



PARTNERSHIP PROPOSAL



Nation Towers
8th December 2019

Abu Dhabi
United Arab Emirates



PROPOSAL STAGE 1

Title Sponsorship of the 12th
Annual World Mixed Martial Arts
Awards in Las Vegas 2020







Pre Event

- Press Conference in Abu Dhabi to be held in advance of event to announce the Title Sponsorship.
- VIP Gala Dinner to be held where Nominees of each award category for 2020 will be announced in order to launch the Global Voting.
- Fighters Only to bring 2 Major Award winners from the 2019 Awards to showcase their awards and present during the Press Conference.
- Meet and greets, training Seminars and Public Appearances can be made whilst in Abu Dhabi.

Event Promotion

- Title Sponsor rights and provisions as per Partnership Presentation.

Post Event (to be held during fight week for UFC Abu Dhabi in August 2020)

- Press Conference in Abu Dhabi to be held at The Emirates Palace in order to announce the Partnership between Fighters Only and The Abu Dhabi Department of Culture and Tourism.
- Fighters Only to arrange for the attendance of the Global Media Sources and Press for Mixed Martial Arts, including mainstream outlets ESPN, NBC and CBS.
- Press Conference can be streamed live across the world.
- Fighters Only to arrange for at least 2 Major Winners from the 2020 Awards to be present in order to announce the Partnership.
- Gala Dinner to be held for all Press Conference attendees to celebrate the announcement of the World Mixed Martial Arts Awards now being a part of the Global Mecca for Mainstream Sports and Tourism, Abu Dhabi.

Total Cost: \$1,500,000

In addition, we would need the following support from other partners:

Etihad Airways to be the Official Airline Sponsor of the 12th Annual World MMA Awards (We need a relationship with the National Airline of the UAE as part of our partnership with Abu Dhabi in order to strengthen the provisions needed to make a top class event. We want to associate travel to Abu Dhabi for participation in mainstream sports events with Etihad to the mass audiences viewing our content and media).



PROPOSAL STAGE 2

Leaving the “Fight Capital of The World” to move to the “Global Sports Capital of The World”





Commercial Proposal

5 Year term holding events in **2021, 2022, 2023, 2024, 2025.**

Cost of Event per Year:

2021:	\$2,500,000
2022:	\$2,500,000
2023:	\$3,000,000
2024:	\$3,500,000
2025:	\$4,000,000

- A payment upon agreement of partnership equating to 10% of the overall term made as a commitment upon signature.

Payment upon Signing Agreement:

\$1,550,000



PROPOSAL STAGE 3

Additional Provisions and
Associated Needs





Etihad Airways to be the Official Airline Sponsor of the World MMA Awards

- Etihad (National Airline of the UAE) to be the official Airline Sponsor
- In return for an agreed number of flights (across Cabin Classes) from International Destinations including the US and UK, Fighters Only will provide branding and exposure across TV, Social, Radio and Print media globally in line with the Partnership Provisions Presentation.
- In addition, Fighters Only will provide License Free broadcast footage of the World MMA Awards show to Etihad for their Video Menu Content.
- Flights will be used to transport Celebrity Attendees, Fighters, Awards Winners and key Fighters Only Staff and Executives to and from Abu Dhabi to attend promotional events and production of the World MMA Awards.

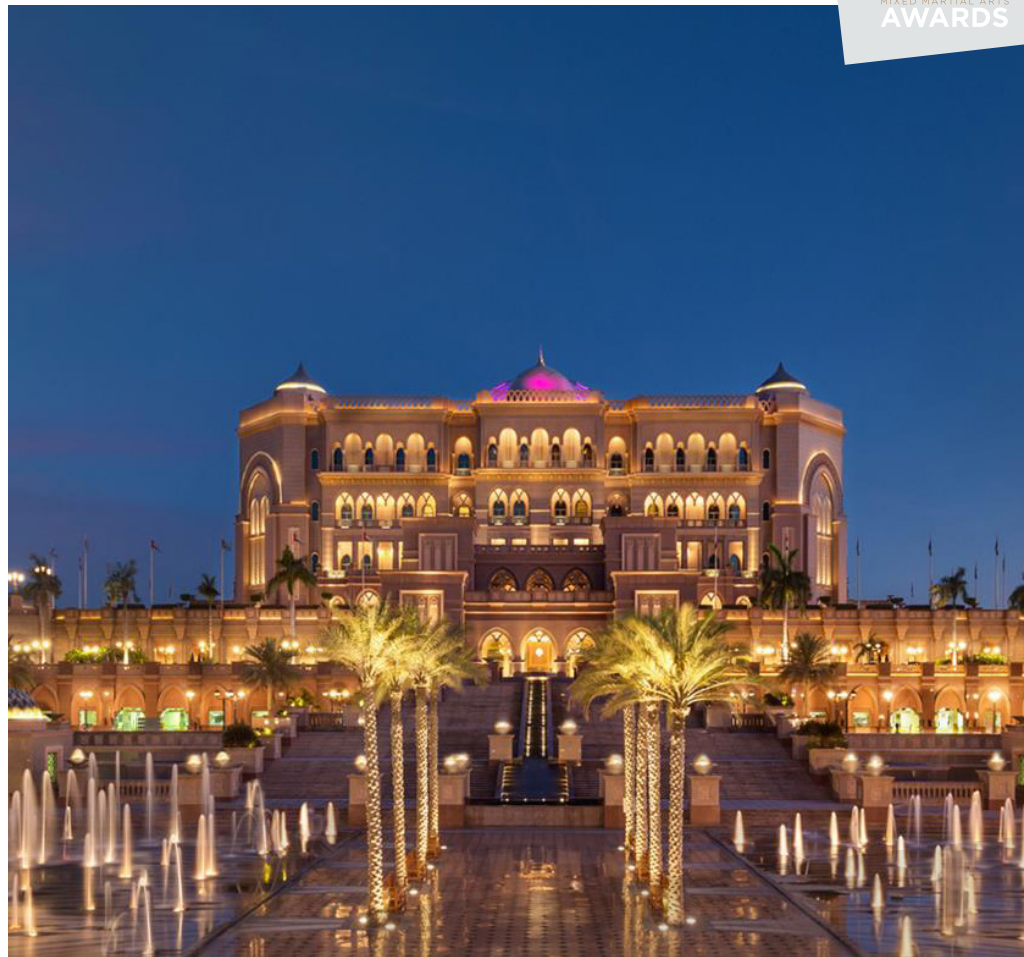
الإتجاه
ETIHAD
A I R W A Y S
ABU DHABI



- We request for 1 Etihad Aircraft (A380 or above) to carry Fighters Only World MMA Awards Livery during the term. Fighters Only to ensure that the aircraft of used within all footage and promotion of The World MMA Awards across, Global TV, Digital and Social Media Promotions. (Revealing the Aircraft at the Press Conference in August 2020 to announce our partnership would have huge press attention) Every Celebrity, Fighter and passenger on the plane would be conditional on them taking a picture of it and posting it across all channels.

The Emirates Palace Hotel as The Official Partner Hotel of the World MMA Awards

- In return for an agreed number of complimentary rooms and dining options as well as live event cost support we would propose to use the Hotel (or any other preferred Abu Dhabi Government owned property) as the venue for the most prestigious event in global mainstream sports and our Official Partner Hotel for Press Conferences and Gala Dinners.





SUMMARY

The goal of the World MMA Awards was to create as much exposure and celebration for the worlds toughest athletes.

Positioning Combat alongside other mainstream sports such as Soccer and Tennis as well providing fame afforded to other genres such as Music and Film whom all have their industry ceremonies, Fighters Only (The Worlds First MMA Media Source) decided to launch the World MMA Awards to celebrate the accomplishments of those involved in the world's fastest growing sport.

Abu Dhabi is a country of huge heritage and culture, and combat sports is embedded within. However, the UAE is also synonymous with luxury and opulence, especially when it comes to travel and tourism.

To amplify the association of the World MMA Awards and Abu Dhabi, we propose to make a gesture that will raise the profile of our award over all others.





The World's Most Expensive Award.