

# SPONSORSHIP



## OPPORTUNITIES

# LINGERIE FIGHTING CHAMPIONSHIPS

## TALE OF THE TAPE

### WELCOME TO THE LFC!

Lingerie Fighting Championships is the world's most exciting MMA show. Featuring beautiful women fighting in nothing but lingerie, is it any surprise LFC has become an instant hit on PPV and VOD? Carried by more than 1000 cable systems, we reach more than 100 million homes. This makes Lingerie Fighting Championships an amazing promotional vehicle for your business.

### AN ONLINE SENSATION

Lingerie Fighting Championships became the third most popular MMA "league" on Facebook in less than a month, with more than 90,000 likes at [www.facebook.com/lfcfighting](http://www.facebook.com/lfcfighting). Our official site, [www.lingeriefc.com](http://www.lingeriefc.com), receives more than 25,000 visitors each and every day. Our videos on YouTube reach as many as 5,000,000 viewers. <https://www.youtube.com/watch?v=2B9z4erMXF8>

### OUR AUDIENCE. YOUR MARKET.

Lingerie Fighting Championships' target market is huge. Because the show is PG-rated, it can be viewed by anyone between the ages of 13 and 99. Based on our Facebook analytics, our fans are overwhelmingly male (98.4%), aged 13 to 54 (90.1%) and live in the U.S. (91.7%). Their average annual income is \$48,000 to \$72,000 (53.7%).

### MORE BANG FOR YOUR BUCK

In today's PVR world, most television viewers skip commercials. Some cable systems even provide PVRs that can be programmed to not even record commercials. This means most of the money you're spending on television advertising is being thrown away. Sponsorship is not the same as a commercial. Because your product is actually part of the entertainment itself, the audience can't help but watch. At Lingerie Fighting Championships, we're very good at merging your product with our show in a clever and entertaining storyline. For less than the cost of a single commercial, you can be part of a hit TV property!

For more information, contact Shaun Donnelly at 780-416-6914 or [shaun@lingeriefc.com](mailto:shaun@lingeriefc.com).

BRONZE

SILVER

GOLD

PLATINUM

Become a Lingerie Fighting Championships Bronze Sponsor!

**This is our entry-level sponsorship, and includes:**

- logo on official site and Facebook page;
- web link on official site and Facebook page;
- logo in official event program;
- logo and web link in email newsletter (10,000 subscribers);
- logo on event posters;
- logo on step & repeat background, used at weigh-in and fighter entrances; PLUS,
- 2 VIP Front Row & 10 general admission tickets;
- inclusion on Whacked Out Sports airing on Fox networks nation-wide;
- inclusion on LFC's own reality series airing on TUFF TV.

SPONSORSHIP

PACKAGES

Become a Lingerie Fighting Championships Silver Sponsor!

**Silver sponsorship includes:**

- logo on our official site and Facebook page;
- web link on official site and Facebook page;
- logo in official event program;
- logo and web link in e-mail newsletter (10,000 subscribers);
- logo on posters;
- logo on step & repeat background, used at weigh-in and fighter entrances;
- logo seen by millions of fans on social media;
- in-cage advertising with logo on corner pads visible during all fights;
- inclusion on Whacked Out Sports airing on Fox networks nation-wide;
- inclusion on LFC's own reality series airing on TUFF TV; PLUS,
- 2 VIP Cageside, 5 VIP Front Row & 10 general admission tickets.

Become a Lingerie Fighting Championships Gold Sponsor!

**Gold sponsorship includes:**

- logo on our official site and Facebook page;
- web link on official site and Facebook page;
- logo in official event program;
- logo and web link in e-mail newsletter (10,000 subscribers);
- logo on posters;
- logo on step & repeat background, used at weigh-in and fighter entrances;
- logo on t-shirts worn by cast during weigh-in, meet & greet & media;
- logo seen by millions of fans on social media;
- in-cage advertising with logo printed on the mat visible during all fights;
- inclusion on Whacked Out Sports airing on Fox networks nation-wide;
- inclusion on LFC's own reality series airing on TUFF TV;
- product placement in the show itself;
- 5 VIP Cageside, 10 VIP Front Row & 50 general admission tickets;
- access to autograph & photo sessions with LFC stars; PLUS,
- semi-main event sponsor announcement.

Become a Lingerie Fighting Championships Platinum Sponsor!

**This is our highest level of sponsorship, and includes:**

- logo on our official site and Facebook page;
- web link on official site and Facebook page;
- logo in official event program;
- logo and web link in e-mail newsletter (10,000 subscribers);
- logo on posters;
- logo on step & repeat background, used at weigh-in and fighter entrances;
- logo on t-shirts worn by cast during weigh-in, meet & greet & media;
- logo seen by millions of fans on social media;
- in-cage advertising with logo in center of mat visible during all fights;
- inclusion on Whacked Out Sports airing on Fox networks nation-wide;
- inclusion on LFC's own reality series airing on TUFF TV;
- product placement in the show itself;
- 10 VIP Cageside, 20 VIP Front Row & 100 general admission tickets;
- access to autograph & photo sessions with LFC stars;
- LFC stars to appear in your print and video advertising;
- main event sponsor announcement; PLUS,
- dominant logo placement on all print media.

For more information, contact Shaun Donnelly at 780-416-6914 or [shaun@lingeriefc.com](mailto:shaun@lingeriefc.com).