








Media Value 2020

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<p>Total TV Clearance CBS Sports 460,000,000</p>	<p>Forecast based on minimum guaranteed broadcast reach of 80,000,000 households. As mentioned in the forecast assumptions this can be further maximised.</p>	
<p>Total TV Clearance NBC Sports 703,000,000</p>	<p>Forecast based on minimum guaranteed broadcast reach of 150,000,000+ households. As mentioned in the forecast assumptions this can be further maximised.</p>	
<p>Total TV Clearance ESPN+ 3,000,000</p>	<p>3,000,000 subscribers. This figure was established in July 2019 and will have increased significantly in subscriptions since.</p>	
<p>Forecasted US TV Viewership 15,000,000</p>	<ul style="list-style-type: none"> • Conservative estimated 16% increase on 2019 • Figures based on minimum level of broadcast reach from TV partners • Broadcast reach should be further maximised as a result of the fame and benefit of the high profile entertainment acts. The famous acts diversify and expand the demographic interested in watching the show. 	

<p>Sony Ten in India Viewers 450,000,000</p>	<p>We are forecasting a 2% conversion for the prime time event broadcast therefore estimating 9 million viewers in India.</p>	
<p>Confirmed household clearance for international distribution so far 112,500,000</p>	<p>We are forecasting a 2% conversion therefore estimating 2,250,000 international viewers</p> <ul style="list-style-type: none"> • This will be significantly increased with new tv deals prior to broadcast • International territories whereby broadcast rights are currently being finalised include China and Russia 	
<p>Forecasted Combined International TV Viewership 11,250,000</p>	<ul style="list-style-type: none"> • There are a minimum of 8 new territories broadcasting the event in 2020 when compared to 2019 • Combined International Broadcast reach will exceed that of the US 	

Overview

Website, social media and email marketing are key elements of the World MMA Awards Show before, during and after the event.

Before we get into the numbers, below is a snapshot of the digital marketing campaign facets and how they are lined up to compliment each other.

February will be the launch month for PR activities.

	March	April	May	June	July	August	September
<i>Main Focus</i>	Awareness	Press Conference & Interactions	Voting	Voting	EVENT	Gather Content	Prep Next Event
<i>Website</i>	Content Creation	Main Site Goes Live	Voting Goes Live	Voting Deadline	Event Report	Event Report	Content Creation
<i>Creative</i>	Nominee Videos	Infographics	Adverts	TV & Radio	Live Interaction	Event Graphics	Next Event Graphics
<i>Social</i>	Announce Award Categories	Announce Nominees	Outreach Promote Voting	Outreach Promote Voting	Live Stream	Broadcast Event Success	Continued Broadcasts
<i>Email</i>	Announce Award Categories	Announce Nominees	Outreach Promote Voting	Outreach Promote Voting	Event Date and Stream Reminder	Broadcast Event Success	Continued Broadcasts
<i>Call to Action</i>	Like, Follow, Share	Engage, Share, Amplify, Attract	Website - Vote	Website - Vote	Watch, Engage	Gratify Fame	Create Buzz Event

1,000,000

Estimated website
traffic over the
voting period

Website and creative elements will be organised well in advance of the voting period.

The official awards website can be found here: worldmmaawards.com

All statistics here are displayed based on the official awards website. Additional marketing support will be provided via Fightersonlymag.com

Pre-Event

- Design elements created
- Content created including nominee videos
- New secure voting mechanism developed
- Countdown / Event launch widgets activated

Post-Event

- Event report
- Multiple articles posted featuring nominees and winners for each category
- The World MMA Awards in pictures
- Red carpet feature & discussion based article
- Behind the stage action feature
- Q&A with fighters

Email Marketing
Database

500,000

Confirmed + New Vote
Registrations to GDPR
Compliance

20 emails per month
distributed over 7
month period -
potential reach

19,600,000

Several email broadcasts will be sent out before, during and after the event including;

Pre-Event

- Award category announcements
- Nominees for each category announcements
- Voting promotion outreach

Day-Of-Event

- Event date and stream reminder

Post-Event

- Event success broadcast
- Next event broadcast

1,000,000

Direct social media fans / followers

20 social posts per month distributed over 7 month period – potential reach

14 million

Collective MMA network via the social media accounts of all award nominees

100,000,000+

Estimated number of 'vote for me' outreach campaigns to be 3 x per nominees

300,000,000

Social media posts will be sent out before, during and after the event including;

Pre-Event

- Award category announcements
- Nominees for each category announcements
- Voting promotion outreach

During Event

- Live stream
- Red carpet
- Reception
- After show party

Post-Event

- Event success broadcast
- Next event broadcast
- Next event broadcast

A key part of our social media strategy is to supply each nominee with branded creative assets for them to use across their combined 100,000,000+ network encouraging their followers to vote for them.

Female Fighter of the Year Nominee Zeilli Wang is a Celebrity in China who generated **300,000,000** Youtube views last year when she won the belt. We will maximise the Chinese promotions.

Estimated number of 'vote for me' outreach campaigns to be 3 x per nominees

314,000,000

Allowing a conversion rate of 5%

15,700,000

Estimated post show viral video views in excess of

35,000,000

Branding

Within the Awards Show the Title Sponsor will benefit from numerous branding opportunities:

- Exclusive Title Rights to the Event and Show Broadcasts
- 5 TV Commercials per broadcast
- 10 Commercial Bumpers
- Minimum of 5 Sponsored Fully Broadcast Award Categories (most Prestigious Awards)
- Podium Branding
- Intro and Outro to each award category
- Lower Third Branding
- Red Carpet Step and Repeat
- Backstage Award Winner Interview Area
- Mic Flag Branding for Host and Backstage / Red Carpet Interviews
- In show mentions from host

Estimated number of impressions per broadcast = 100
therefore estimated number of tv impressions

**2.625
Billion**

PR and Other Media

Within the Awards Show the Title Sponsor will benefit from numerous branding opportunities:

- Pre Event Press releases across all Global MMA and Mainstream Sports Media
- Post Event Press release across all Global MMA and Mainstream Sports Media
- Radio Advertising across the US
- 2 x 30 minutes teaser TV shows promoting the awards broadcast in association with Abu Dhabi
- Pre Event TV promotions by Rob Hewitt
- Wire Imagery from Red Carpet
- Imagery and News reports from attending press at red carpet
- 12 months Magazine advertising across the UK, US and Middle East to a monthly circulation of 250,000
- Press Conference PR benefits in April in Abu Dhabi
- Press Conference PR benefit in November in Abu Dhabi
- Wire Imagery and Global Media promotions for Press Conference in Abu Dhabi
- Per press release - estimated reach = 10 million

Minimum 7 scheduled press release campaigns across MMA and broad mainstream media. Wire image photography of red carpet, live event and winners across local, national and international mainstream media, estimated total impressions

**100
Million**

TV**Total Forecast Reach****26,250,000+****Investment****US\$1,500,000****Cost Per Viewer****US\$0.057****Digital / Social Media****Total Forecast Reach****52,680,000+****Investment****US\$1,500,000****Cost Per Viewer****US\$0.028****PR and Other Media****Total Forecast Reach****100,000,000+****Investment****US\$1,500,000****Cost Per Viewer****US\$0.015**

- Combined cost of each individual media element at total Sponsorship Cost to each reach is 0.107.
- Therefore if the total cost to reach each viewer was only 11 cents, the actual value of the total reach would be;
 $178,930,000 \times 0.11 = \text{US\$}19,682,300$
- Based on Impressions created by the TV branding alone, if you allowed only a CPM of US\$1.00 the actual value would be US\$2,625,000
- According to Statista.com the average CPM for US National TV Commercials in 2019–2020 is US\$19.45, therefore the US campaign is worth $15,000 \times \text{US\$}19.45 = \text{US\$}291,750 \times 100 \text{ Impression} = \text{US\$}29,175,000$

The aforementioned calculations have been made to try and establish Advertising Value Equivalency based on the total cost of sponsorship of the 12th Annual World MMA Awards.

What is not taken into account but is including within said cost are the following elements:

- The costs involved in holding Press Conferences in Abu Dhabi in April and November 2020, in-line with the proposal
- The costs involved in the entertaining and hosting of Abu Dhabi VIP Guests and Management at the live event in Las Vegas in line with the proposal
- The cost of Magazine advertising within Fighters Only and TRAIN magazines in the US, UK and UAE. 2 Pages in each of the 13 issues per year in 3 territories costs US\$234,000.
- Additional international TV broadcast reach within territories currently under negotiation at time of writing
- The goodwill of the event



Thank You

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