



SPONSORSHIP PACKET

CALIFORNIA FIGHT SYNDICATE

SPONSORSHIP



BENEFITS

- Reputable Sports Arena Recognition at a Reasonable Price
- Banner, Cage, and Booth Advertising
- TV, Radio, Online and Print Advertising

AUDIENCE

- 2500 Fans/Event
- Students & Families
- Sports & Fitness Fans
- Multiple Celebrities
 - UFC Champion Chuck Liddell,
 - Joe "Daddy" Stevenson
 - Tommy "Tiny" Lister
 - Tennis pro Jimmy Connors
 - Gilbert "El Nino" Melendez
- Businesses and MMA Industry



CALIFORNIA FIGHT SYNDICATE

HISTORY

NINE EVENTS

- **Zero Disturbances and/or Altercations:**
 - Ample Licensed and Bonded Veteran Security Personnel
 - Dedicated Police Onsite
 - Dedicated Ambulance and Doctors Onsite
- **Long Standing Local and National Business Partnerships.**
- **CFS Receives Consistent Positive Feedback From Vendors and Fans Alike.**
- **Repeatedly Called the Most Exciting Events of the Year.**



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ABOUT

CFS attracts thousands of spectators to each event by combining live Mixed Martial Arts entertainment with local community involvement.

THE TEAM

CFS competitors are required to uphold strict sportsmanship guidelines while representing the sport and sponsors professionally at all times. Successful MMA athletes spend a tremendous amount of time training as well as donate their time to charities such as Child Abuse Awareness and the Police Activities League. The dedication of the CFS team and its athletes prove to be inspiring as we continue to grow.

THE SHOW

Our amateur and professional competitions are exciting, high energy and extremely entertaining through the use of radio personalities, special sound/lighting effects and dramatic competitor entrances. Food and beverage will be offered as well as drawings and raffles where spectators can win money and prizes donated by sponsors.

The California State Athletic Commission and/or California Amateur Mixed Martial Arts Organization (CAMO) sign off on all fights, medical exams and verify each match-up. Fighter weigh-ins, where the commission verifies the weight and health of each fighter, are held the evening before the event. Typical events showcase eight to ten, three-round fights (title matches are five rounds), along with an intermission. These standards are set by the California State Athletic Commission.

DEMOGRAPHICS

Mixed Martial Arts as an organized sport can be traced back to various contests throughout Europe, Japan and the Pacific Rim in the early 1900s. MMA events began appearing more frequently in the US in the 1990's. Events cater to all ages although most attendees are between 15-55 years old. This includes students, coaches, families, celebrities, dignitaries, sponsors, and various types of media. Many guests are celebrities and leaders in the community with above-average income. MMA is one of the fastest growing sports and the number of television viewers continues to climb. At the end of 2006, the Ultimate Fighting Championship 66 grossed close to \$48M in one night. Corporations such as Harley Davidson and Toyota are backing MMA events and putting significant advertising dollars into the sport. The industry is large enough now that most people in the United States are familiar with Mixed Martial Arts and its stars. Professional MMA athletes such as Chuck Liddell are now household names.

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SPONSORSHIP PACKAGES

CORPORATE BRANDED EVENT -- \$15,000

1. Center logo on mat OR 3 logos on mat and 3 cage bumpers
2. Priority placement for advertisements and/or logos on printed materials
3. Priority placement for logo/link on website
4. Logo/link and active promotion on social media sites (predominantly Facebook)
5. Headlining mentions in CFS radio advertising
6. Two (4'x8') banners hung at event (priority placement)
7. Double size booth or vendor area
8. Headlining sponsor mentions over the microphone throughout the event
9. 14 VIP Reserved Cage side seats with recognition (name and logo)
10. VIP entry to after party including host, private cabana, and bottle service (2)

SECONDARY SPONSOR -- \$5,000

1. Logos on cage bumpers
2. Advertisements and/or logo on printed materials
3. Logo/link on website
4. Logo/link and active promotion on social media sites (predominantly Facebook)
5. Mentions in CFS radio advertising
6. One (4'x8') banner hung at event
7. Booth or vendor area
8. Sponsor mentions over the microphone throughout the event
9. 8 VIP Reserved Cage side seats with recognition (name and logo)
10. VIP entry to after party including host, private cabana, and bottle service (1)

TERTIARY SPONSOR -- \$1,500

1. Advertisements and/or logo on printed materials
2. Logo/link on website
3. Logo/link and active promotion on social media sites (predominantly Facebook)
4. One (4'x8') banner hung at event
5. Booth or vendor area
6. 4 VIP Reserved Cage side seats with recognition (name and logo)
7. VIP entry to after party

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SELECT SPONSORSHIP

RING SPONSORSHIPS

Includes print advertisement and microphone acknowledgment

1. Single Fight - \$200
2. Cage Pillars/Turnbuckles (2) - \$500
3. Ring Girls (round card and logos on clothes)- \$1000
4. Mat (3 logos)- \$3200

BOOTH

1. (10x10) area - \$250
2. (20x10) area - \$400
3. (30x10) area - \$500

AFTER PARTY - \$650

Includes banner(s) and placement

1. Primary sponsor with announcement at event
2. VIP party passes, host, private cabana, bottle service (2)

BANNER

At event OR afterparty

1. (3x5) - \$100
2. (4x8) - \$200

PRINT ADVERTISEMENT

1. Business Card - \$100
2. 1/4 page - \$200
3. 1/2 page - \$300
4. Full page - \$500



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TICKETS/DONATIONS

RESERVED SEATING AVAILABLE

- \$75/seat - front row (ringside)
- \$50/seat - second row
- \$40/seat - third row
- \$35/seat - fourth row



ITEM DONATION

- Item(s): _____
- Value: _____
- Company Name: _____
- Contact Name: _____
- Address: _____
- Phone: _____
- Email: _____

(Ticket prices subject to change depending on venue)

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SPONSORSHIP CONTRACT

This contract is entered into by and between _____, and the **Citrano Brothers' Productions LLC, DBA California Fight Syndicate (CFS)**

The specific terms of this Contract are as follows:

1. The sponsorship agreed upon by the Sponsor and the Citrano Brothers' Productions, CFS representative on _____.
2. Sponsorship will be provided for _____^{date} event(s) being held at _____^{location}.
number
3. All logos must be received no later than five days following the signing of this contract.
→ *Logos must be submitted in a digital file and emailed to cafightsyndicat@gmail.com*
4. Banners for event use must be received five days prior to the event.
5. Agreed upon Sponsorship: _____
→ *CFS must receive any donation or service no less than seven days prior to the scheduled show*
6. Payment Information:

Amount Due: _____ Process Date: _____

Credit Card _____
card number expiration Check _____
number Cash _____

Additional terms must be initialed by both the sponsor and the CFS representative and may be printed on the backside of this sheet.

SPONSOR:

Printed Name

Title

Signature

Date

CFS:

Printed Name

Title

Signature

Date