



XTREME KNOCKOUT SPONSORSHIP DECK

Sponsorship Fact Sheet



Xtreme Knockout MMA! We are committed to fostering the growth of mixed martial arts and providing quality entertainment for MMA and sports fans worldwide. Xtreme Knockout is the #1 MMA and Muay Thai Promotion in Texas!



SPONSORSHIP OBJECTIVES

Our goal for sponsorships is to encourage businesses to participate in the sport of MMA. We will aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our growing online fan base, fight fans, and XKO.TV viewers
- Providing opportunities to become actively involved in MMA
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes providing amateur fighters a place to grow and by giving quality entertainment fight fans alike
- Finding new and innovative ways to market our product and showcase our sponsors

RATE OF EXPOSURE

Our objective is to motivate consumers to buy or use your product or service, change their thinking about your brand, or build excitement.

Live Broadcast worldwide on XKO.TV

XKO 43 Live Event Stream

- 392,668 Hits + 1.9K Facebook Live visitors / 3,902 Visits

XKO 42 Live Event Stream

- 248,653 Hits / 2,755 Visits

XKO 41 Live Event Stream

- 280,693 Hits + 500 Facebook Live visitors / 2,951 Visits



9,209 Followers



3,770 Followers



4,975 Email Subscribers

Websites

XTREMEKNOCKOUT.com

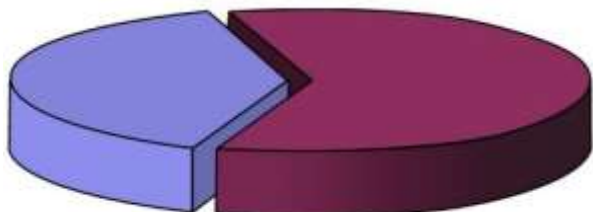
2019 4,595,437 Hits / 1,210,931 Page Clicks / 54,165 Unique Visitors

2018 3,709,369 Hits / 697,983 Page Clicks / 55,915 Unique Visitors

XKO.TV

2019 104,854 Hits / 53,000 Page Clicks / 2,140 Unique Visitors

Make-up of XKO fight fans



Male - Age 18 to 45 - 60 %

Female - Age 18 to 45 - 40 %

Back Alley Promotions, Inc. has been featured on several different media platforms;



BREAKDOWN OF MMA FANS

GENDER	U.S. POPULATION	MMA
MALE	48.4%	74.6%
FEMALE	51.6%	25.4%
AGE		
18-29	19.9%	36.5%
30-44	27.3%	37.1%
ANNUAL HOUSEHOLD INCOME		
\$35,000-\$49,999	70.5%	65.7%
\$50,000-\$74,999	51.0%	46.7%
\$75,000-\$99,999	34.2%	32.5%
\$100,000-\$249,000	20.0%	17.8%
ETHNICITY		
Spanish/Hispanic	14.6%	19.6%
Black/African-American	11.8%	16.4%
Asian	2.7%	2.5%
Other	5.6%	8.9%
EDUCATION		
High School graduate or less	44.2%	51.5%
Any College	55.8%	48.5%
Any Post-graduate work or Post-graduate degree	11.3%	5.1%
College Grad+	26.0%	16.3%
*SOURCE SCARBOROUGH MARKETING		

MMA POPULARITY

MMA is the world's third most popular sport, behind soccer and basketball. There are 451 million people interested in MMA according to Nielsen Sports DNA.

**SOURCE (FORBES)*

Martial Arts Studios are able to generate about \$4 Billion in revenues each year within the U.S. Market

**Source (IBIS World)*

MMA ENGAGEMENT

Mixed Martial Arts (MMA), a sport combining boxing and martial arts, is attracting young, well-established, high-tech consumers, according to sports fan research firm Scarborough Sports Marketing

In addition to their youthful demographics, MMA fans have sound financials. They are 15 percent more likely than the average American adult to have a household income of \$75k+ and 10 percent more likely to own a second home. They are selective investors and six percent more likely to have stocks or stock options in their household, and 33 percent more likely to invest online.

MMA fans are 62 percent more likely than the average adult to be a corporate decision maker for overnight delivery services, and 37 percent more likely to make office equipment and supplies purchase decisions for their companies.

63% of adults that participate in formal martial arts instruction are within the ages of 18-34. For the 50+ age demographic, they compose 11% of the adult population engaged in martial arts instruction. (Simmons Market Research)

CURRENT BRANDED COMPANIES WITH UFC

Including but not limited to;

Hooters / Modelo / Monster Energy Drink

Oscar Mayer P3 Protein Pack and Devour / Motel 6

Toyo Tires / Poker Stars / Reebok / Body Armor

**SOURCE (MMAPAYOUT.COM)*

ONSITE PACKAGES

Multiple event deals gives you the best opportunity to brand with Xtreme Knockout



EVENT PRESENTING SPONSOR

- Presenting Sponsor – TONIGHT’S EVENT presented by “YOUR COMPANY”
- Featured, center logo on XKO Cage Mat
- (6) :30 second Commercial, LIVE on XKO.TV, per night + residual online rebroadcasts
- (6) :30 second Commercial on venue video screens per night
- (2) Facebook posts pre-event
- (1) Eblast pre-event
- Rotating logo on www.xtreameknockout.com
- :3 second rotating logo XKO.TV live broadcast
- :3 second rotating logo at venue
- (30) Complimentary General Admission tickets or VIP table option
- ¼ page ad in XKO Souvenir Program/Poster
- Activation area: 10’ table w/ chairs, Wi-Fi & Electric

CONTENDER LEVEL

- Presenting Sponsor of a specific Fight – This FIGHT presented by “YOUR COMPANY”
- Logo on the XKO Cage Mat
- (2) :30 second Commercial, LIVE on XKO.TV per night + residual online rebroadcasts
- (2) :30 second Commercial on venue video screens per night
- (2) Facebook posts pre-event
- (1) Eblast pre-event
- Rotating logo on www.xtreameknockout.com
- (20) Complimentary General Admission tickets
- Company Logo on XKO Souvenir Program/Poster (premium position)
- Activation area: 10’ table w/ chairs, Wi-Fi & Electric

LIGHT WEIGHT LEVEL

- (6) Complimentary General Admission Tickets
- Company Logo on XKO Souvenir Program/Poster
- Activation area: 10’ table w/ chairs, Wi-Fi & Electric

LIVE STREAM PACKAGES

XKO TV OFFICIAL SPONSOR

- Official Sponsor – THIS LIVE BROADCAST brought to you by “YOUR COMPANY
- Official Sponsor banner ad on XKO.TV and XTREMEKNOCKOUT.COM
- (4) :30 second commercials during Broadcast
- Verbal recognition throughout Broadcast

ADDITIONAL OPPORTUNITIES

- Replay Sponsor – Live at venue
- Official Time Clock Sponsor – Live at venue and streaming
- After Party Sponsor
- Fight of the Night – Post-event. Verbal with graphics, live and streaming
- Knockout of the Night – Post-event. Verbal with graphics, live and streaming
- Submission of the Night – Post-event. Verbal with graphics, live and streaming
- Official XKO Ticket Sponsor – Accepting up to (3) sponsors. Logo on ticketback
- Logo on back of Ring Cards – Accepting (1) sponsor
- Microphone Sponsor – Accepting (1) sponsor



WANT TO BE A SPONSOR?

Visit our website to learn more: <http://xtremeknockout.com/become-a-sponsor/>





XTREMEEKNOCKOUT.COM

XKO.TV