



# PARTNERSHIP OPPORTUNITIES

**RUF NATION's MMA SHOWS at The Celebrity Theatre!**

**Sanctioned by the Arizona State Boxing & MMA Commission**

**Live-streamed Globally on RUF NATION Live!**



From left, RUF NATION's VP Adrian Romo, RUF NATION's Matchmaker Jason Martinez, RUF NATION's Founder & CEO Dr. Joel Lopez, & RUF NATION's MSH & Partner C.J. Pitman, (MMA Stalker Photo)

**The document outlines partnership opportunities for RUF NATION MMA shows at The Celebrity Theatre, including sponsorship packages and benefits for businesses looking to reach a wide audience through live events, pay-per-view, social media, and more.**

**WELCOME TO RUF MMA, ARIZONA'S LEADING COMBAT SPORTS PROMOTION. WE ARE A PROFESSIONAL MIXED MARTIAL ARTS LEAGUE BASED IN PHOENIX, ARIZONA, AND WE ARE ACTIVELY SEEKING PARTNERSHIPS WITH LOCAL, NATIONAL, AND GLOBAL BRANDS.**

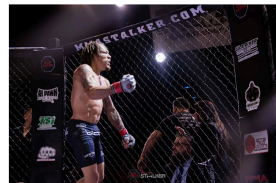
#### WHY PARTNER WITH RUF MMA?

**Unmatched Exposure:** With 2+ live and live-streamed MMA shows annually at the legendary Celebrity Theatre, your brand will gain exposure to our loyal and engaged fan base. Our events generate hundreds of pieces of content, reach thousands of live attendees, and are viewed by millions worldwide within a year.

**Rich Marketing Opportunities:** From the 4-6 weeks of lead-up time to the event, through fight week, and post-event activities, there are numerous opportunities for your brand to be highlighted. Our marketing assets range from the RUF cage, social media platforms, email blasts, to live broadcast shows, offering a variety of touchpoints for your brand.

**Data-Driven Approach:** We are more than just an MMA promotion; we are a data company. We collect re-marketable data from every viewer, providing valuable insights that can help shape your marketing strategies.

**Community Engagement:** We believe in fostering relationships with our fans and the community. Weekly contests, ticket giveaways, and fan experiences are just some of the ways we engage our audience and could feature your brand.



## **RUF NATION REACH: AMPLIFY YOUR BRAND'S IMPACT**

When you partner with RUF NATION you're not just sponsoring an event - you're tapping into a vast network of engaged fans and a growing digital audience. Here's a snapshot of our reach:

**Live Events:** Our live events at the legendary Celebrity Theatre in Phoenix, Arizona, attract over 2,500 attendees per event. These are fans who are passionate about MMA and who could be equally passionate about your brand.

**Pay-Per-View:** Our events are streamed live worldwide, with over 500+ viewers per event. This is a global audience that extends the reach of your brand beyond Arizona.

**Social Media:** Our social media platforms have a combined reach of over 250k. We generate hundreds of pieces of content in the lead-up to and during each event, providing numerous opportunities for your brand to be highlighted.

**Website Traffic:** Our website, [www.rufnation.com](http://www.rufnation.com), is the hub of our online presence. It's where fans come to learn about upcoming events, buy tickets, and catch up on the latest RUF NATION news.

**Email Marketing:** We have an active email list of over 6,500 recent attendees or PPV purchasers. Our weekly emails feature sponsor highlights and call-to-actions.

**Long-Term Exposure:** Our content doesn't just disappear after an event. It continues to be viewed and shared, reaching 100k+ viewers in the 90 days following an event and potentially 1M viewers within a year.

By partnering with RUF NATION, your brand can leverage these channels to reach a wider audience, increase brand awareness, and drive customer engagement.

### ***JOIN THE RUF FAMILY***

Think of us as a scaled UFC live event marketing and media outlet. We are on a growth trajectory, and we want you to be a part of our journey. As we continue to scale and the sport continues to grow, we are looking to create long-term partnerships that provide solutions for years to come.

Join us in our mission to provide the most exciting and energy-filled RUF NATION MMA events. Let's grow together.

For more information about partnership and sponsorship opportunities, please contact [JOEL LOPEZ : JFENIX72@GMAIL.COM](mailto:JOEL LOPEZ : JFENIX72@GMAIL.COM)

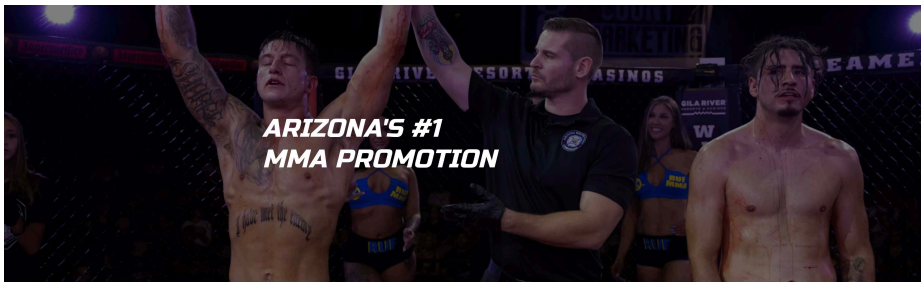
**REQUEST MORE INFORMATION**





Past Media Outlets!

- **KTVK-TV AZ FAMILY CH 3**
- **KVOA TV 4**
- **KMSB-TV FOX 11**
- **KPHO-TV AZ FAMILY CH 5**
- **KNXV-TV ABC15**
- **Telemundo**



## TITLE PARTNERSHIP (ONE AVAILABLE ONLY)

### AT THE EVENT

- Official Event Naming Sponsor/Partner: **[SPONSOR]**
- One (1) 10' x 10' premium indoor display space along The Celebrity Theatre entry designated area
- Minimum of ten (10) identification live mentions prior, during and after event  
*"Tonight's Ringside Unified Fighting bouts are brought to you by [SPONSOR]"*
- Opportunity to be present in cage while Champions are being honored with MMA Championship Belts.
- Meet and Greet Access for ten (10) people:  
Opportunity for an autograph signing, selfie experience, and meet-and-greet with Promoters, Cage Girls, Ring Announcer and Available Fighters.

### SIGNAGE

- Logo placement in the center cage (6-8') must have logo 2 weeks prior
- Logo inclusion on two (2) cage corner pads (10" x 72") - (10" x 10" logo or 10" x 5" graphic)
- Title identification on vertical runners (5' x 6") of all eight (8) posts  
*Presented by [SPONSOR]*
- Opportunity to hang (2) 3'x6' banners around the inside of the Civic Center on event day
- Logo prominently displayed on Cage Girls uniform, staff gear (shirts, hats, etc ) and digital posters

### SOCIAL/DIGITAL MEDIA

- Minimum of two (2) live stream ad runs on RUF NATION Live (10,000+ followers) and a minimum of four (4) social media posts/lives to RUF NATION's MMA Fans (20,000+ followers)
- Minimum of two (2) email blasts to the RUF NATION Fan Club database (12,500+)
- Logo/link inclusion and identification of the Presenting Partner of RUF NATION MMA on the Calendar of Events and event webpage, on the Official website (RUF NATION's website (www.rufnation.com))
- Opportunity to play a 15-30 second pre-produced commercial/ad before each MMA fight on the large screen
- Logo inclusion on every Tale of the Tape
- Logo inclusion on all post production videos and promotional materials

### PRINT

- Logo inclusion on all programs produced for the show (Logo must be submitted by 2/5)

**Net Investment: \$25,000**





# RED/BLUE CORNER PARTNERSHIP

## (TWO AVAILABLE ONLY)

### AT THE EVENT

- One (1) 10' x 10' premium indoor display space
- Minimum of five (five) live mentions  
*"Fighting out of the [SPONSOR] corner wearing the red trunks is an MMA fighter with a record of x-x-0 fighting for the title of Arizona State Champ."*
- Meet and Greet Access for four (4) people :  
Opportunity for an autograph signing, selfie experience, and meet-and-greet with Promoters, Cage Girls, Ring Announcer and Available Fighters.

### SIGNAGE

- Logo placement on the mat corresponding to your corner (3ft +/-)
- Logo inclusion on two (2) cage corner pads
- Opportunity to hang four (4) 3' x 6' banners around Coliseum on event day

### SOCIAL/DIGITAL MEDIA

- Minimum of two (2) social media posts/lives on RUF NATION Live (10,000+ followers) and a Minimum of two (2) social media posts/lives to RUF NATION MMA Fans (20,000+ followers)  
(1) Minimum of one (1) email blasts to the RUF MMA database (12,500+)
- Logo/link inclusion on the event webpage on official website, [www.rufnation.com](http://www.rufnation.com)
- Logo inclusion with appropriate corner color on every Tale of the Tape (prefight on screen info)
- Logo inclusion on the live stream

### PRINT

- Logo inclusion on all promotional materials (posters, flyers, etc.)



**Net Investment: \$15,000**



# SUPPORTING PARTNERSHIP

## (FIVE AVAILABLE ONLY)

### AT THE EVENT

- One (1) 10' x 10' premium indoor display space
- Minimum of one (1) live mention
- Meet and Greet Access for two (2) people:  
Opportunity for an autograph signing, selfie experience, and meet-and-greet with Promoters, Cage Girls, Ring Announcer and Available Fighters.

### SIGNAGE

- Small Logo placement on cage mat (18" +/-)
- Logo inclusion on two (2) times on one or more cage corner pads (10" x 10")
- Opportunity to hang one (1) 3' x 6' banner inside the celebrity theatre center

### SOCIAL/DIGITAL MEDIA

- Minimum of one (1) social media post/live to RUF NATION MMA Fans (20,000 + followers)
- Logo/link inclusion on the event webpage on official website, [www.rufnation.com](http://www.rufnation.com)

### PRINT

- Logo inclusion on all promotional materials (posters, flyers, etc.)

**Net Investment: \$5000**



# OTHER LEVEL PARTNERSHIPS

RING GIRL SPONSOR: 2K

VIP AREA SPONSOR: 2K

RUF LIVE-STREAM MAIN SPONSOR: 5K

SINGLE BANNER PLACEMENT: \$1.5K



***Business & Marketing Partnerships Contact:***

***Dr. Joel Lopez: 602-488-1172***

***THANK YOU!***