



# FOREMAN FAM

## CELEBRITY FIGHT NIGHT SERIES



**BRAVADA**  
SPORTS & ENTERTAINMENT

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**Hosted by Roy Foreman**, this series will include a pre-fight press conference, a silent auction of Sports Collectables, Musical Performances, and Celebrity Integration providing unlimited “Instagram” worthy moments!

This event will inaugurate a monthly series showcasing boxing’s established and rising stars featuring an eight {8} fight card of 4-to-8 rounds slated for a Late Fall execution. This proposal provides a description of various designations and available assets. We embed your brand in multiple creative activations throughout these events to increase your brand exposure. On the backdrop at the Weigh-In, at the VIP Reception, and possibly in the center of the ring.



# Asset Inventory

Instead of pre-packaged offers, we customize a package of assets to meet your brand objectives. Select the top assets you are interested in.

- Red-Carpet Backdrop
- Official Program
- Live On-Air Drops
- Brand Opportunity at Press Conf / Weigh-In
- Logos on Posters & Flyers
- Radio and Live Mentions
- Banners and Signage
- Internet & Website Presence
- Merchandise Opportunities
- Charity Affiliations
- Brand opportunity at Post-Fight Party

## Ring and Venue Signage

- Center Ring Mat Position
- Secondary Ring Mat Position\* (6 Locations)
- Two (2) Neutral Corner Ring Mat Positions
- Two (2) Fighter Corner Ring Mat Positions
- Two (2) 900 Vertical Ring Mat Positions
- Ring Apron
- Corner Pads/ Bumper Cushions
- Two (2) Fighter Corner Pads
- Two (2) Neutral Fighter Corner
- Four (4) Ring Bumper Cushions
- Four (4) Rope
- Ring Cards (Between each round)
- Ring Girl Apparel Branding
- Official Equipment
- Fighter robes
- Event shirts & Apparel
- Ring cushion
- Winner prizes
- Lighting Truss Signage
- 6' H x 5' W Lighting Truss Banner



# Asset Inventory continued

## Value-added Sponsorship Program

- Step and Repeat Backdrops
- Time Clock Vision Broadcast
- Commercial Broadcast TV & Live Stream
- Event Live Streamed for 6 hrs, 3hrs Of Live Network TV
- 48 mins of total Commercial Advertising Spots Available
- 15/30/60 Sec Commercial Airtime Options
- Cross-Platform Media Package- customized for your Brand
- Bravada and Roy Foreman Website and Social Posts
- Cross Promote on Fighter and Influencer Social Platforms
- Additional Live Stream Naming Rights - Knockout of the Night
- Fighter Appearances
- VIP Meet and Greet Reception
- On Site Opportunities
- Backstage/Green Room
- Fighter Arrival, Press Room & Press Conference
- Brand Integration
- Signed Autographs/Selfie Moments
- Preferred Pricing Hotel Room Rates
- Customized activation based on brand local marketing efforts
- Sales promotion program using the event as a consumer or trade incentive





## VIP EXPERIENCE

- Exclusive Meet & Greet after Weigh-In with Selfie Moments
- Swag Bag (keepsakes, program, etc.)
- Commemorative Laminate serving as VIP Credentials for Press Conferences, Weigh-In, Boxing Events, and After Party
- Valet / VIP Area Parking / VIP Entrance
- VIP Tables – 10 Seats
- Dedicated Waitstaff
- Premium VIP Bar
- Elevated VIP Catering Menu
- Exclusive Event After-Party Access



## Celebrity Influencer Brand Inclusions

- Signage opportunities throughout the venue {where allowable}
- Right to set up multiple fan interaction sites
- Sampling / Surveys / Loyalty Rewards
- Access to all pre- and post-fight hospitality
- Rights to create unique on-site experiences
- In-ring photo opportunities
- B2B Opportunities with partners
- Prominent in-ring branding
- In-arena announcements and promotional call-outs
- Spots in the venue and ribbon boards





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CONTACT US FOR AN EXCLUSIVE  
DELIVERABLE PACKAGE

[Biz@BravadaSportsEntertainment.com](mailto:Biz@BravadaSportsEntertainment.com)

# APPENDIX - AUDIENCE INFO

The audience for live event boxing is generally 65% male, 80.54% are between 18-45. Most (70%) have longtime loyal (10+ year) interest in boxing, including watching boxing on tv, attending boxing events and shows, and buying boxing related products in the last year.

Boxing is an essential programming major networks and a proven vehicle for subscription and pay TV. Premium networks, including Showtime, use Boxing as core programming, and their highest rated programs. Boxing drives PPV. The top ten PPVs involve boxing.

Interest in Boxing is at an all-time high. CBS and Showtime paid \$300MM for 6 fights to pry Floyd Mayweather from HBO. Boxing shows are popping up all over US TV. Even major networks are getting into it. Boxing is a cost-effective marketing tool for casinos.

All sports fans are Boxing fans! The results of an **ESPN Sports Poll** entitled, "Avid Fans Comparison" Showed:

**56.3%**

of avid NFL fans also considered themselves fans of Pro Boxing which scored higher than Major League Baseball, College Basketball, and Pro Golf.

**41.7%**

of avid NBA fans also considered themselves avid Pro Boxing fans - higher than the percentage received by any other sport.

**48.3%**

of avid College Basketball fans also considered themselves avid Pro Boxing fans - higher percentage than Pro Tennis, MLB, and the NFL.

- "Street & Smith's Sports Business Journal"