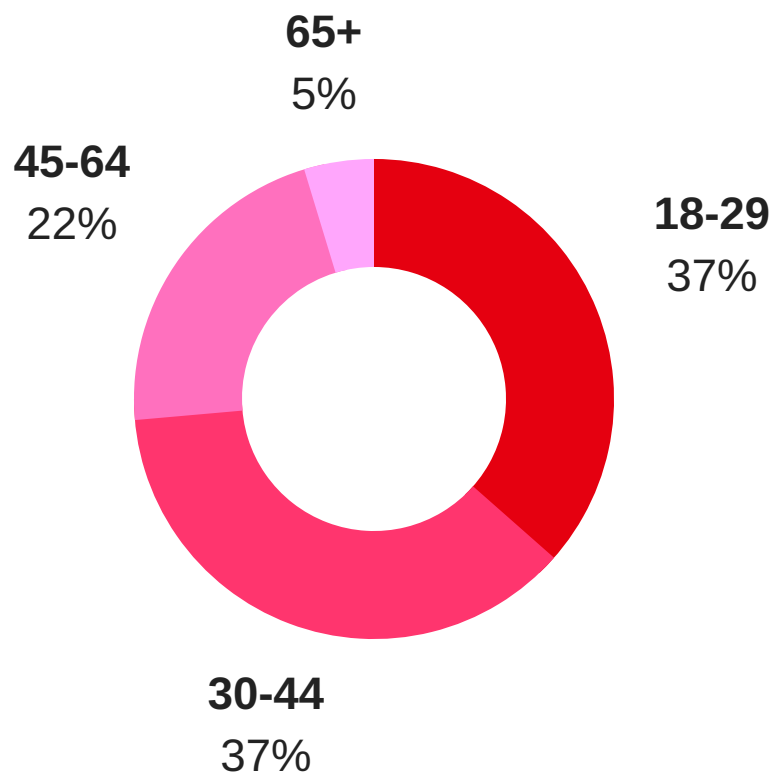
MMA fans are hard-working achievers, leading households and making major purchasing decisions to support their families and their active lifestyles. This combination makes them the perfect group to engage through well thought-out sponsorship activations.



# AGE

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Age Breakdown | MMA Fans



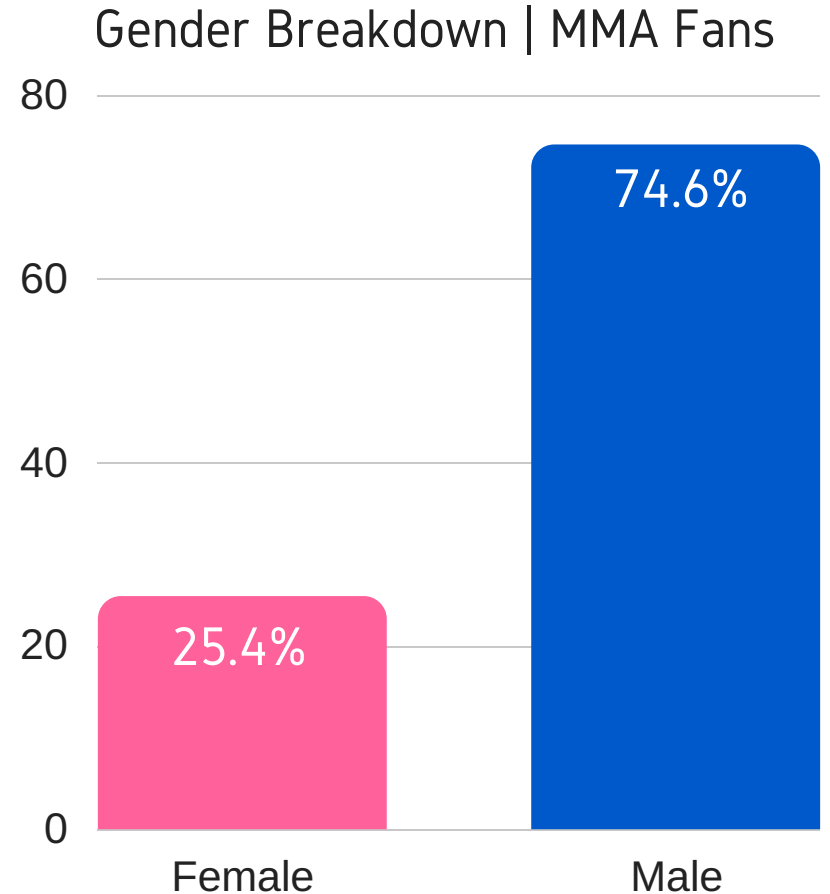
# 73.6%

of our fans are between the ages of 18-44, making them one of the youngest audiences in all of sports.

# GENDER

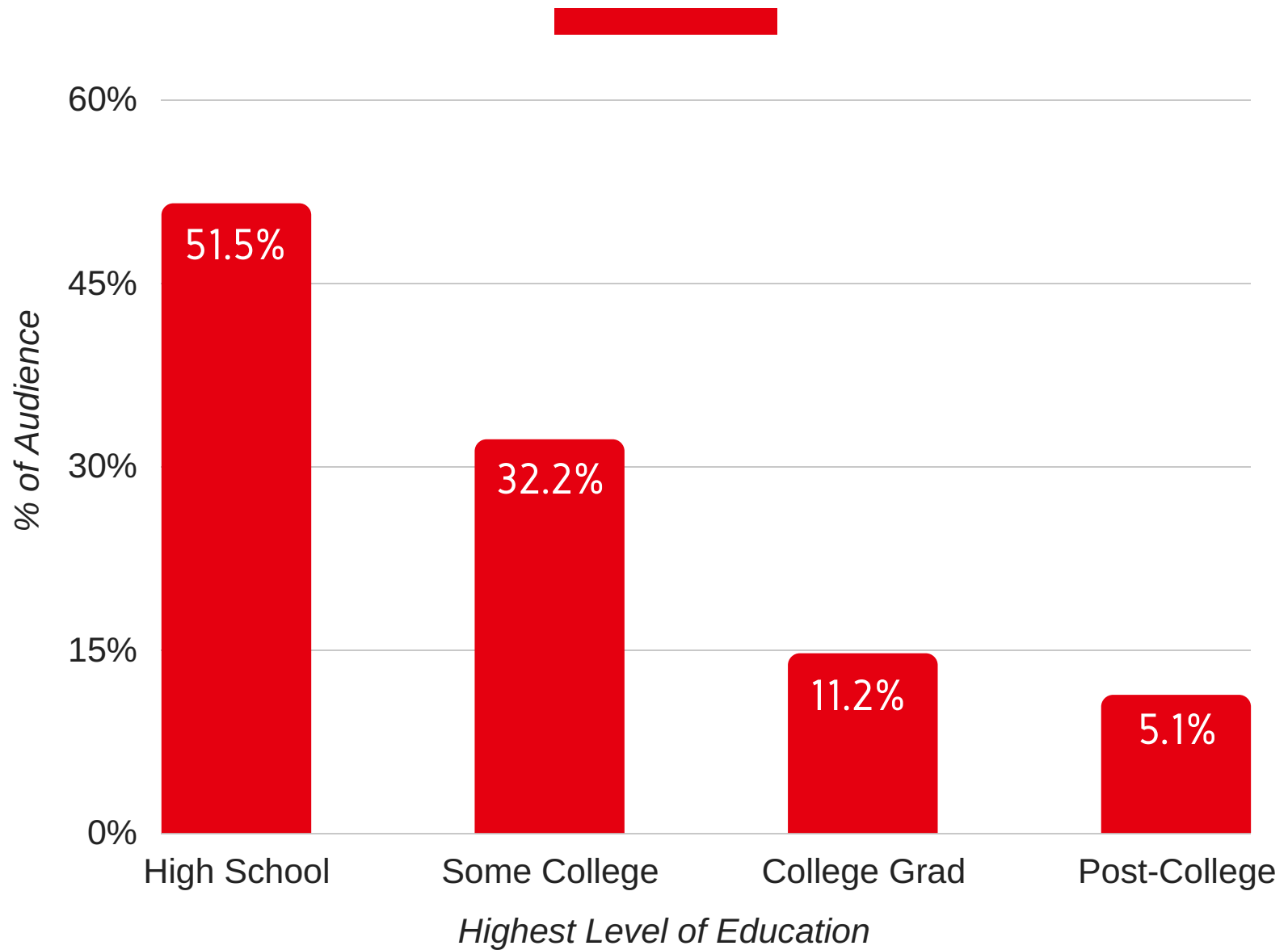
74.6%

of our fans are male, one of the highest concentrations of male fans across all professional sports.

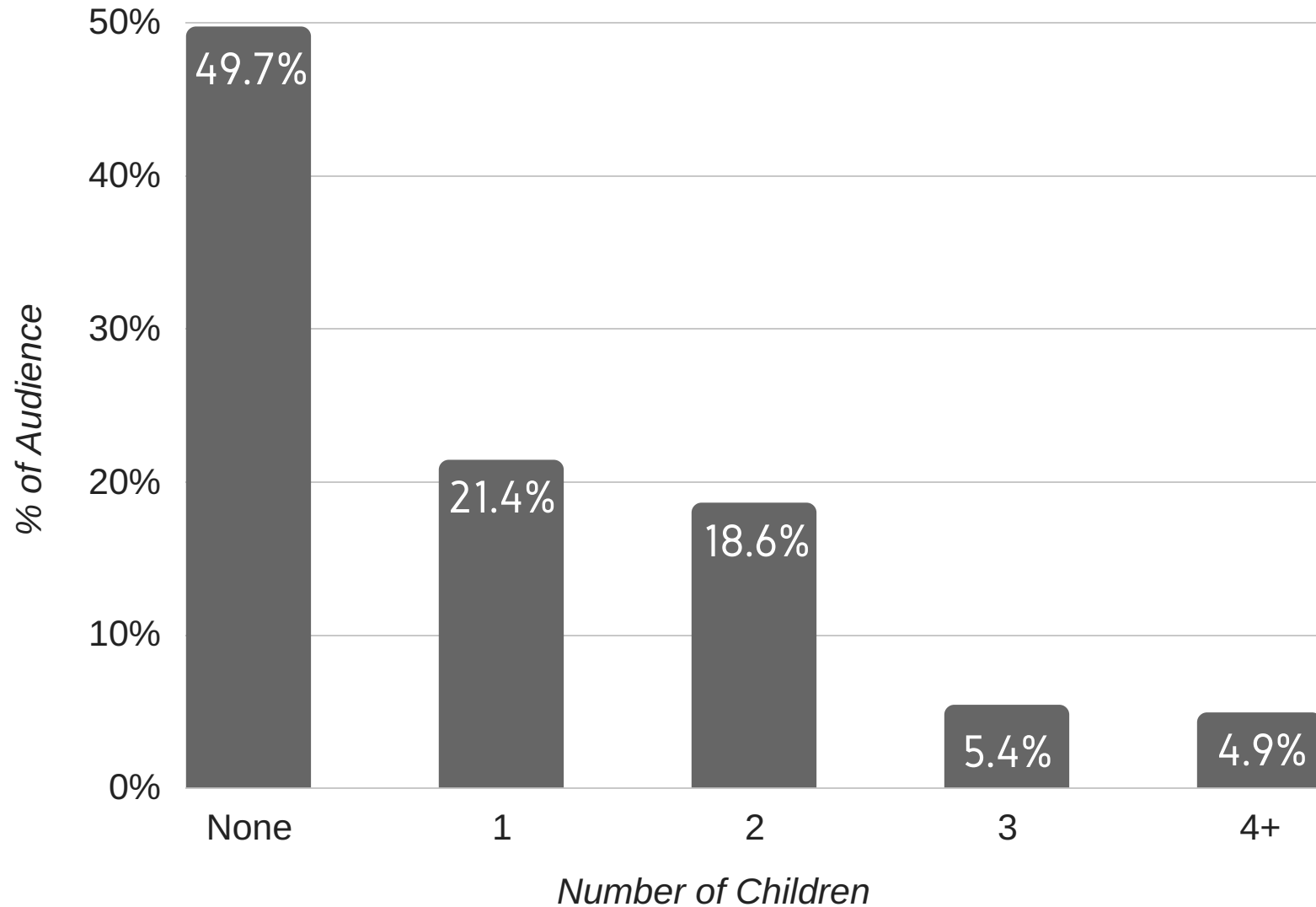




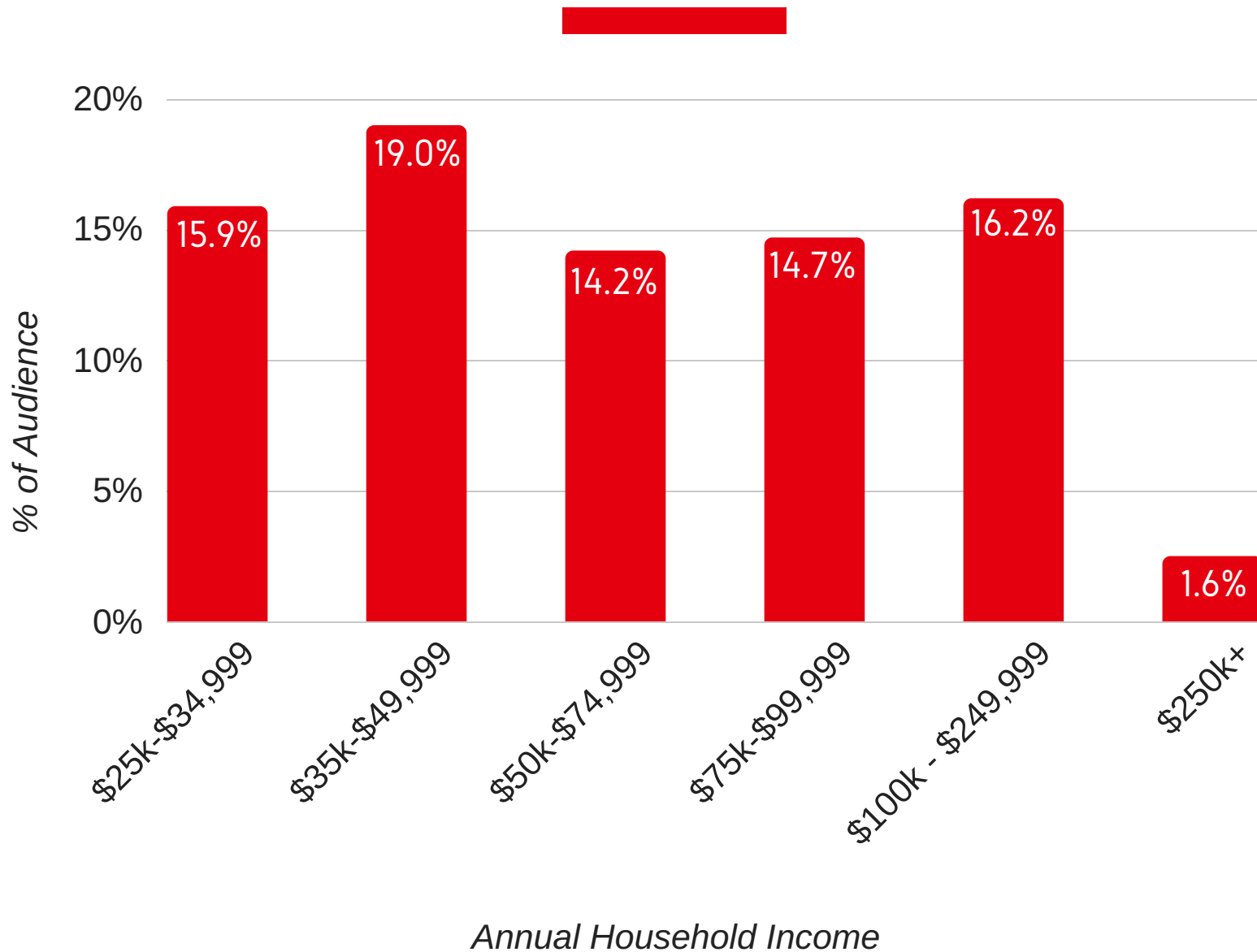
# EDUCATION



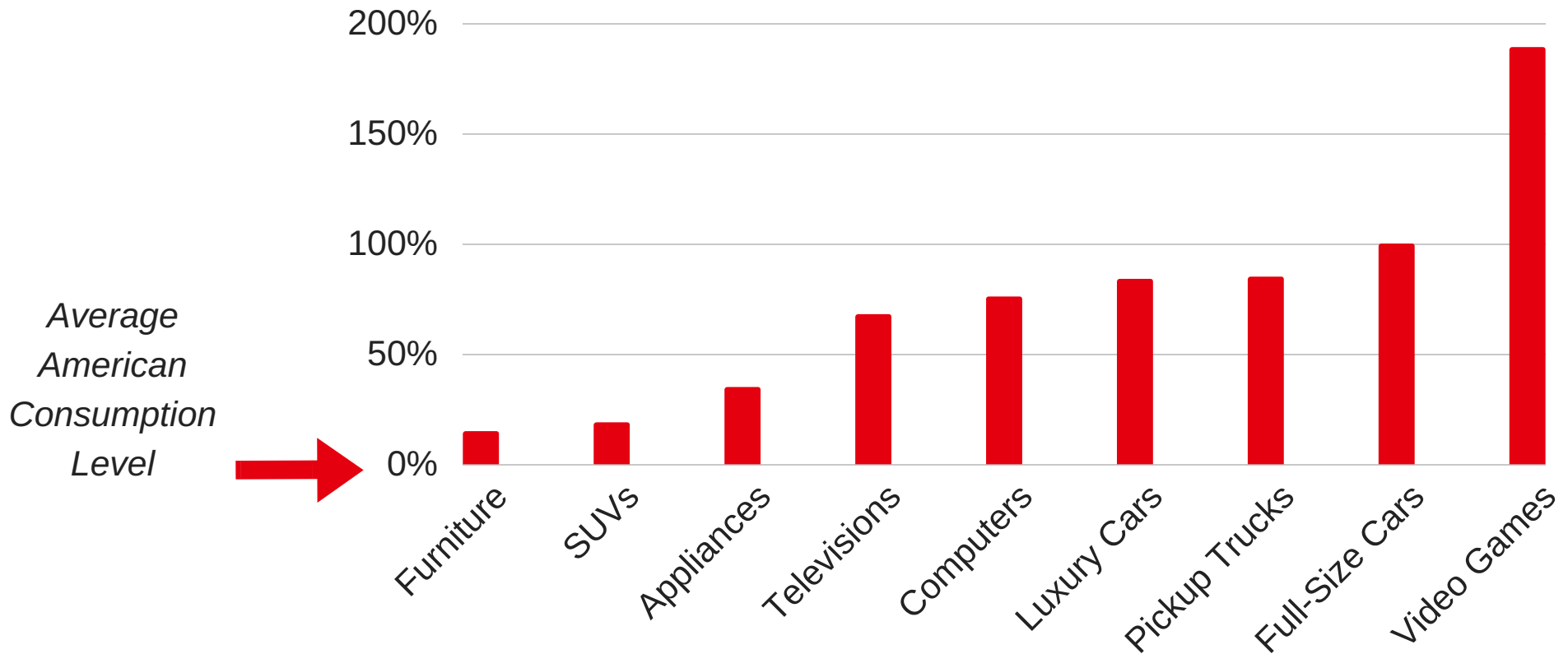
# PARENTAL STATUS



# HOUSEHOLD INCOME



# CONSUMPTION HABITS



Our fans have disposable income and have no problem with it being spent. This graph shows how much more likely our fans are to purchase certain types of goods over that of the average American consumer.



“No advertising campaign will get you the kind of credibility that a meaningful experience will.”

-Geoff Cotrill, CEO-Converse





# THE OPPORTUNITY

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Partners of Primal Fight League have the unique opportunity to engage their audience directly, and create meaningful, lasting impressions on current clients and prospects alike.

Primal Fight League understands that any marketing or advertising investment is a major decision. As such, we are focused on building activations for our sponsors that contain a custom mix of assets and initiatives specifically designed to help you achieve your objectives. There are no generic "take it or leave it" packages here. No choosing between "Silver", "Gold", or "Platinum" options.

We only succeed when our partners succeed, which is why we are so focused on creating the perfect activation to fit your needs and budget.

After initial conversations regarding your company's main objectives and budget, we will outline a few suggested sponsorship activations with your goals in mind. Of course, these options may be customized to ensure they align directly with your desired outcomes.





# THANK YOU!

There is tremendous opportunity for you to create a strong, lasting impression on thousands of potential customers through a partnership with Primal Fight League.

We welcome any questions or comments you may have about this proposal, and look forward to continuing our conversation soon.

Kelly Bertog | Head of Sponsorships

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