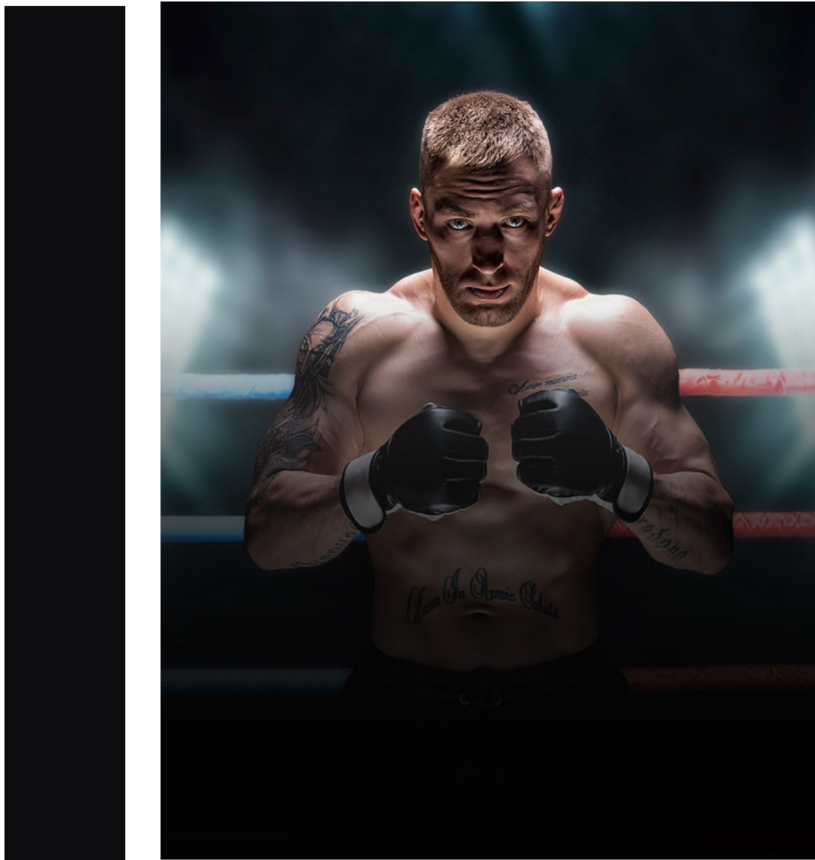


# SPONSORSHIP PROPOSAL



Join us as a valued sponsor at "The Fight Night" - an electrifying combat sports event that brings together high-caliber fighters and a diverse, passionate audience. Leverage this platform to increase brand visibility, engage with a dynamic community, and align your organization with the indomitable spirit of competition and sportsmanship.



**WARRIOR**  
FIGHTING CHAMPIONSHIP





# CHAMPION

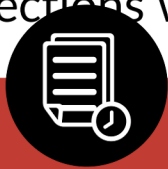
Mixed martial arts ( MMA ), sometimes referred to as cage fighting, no holds barred ( NHB ), and ultimate fighting, is a full-contact combat sport based on striking, grappling and ground fighting



# About Us



At Warrior Fighting Championship, we celebrate the spirit of competition, honor the skill of combat, and cherish the connections we create within our community.



## Strategy

Our strategy is to elevate the profile of combat sports within our region and beyond. By hosting high-profile events like Fight Night, we provide a platform for local and regional fighters to showcase their skills and attract a broader audience to the sport. We are dedicated to promoting a sense of community around these events, fostering relationships with our fans, our fighters, and our sponsors, who are integral to the success of our endeavors.



## Goals

Our goal is to produce unforgettable experiences that thrill fans and support athletes. We strive to nurture and develop local talent, giving athletes the exposure and opportunities they need to grow in their careers. Ultimately, we aim to position Warrior Fighting Championship as the premier combat sports promoter in the region, known for high-quality events, strong community engagement, and a commitment to the sport and its athletes.



## Success

Since our inception, we have seen success in the growth of our events, the development of our athletes, and the response from our community. We have staged multiple successful events, each surpassing the last in terms of audience reach, athlete performance, and sponsor involvement. Our success is measured not only in ticket sales and online views but also in the positive impact we have on our community and the advancement of the athletes we support.

# Event Schedule

Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc. They are also known as catalogs or pamphlets and are usually created to communicate a message to a wide variety of audiences.

## **FRIDAY: Weigh-ins and Ring Girl Competition**

Kick off the thrilling weekend with the official weigh-ins, where fighters face off for the first time, building anticipation for the fights to come. But the excitement doesn't end there. Stick around for our dazzling Ring Girl Competition. Watch as contestants vie for the coveted role, bringing charisma, beauty, and a love for the sport. This is an evening of anticipation and entertainment that sets the tone for the entire weekend.

## **SATURDAY: FIGHT NIGHT**

The day we've all been waiting for - FIGHT NIGHT! Experience the raw power, agility, and strategic prowess of our warriors in the ring. From the opening bout to the main event, every match promises to deliver high-octane action. Feel the thrill of the crowd, the tension in the air, and the exhilaration that only a night of top-tier combat sports can provide. This is the heart of Warrior Fighting Championship - a night you won't forget.

## **SUNDAY: Recap and Fan Appreciation**

As the dust settles on an unforgettable weekend, we don't want to leave our fans behind. Sunday is dedicated to fan appreciation. We'll be sending out a comprehensive recap of all the fights, keeping the excitement alive while offering in-depth analysis of the night's events. And to show our gratitude for your unwavering support, we'll be offering early bird tickets for our next event at a special discounted rate. It's our way of saying thank you and ensuring you continue to be part of our Warrior Fighting Championship family. This is more than a wrap-up, it's an invitation to stay engaged and look forward to the next adrenaline-filled event.



# Event Highlight

Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc. They are also known as catalogs or pamphlets and are usually created to communicate a message to a wide variety of audiences.



## Virtual Event

For the first time ever, The Fight Night will also be a fully interactive, live-streamed event. We understand that not everyone can join us in person, so we're bringing the electrifying atmosphere of FIGHT NIGHT straight to you, no matter where you are. Our high-definition livestream will capture every punch, every cheer, and every moment of victory, delivering an immersive experience straight to your screens.

In addition, to live fights, the virtual experience will offer exclusive behind-the-scenes access, interactive elements, and live fan polls and chats. This goes beyond watching the event – it's about being part of the Warrior Fighting Championship community, experiencing the raw emotion, and sharing in the thrill of the fight, virtually.



## Media Coverage

The Fight is set to be a media phenomenon. With an anticipated reach and frequency touching a rating of 9+, our event will enjoy comprehensive coverage across a range of media outlets – local, regional, and national. Expect to see previews, live coverage, post-fight analysis, fighter profiles, and more, across print, digital, and broadcast media.

In addition, our dedicated social media channels will be buzzing with updates, exclusive content, fan interactions, and live reactions. Through strategic partnerships with major media outlets, we are amplifying the exposure of our event, our fighters, and our sponsors, reaching millions of viewers and making The Fight is a combat sports event to remember.

Be a part of this extraordinary spectacle, either in person or from the comfort of your home, and become part of Warrior Fighting Championship history.

# Package



## **Bantamweight "Title" Sponsorship - \$25,000**

**Our premier sponsorship tier, named after the top weight class of 2023. As a Bantamweight Sponsor, you get:**

- Recognition as the event's Title Sponsor
- Prominent logo placement on all promotional materials, event signage, cage signage, and video monitors
- Opportunity to present a keynote speech at the event
- Optional intermission video message
- 10 VIP tickets (including Club Level Pre-Fight Access), plus 25 additional general admission tickets
- Direct mentions in all media communications, email broadcasts, and dedicated social media promotion with event-specific hashtags
- 2 Warrior shirts and hats



## **Heavyweight Sponsorship - \$15,000**

**Appeal to fans of high-powered clashes. As a Heavyweight Sponsor, you get:**

- Logo placement on select promotional materials, event signage, cage signage, and video monitors
- Opportunity to host a photo booth or display at the event with your branding
- Optional intermission video message
- 10 VIP tickets, plus 15 additional general admission tickets
- Inclusion in select media communications, email broadcasts, and social media promotion with event-specific hashtags
- 2 Warrior shirts and hats



# Package



## Lightweight Sponsorship - \$10,000

Align your brand with some of the world's best fighters. As a Lightweight Sponsor, you get:

- Logo placement on select event materials, cage signage, and video monitors
- Opportunity to distribute promotional materials at the event
- Optional intermission video message
- 10 VIP tickets, plus 10 additional general admission tickets
- Inclusion in select email broadcasts and social media recognition with event-specific hashtags
- 2 Warrior shirts and hats



## Welterweight Sponsorship - \$5,000

Experience a comprehensive sponsorship package offering wide visibility. As a Welterweight Sponsor, you get:

- Logo placement on select event materials, cage signage, and video monitors
- Optional intermission video message
- 10 VIP tickets, plus 5 additional general admission tickets
- Inclusion in select email broadcasts and social media mention with event-specific hashtags
- 2 Warrior shirts and hats



## Featherweight Sponsorship - \$1,000

Make strategic, swift, and impactful moves. As a Featherweight Sponsor, you get:

- 2 VIP tickets, plus 2 additional general admission tickets
- Inclusion in select email broadcasts, social media branding, and advertising with event-specific hashtags
- 2 Warrior shirts and hats

# Sponsorship Election Page

Thank you for considering sponsorship for The Fight at The Citadel. We are excited about the opportunity to partner with you. To finalize your sponsorship election, please fill out the following information:



## Sponsorship Selection

### Please select your sponsorship level:

- Bantamweight "Title" Sponsorship - \$25,000
- Heavyweight Sponsorship - \$15,000
- Lightweight Sponsorship - \$10,000
- Welterweight Sponsorship - \$5,000
- Featherweight Sponsorship - \$1,000

### Company Information:

**Company Name:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**City/State/ZIP:** \_\_\_\_\_

**Website:** \_\_\_\_\_

### **Brand Compliance**

Please provide us with any specific brand compliance guidelines or a website where these can be found:

Website: \_\_\_\_\_



# Sponsorship Election Page II



## Sponsorship Selection

### Primary Point of Contact

**Full Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

### Media and Event Coordination

**Please provide a primary point of contact for the coordination of media and event activities:**

**Full Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

By signing below, you confirm your understanding and agreement to the terms of the chosen sponsorship package.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please return the completed form to our sponsorship team at [events@warriorfightingchampionship.com](mailto:events@warriorfightingchampionship.com)

We look forward to welcoming you to the Warrior Fighting Championship family!  
Once we receive this completed form, our sponsorship team will contact you to finalize the details and answer any questions you may have. Thank you again for your support!

# Sponsorship Terms & Conditions

## **\*\*SPONSORSHIP AGREEMENT\*\***

THIS SPONSORSHIP AGREEMENT (the "Agreement") is made and entered into as of this \_\_\_\_\_ day of \_\_\_\_\_, 2023 (the "Effective Date"), by and between \_\_\_\_\_, a company incorporated under the laws of \_\_\_\_\_, (the "Sponsor"), and Warrior Fighting Championship, a fight promotion company incorporated under the laws of \_\_\_\_\_, (the "Company").

**\*\*WHEREAS\*\***, the Company is engaged in the business of providing local fighting entertainment events, known as the "Warrior Fighting Championship";

**\*\*WHEREAS\*\***, the Sponsor desires to become a sponsor for the Warrior Fighting Championship, and the Company is willing to grant such rights under the terms and conditions herein.

**\*\*NOW, THEREFORE\*\***, in consideration of the mutual covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

- \*\*SPONSORSHIP\*\***: The Sponsor agrees to sponsor the Warrior Fighting Championship, as further described in Exhibit A attached hereto.
- \*\*SPONSORSHIP FEE\*\***: In consideration for the sponsorship rights granted herein, the Sponsor shall pay the Company a sponsorship fee as described in the Sponsor Election Page attached hereto.
- \*\*RIGHTS AND OBLIGATIONS OF THE SPONSOR\*\***: The Sponsor shall have the rights and obligations as set forth in Exhibit C attached hereto.
- \*\*RIGHTS AND OBLIGATIONS OF THE COMPANY\*\***: The Company shall have the rights and obligations as set forth in Exhibit D attached hereto.
- \*\*TERM\*\***: The term of this Agreement shall commence on the Effective Date and continue until the final event of the night unless earlier terminated as provided herein.
- \*\*TERMINATION\*\***: Either party may terminate this Agreement upon a material breach by the other party, provided that the breaching party is given written notice and a reasonable opportunity to cure the breach.
- \*\*INDEMNIFICATION\*\***: Each party agrees to indemnify and hold harmless the other party from and against any and all claims, damages, liabilities, costs and expenses arising out of the breach of any warranty, representation or agreement made herein.



# Sponsorship Terms & Conditions

8. **\*\*GOVERNING LAW\*\***: This Agreement shall be governed by and construed in accordance with the laws of \_\_\_\_\_.

IN WITNESS WHEREOF, the parties have executed this Sponsorship Agreement as of the date first above written.

\_\_\_\_\_  
(Sponsor)

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

\_\_\_\_\_  
(Warrior Fighting Championship)

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

This document is a basic example of a sponsorship agreement and it may not address all legal issues that could be pertinent to your situation. Consulting with a professional legal advisor is recommended to ensure all necessary terms are included and the agreement is legally enforceable in your jurisdiction.

The Exhibit A, B, C and D will specify more detailed information about the sponsorship rights, the sponsorship fee, rights and obligations of both the Sponsor and the Company.

# Sponsorship Terms & Conditions

## **\*\*EXHIBIT A\*\***

### **\*\*SPONSORSHIP RIGHTS\*\***

1. **\*\*TITLE SPONSORSHIP\*\***: The Sponsor shall be designated as the Title Sponsor of the Warrior Fighting Championship (the "Event") and shall have the right to use the following title in all references to the Event: "[Sponsor's Name] Presents the Warrior Fighting Championship".
2. **\*\*BRANDING AND LOGO PLACEMENT\*\***: The Sponsor's branding and logo shall be prominently displayed on all marketing and promotional materials related to the Event, including, but not limited to, digital and print advertisements, press releases, event signage, banners, posters, tickets, and programs.
3. **\*\*SOCIAL MEDIA AND WEBSITE\*\***: The Sponsor's logo and website link shall be featured on the Event's official website and social media platforms. The Company agrees to post a certain number of posts per month promoting the Sponsor during the term of the Agreement, as further detailed in Exhibit B.
4. **\*\*MERCHANDISE\*\***: The Sponsor's logo shall be included on official Event merchandise, including, but not limited to, T-shirts, caps, and memorabilia.
5. **\*\*EVENT PARTICIPATION\*\***: The Sponsor shall have the opportunity to present at the Event, subject to the Company's approval of the Sponsor's presentation content.
6. **\*\*VIP ACCESS\*\***: The Sponsor shall receive VIP access to the Event, including premium seating and backstage access.
7. **\*\*ADDITIONAL RIGHTS\*\***: Additional rights and opportunities may be provided to the Sponsor as mutually agreed upon by the Parties and as detailed in Exhibit B.

**\*\*NOTE**: The exact locations, size, and manner of the Sponsor's branding and logo placements will be subject to the Company's approval and in compliance with any applicable laws and regulations.

# Sponsorship Terms & Conditions

## **\*\*EXHIBIT B\*\***

### **\*\*SPONSORSHIP FEE AND ADDITIONAL RIGHTS\*\***

1. **\*\*SPONSORSHIP FEE\*\***: The Sponsor agrees to pay the Company a total sponsorship fee of \_\_\_\_\_ USD. This fee shall be payable in \_\_\_\_\_ installments of \_\_\_\_\_ USD each, with full balance due 4 weeks prior to event.

2. **\*\*ADDITIONAL RIGHTS\*\***: In addition to the rights listed in Exhibit A, and subject to the Sponsor's payment of the sponsorship fee, the Sponsor will receive the following additional rights:

a. **\*\*Broadcast and Streaming Rights\*\***: The Sponsor's logo and promotional material will be included in all live broadcasts and online streaming of the Event. The Sponsor will also be recognized verbally during broadcasts at predetermined intervals.

b. **\*\*Event Signage\*\***: The Sponsor will be provided with signage rights at the Event venue. The size and placement of such signage will be mutually agreed upon by the Parties.

c. **\*\*VIP Hospitality\*\***: The Sponsor will be entitled to a predetermined number of VIP passes for each Event during the term of this Agreement, allowing access to exclusive areas of the Event venue.

d. **\*\*Social Media Promotions\*\***: The Company agrees to post a minimum of \_\_\_\_\_ dedicated posts per month promoting the Sponsor on the Event's official social media accounts.

3. **\*\*LATE PAYMENT\*\***: If any installment of the Sponsorship Fee is not received by the Company by the due date, a late fee of \_\_\_\_\_% of the unpaid amount will be due immediately.

The rights provided in this Exhibit B are conditional upon the Sponsor's timely payment of the Sponsorship Fee and compliance with all other terms and conditions of the Agreement.



# Sponsorship Terms & Conditions

## \*\*EXHIBIT C\*\*

### \*\*RIGHTS AND OBLIGATIONS OF THE SPONSOR\*\*

1. **\*\*PAYMENT OF SPONSORSHIP FEE\*\***: The Sponsor agrees to pay the Sponsorship Fee to the Company in accordance with the terms set out in Exhibit B of this Agreement.
2. **\*\*USE OF EVENT MARKS\*\***: The Sponsor shall have the right to use the Event's name, logo, and associated trademarks (the "Event Marks") solely in connection with the promotion of the Event and subject to the Company's prior written approval.
3. **\*\*COMPLIANCE WITH LAWS AND REGULATIONS\*\***: The Sponsor shall comply with all applicable laws and regulations in fulfilling its obligations under this Agreement.
4. **\*\*PROVISION OF SPONSOR MARKS\*\***: The Sponsor shall provide the Company with all necessary artwork and digital files associated with its corporate logo and branding ("Sponsor Marks") in a timely manner for use in promoting the Event.
5. **\*\*CONDUCT\*\***: The Sponsor shall conduct itself in a manner that upholds the reputation and image of the Event, and shall not act in any way that negatively impacts the Event or the Company.
6. **\*\*INSURANCE\*\***: The Sponsor shall maintain adequate insurance coverage for its activities in connection with the Event, and shall provide the Company with evidence of such insurance upon request.
7. **\*\*APPROVALS AND CONSENTS\*\***: The Sponsor shall obtain all necessary approvals and consents for the use of any third-party materials or intellectual property in connection with the Sponsor's activities related to the Event.
8. **\*\*INDEMNIFICATION\*\***: As specified in the Agreement, the Sponsor agrees to indemnify the Company against any claims or damages arising out of the Sponsor's activities in connection with the Event.