



# XTREME KNOCKOUT SPONSOR DECK



**TRILLER**tv

POWERED BY **FITE**

# Sponsorship Fact Sheet



## Xtreme Knockout MMA and Muay Thai



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!

Broadcast Pay-Per-View & TrillerTV



## 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 TRILLER.TV
- 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.



11K Followers



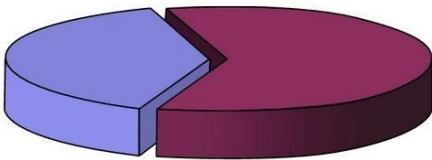
7K Followers



7K Email Subscribers



### Make-up of XKO fight fans



Male Age 18 to 45 - 60 %  
Female Age 18-45 - 40%

XTREMEKNOCKOUT.com			
2019	4,595,437 Hits	1,210,931 Page Clicks	54,165 Unique Visitors
2021	4,637,397 Hits	1,129,799 Page Clicks	75,137 Unique Visitors
2022	3,559,646 Hits	872,503 Page Clicks	61,914 Unique Visitors
2023	3,569,930 Hits	693,600 Page Clicks	68,928 Unique Visitors
2024 (Jan-June)	2,547,609 Hits	702,719 Page Clicks	48,767 Unique Visitors

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



## BREAKDOWN OF MMA FANS

GENDER	MMA
MALE	74.6%
FEMALE	25.4%

White	61.2%
Spanish/Hispanic	15.5%
Black/African-American	12.6%
Asian	6.3%
Other	4.4%

### INTERNATIONAL

Researchers estimate that there are more than 300 million MMA fans around the world.

The UFC alone has held more than 500 events in 28 countries. It has a broadcasting reach of over a billion households in 165 countries. Its biggest fan bases are in the USA, Brazil, Russia, Australia, Mexico, China and the UK.

### GENDER

Most research shows MMA fans to be overwhelmingly male. The majority of the studies we read found that MMA audiences were around 75 – 90% males and 10 – 25% females.

### AGE

The age demographic of MMA fans is around what you'd expect. Studies show the audience seems to be about 30% between the ages of 25 and 34 and another 30% between 35 and 44. There are also about 10% under 24 and 10% over 54. The heavily represented 25 to 44 age bracket is highly sought after among marketers. This demographic tends to have lots of disposable income and an openness to shaping new brand habits.

### INCOME

An estimated 60% of MMA fans make under \$50,000 per year, which is about normal for the projected age demographic. An additional 30% makes between \$50,000 – \$100,000 per year. (SOURCE: MMAFACTS.COM)

## 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)

## LEVEL OF SPONSORSHIPS

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



### Champion

- Presenting Sponsor – THIS EVENT brought to you by “YOUR COMPANY”
- Featured company logo on center of the XKO Cage Mat
- All benefits of sponsorship from Contender Package
- 

### LIVE Broadcast Sponsor

- Presenting Sponsor – THIS LIVE BROADCAST brought to you by “YOUR COMPANY”
- Presenting Sponsor Logo on FITE (live broadcast) and XTREMEKNOCKOUT.COM
- (4) :30 second commercials during Broadcast
- Verbal recognition throughout Broadcast
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### Contender

- Company logo on the XKO Cage Mat
- Sponsorship of XKO Fight – This FIGHT is brought to you by “YOUR COMPANY”
- Big Screen Advertisement during Event
- Social Media and Email Recognition and Promotion
- Logo/Link on [www.xtremeknockout.com](http://www.xtremeknockout.com)
- 30 Complimentary General
- 30 second Commercial, on FITE (live broadcast and in the Arena)
- Company Logo/Link on “XKO Official Interactive Fight Card”
- All benefits of sponsorship from Knockout Package

### Branding Opportunities

- Fight of the Night
- Knockout of the Night
- Submission of the Night
- Replay Sponsor
- After Party Sponsor
- Official Time Clock Sponsor
- Official XKO Ticket Sponsor
- Company Logo on the back of the Ring Cards
- Microphone Sponsor

**MORE ABOUT TrillerTV powered by FITE**

TrillerTV is the premier digital platform for global sports and entertainment.



**FITE**

**THE PREMIER DIGITALLIVE  
STREAMING NETWORK**

FITE - the premium,  
global OTT sports  
destination, home to  
some of the biggest  
brands in the world,  
streaming thousands of  
live events every year.



*A leader in the direct to consumer, live sports streaming space, with the complete mix of tools and capabilities to deliver success*

**AUDIENCE**

- 6M registered global users and growing
- Dedicated pro wrestling & combat fans

**BRANDS**

- Trusted partner to leading promoters
- Delivering substantial revenues

**TECHNOLOGY**

- Proven, scalable tech stack
- Specializing in streaming live

**MARKETING**

- Deep integrations with Google & Facebook
- Sophisticated automation





XTREMELIVEONFIGHTS.COM



TRILLER.TV