



A PRESENTATION TO

Abu Dhabi
Culture & Tourism





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ISRAEL ADESANYA
UFC MIDDLEWEIGHT
WORLD CHAMPION





EVENT OVERVIEW





Introduction

The Fighters Only World Mixed Martial Arts Awards show – now in its 12th year – is a unique event within the MMA industry.

- Created to **celebrate and showcase** achievements in MMA
- The event is the sport's only **awards show**
- The finale is a **lavish extravaganza** produced in the spirit of the Oscars.
- Has been **hosted annually** in Las Vegas since 2008
- **530,000 fan votes** were cast in 2019
- There are **22 award categories**.
- Attended by the **most highly acclaimed fighters** from around the world

Hollywood star Steven Seagal and referee Herb Dean presenting an award



DANA WHITE
UFC PRESIDENT



Award nominees and winners are decided by the votes of MMA fans worldwide, who are reached via global multimedia outlets driven by the world's premier MMA magazine, Fighters Only.



Date & Location

The 12th Annual Fighters Only World MMA Awards show will be held at The Pearl at The Palms Casino Resort, Las Vegas, in early 2020.

- Hollywood superstar, **Dolph Lundgren** hosted the 2019 show
- The 2020 show will be **broadcast nationally** in the US
- **22 Award Categories** will be presented by hand-picked celebrities
- The most **celebrated MMA showpiece** on the planet will be bursting with guests and VIPs



DOLPH LUNDGREN
ACTOR &
HOLLYWOOD
LEGEND

The voting process, winner announcements and televised awards show are marketed around the world, allowing Presenting Sponsors the opportunity to reach millions of MMA fans with their branding message.

The Palms Casino is the current home of the World MMA Awards





Organized By...

This glittering MMA event is organized by Fighters Only, the world's leading MMA magazine and the original publication of its kind within the sport.



The World MMA Award was first cast back in 2009





Celebrity Guests

The World MMA Awards attracts HUGE fans including celebrity guests from the worlds of sport, entertainment, movies and music.





A List Entertainment Integration

The sport of mixed martial arts is enjoyed by a wide range of celebrity stars. The opportunity for non-endemic athlete/celebrity integration is a huge part of the World MMA Awards show.

To increase mainstream viewership we will provide live and televised performances from the world's leading musical acts.



PROSPECTIVE ARTIST
RAGE AGAINST THE
MACHINE



PROSPECTIVE ARTIST
RED HOT CHILI
PEPPERS



Exclusive VIP Experience



By being a title sponsor of the World MMA Awards, you will have exclusive opportunities to create VIP experiences, to socialise and celebrate with world champion athletes and celebrities alike.



Be part of the televised event with VIP opportunities to present awards to the athletes





Event Details To Date

2008	2009	2010	2011	2013	2014	2015	2016	2017	2018
DATE December 31st 2008 (Year 1)	DATE December 30th, 2009 (Year 2)	DATE December 1st, 2010 (Year 3)	DATE November 30th 2011 (Year 4)	DATE January 11th, 2013 (Year 5)	DATE February 7th, 2014 (Year 6)	DATE January 30th, 2015 (Year 7)	DATE February 5th, 2016 (Year 8)	DATE March 2nd, 2017 (Year 9)	DATE July 3rd, 2018 (Year 10)
LOCATION A non-live event	LOCATION Hard Rock Hotel & Casino, Las Vegas, NV	LOCATION The Palms Casino Resort, Las Vegas, NV	LOCATION The Palms Casino Resort, Las Vegas, NV	LOCATION Hard Rock Hotel & Casino, Las Vegas, NV	LOCATION The Venetian Casino Resort, Las Vegas, NV	LOCATION The Venetian Casino Resort, Las Vegas, NV	LOCATION The Venetian Casino Resort, Las Vegas, NV	LOCATION The Venetian Casino Resort, Las Vegas, NV	LOCATION The Palms Casino Resort, Las Vegas, NV
VENUE Awards acceptance by video, aired virally	VENUE The Joint	VENUE The Pearl at The Palms	VENUE The Pearl at The Palms	VENUE The Joint	VENUE The Venetian Theatre	VENUE The Venetian Theatre	VENUE The Venetian Theatre	VENUE The Venetian Theatre	VENUE The Pearl at The Palms
	TV PARTNER Versus	TV PARTNER Versus	TV PARTNER Fox Sports & Fuel TV	TV PARTNER Fox Sports & Fuel TV	TV PARTNER Fox Sports & Fox Sports 2	TV PARTNER Fox Sports & Fox Sports 2	TV PARTNER Fox Sports & Fox Sports 2	TV PARTNER Fox Sports & Fox Sports 2	TV PARTNER Fox Sports Network

LAST YEAR'S EVENT

2019

DATE
July 3rd, 2019 (Year 11)

LOCATION
The Palms Casino Resort, Las Vegas, NV

VENUE
The Pearl at The Palms

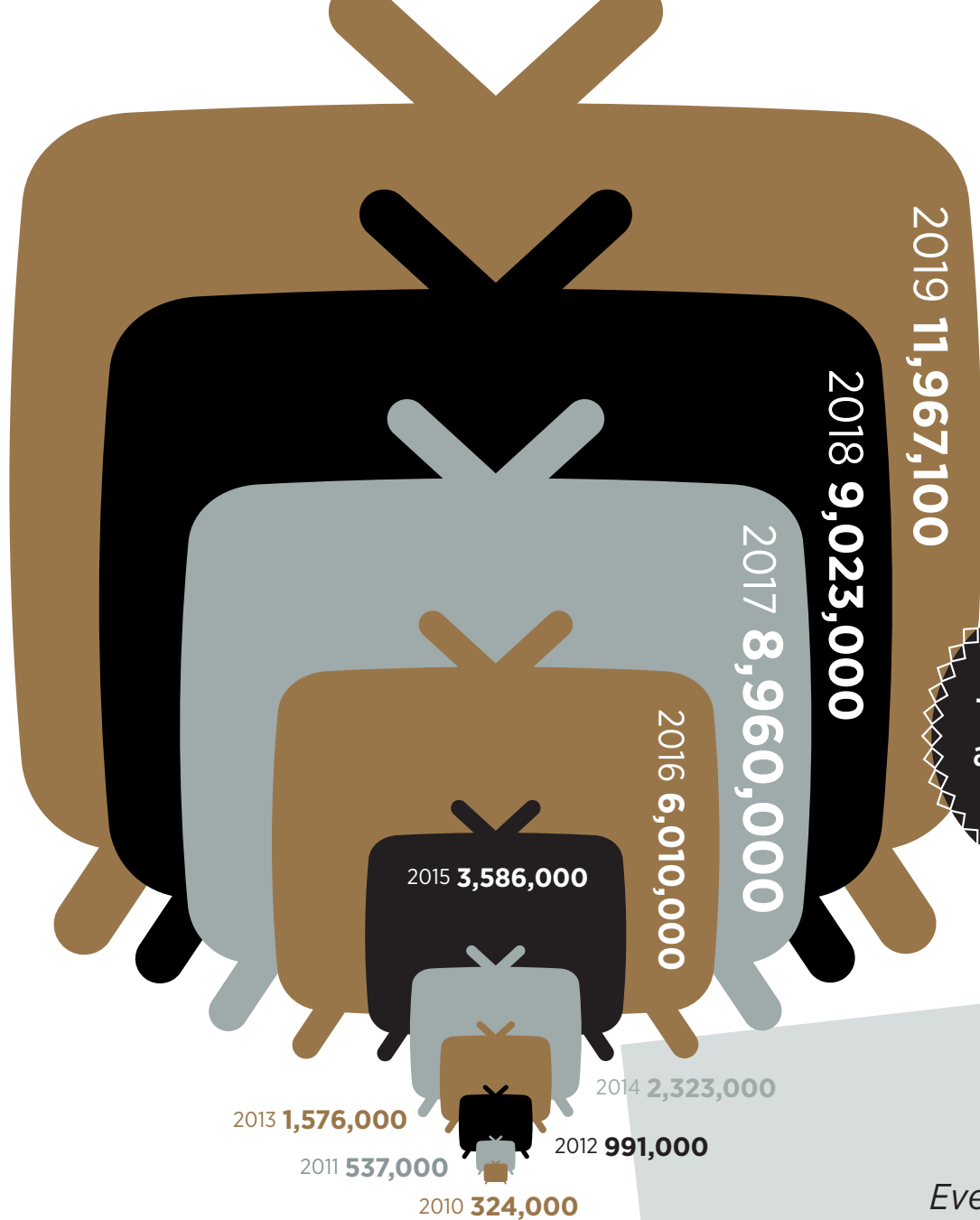
TV PARTNERS
CBS Sports Network, NBC Sports & ESPN+



Annual Viewing Figures

US Sports Network
2018 vs 2017
Demographic Growth

- 500% increase** in ratings
P 18-49
- 800% increase** in ratings
M 18-34
- 167% increase** in ratings
M 25-54



Growth in TV viewership and fan voting year-on-year.



SPONSORSHIP OVERVIEW





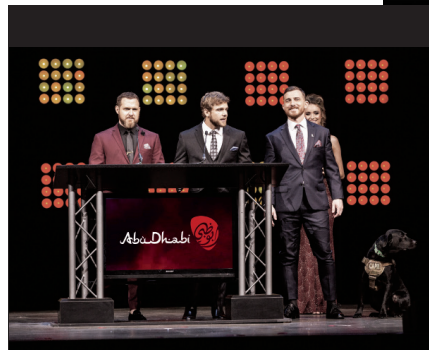
Title Sponsor

The Title Sponsorship for the 2020 Fighters Only World Mixed Martial Arts Awards includes the following program platform elements.

Overall Branding

- Presenting title rights for the Event and televised broadcast
- Category exclusivity
- Premier logo placement
- Branding within all worldwide public relations and marketing material generated for the Event
- A customized B-roll media package that will be shared with all interested news and media outlets

- Inclusion in all Event-related pre-roll video clips, press releases, articles, photo shoots, etc
- Presenting title rights for a live-streamed pre-event show
- Global advertising with Fighters Only Magazine



A great mix of TV, film, MMA and sport stars presenting the awards



TORRIE WILSON
FORMER WWE PRO
WRESTLER & MODEL



**RONDA ROUSEY
AND JON JONES
FOR ILLUSTRATED
PURPOSE ONLY**

ALSO:

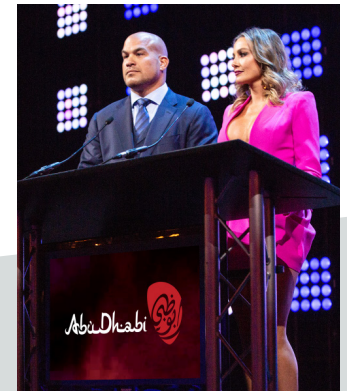
- Lower thirds and digital on-screen graphics featured during televised broadcast, additionally shown throughout entire category video roll payout.
- On-podium graphic during sponsored category.



TV Advertising

Premier logo placement throughout the broadcast. Televised awards highlight show air dates will be performed over the eight weeks following the live event, and will include the following assets:

- Segment bumpers from/to commercials in all breaks
- Show opening voiceover intro
- Show opening hosted intro.
- Exclusive broadcast intro/outros
- Three 30-second TV commercial spots during all broadcasts
- During red carpet segment and award recipient speeches (show credits)



Award presenter & MMA legend Tito Ortiz and his partner, Amber



International TV Distribution



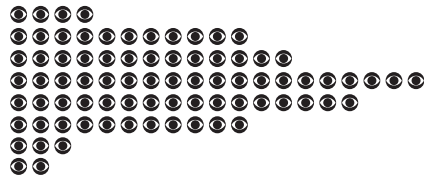
US distribution

Total Clearance



460,000,000 homes

First TV broadcast of 1-hour highlight program approximately 1 week after live event.



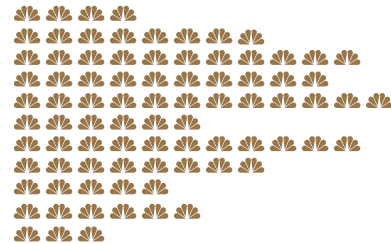
Broadcast reach

approx. 80,000,000 households



703,000,000 homes

Syndicated rebroadcast 2 weeks after live event, re-run over 4-week period.



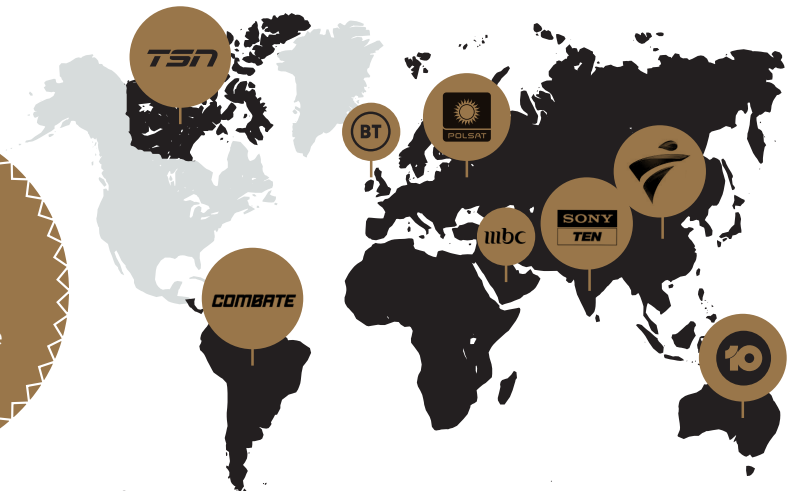
Broadcast reach

150,000,000+ households

Targeted Total clearance
1 Billion
households across Europe, UAE/Middle East, Asia, Brazil, Australia

International Distribution

Poland Brazil UK India Canada China Australia



India



450,000,000 homes


Prime time event broadcast plus two teaser shows in advance



Broadcast reach

112,500+ households

Live Stream Total Clearance

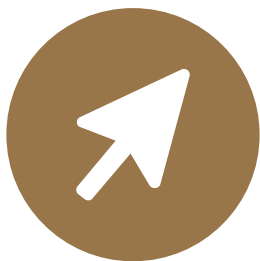


3,000,000+ Subscribers

Live stream across ESPN+ showcasing all the evening from red carpet to aftershow.



Omnichannel Touch Points



Online

- Premier logo placement on all global web-based marketing platforms
- Prominently featured on Awards voting website with direct links through to sponsor's website
- Branding within web-based video trailers
- Exclusive branding within the pre-stream show



Web/Social

- Major branding on Awards website
- Over 1 million unique visitors in four-week voting period
- Over 500k votes cast from data-captured voters.
- Viral videos from Event reach tens of millions of views
- Live stream on ESPN+ to reach over 3m subscribers



TV

- Presenting title rights for the Event and televised broadcast
- Representation in all ad spots and video trailers leading up to the Event.
- Representation during all viral and TV marketing



Radio

- Prominent mention on all radio advertisements and promotions leading up to the Event



Venue

- Prominent branding as permitted by the venue inside and outside, including all in-room and in-house video playback monitors from October-January, and external marquee video promotion, leading up to the Event. Inclusion on posters used within the casino, elevators and parking structure



International Social Media Campaigns



Our International social media teams will perform outreach exercises to provide each nominee with translated graphics packages, amplifying their nomination to a collective social following of 100,000,000+ across all social platforms.

Social-driven content providing great awareness of the Event and brand exposure for our partners.

ALSO
We will perform Lookalike strategies in each international territory to provide a truly global social campaign



Print Advertising

Premier brand placement in double page spreads in all globally distributed issues of Fighters Only and in Train Magazine within the US/Canada, UK/EU, UAE/Middle East versions of the magazines.





**CARMEN
ELECTRA**
ACTRESS & TV
PERSONALITY



In-event Awards Show Proper

You will receive significant branding throughout the global TV broadcasts and live streams across the following assets.

- Premium placement on the red carpet, pre and post-interviews
- Media step and repeat
- In-house video playback and on-screen displays
- Full-page advertisement in the Event program
- Post-Event interview microphone flags
- Luxury exclusive VIP seats for up to 25 guests
- Video roll of TV advertisements within the show, as provided by the Sponsor
- Logo on microphone flags and event lanyards/credentials
- 30-second TV adverts and bumpers

3 Billion - Forecasted global impressions for brand placement

The World MMA Awards,
driving the eyes of mixed
martial arts and combat
sports fans from all over the
world to focus on

Abu Dhabi

