



SPONSORSHIP PACKAGES

**INTEGRATED SPORTS MEDIA &
ENTERTAINMENT PAY PER VIEW**

**INT'L
WAR GAMES**



619-799-9731



integratedsportsmedia@gmail.com



123 Anywhere St., Any City, ST 12345



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NOTE - I will update this once we finalize the rest of the draft.

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ABOUT US

International War Games is a live MMA Pay-Per-View event that would be shown through our providers, DiSH, DirectTV and inDemand, streaming online through international networks, FITE TV, Triller, Apple TV, Amazon, YouTube and our new social media platform through social media influencers. This would give the opportunity to show and sell the live event through their social media platforms.

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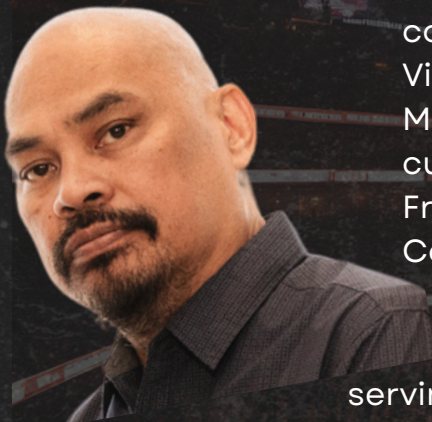


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RAY RODRIGUEZ

Vice President of Business Development & Marketing
Integrated Sports Media & Entertainment Pay Per View



Ray F. Rodriguez is a seasoned business executive with extensive experience in various sectors, including hospitality, construction, and sports media. Currently, he serves as the Vice President of Business Development for Integrated Sports Media & Entertainment Pay Per View, where he focuses on new customer sponsorship development, marketing, and sales. From 1990 to 1996, Ray was the Vice President of RCW Trading Company, overseeing the import and export of

pharmaceutical raw materials and building materials in Asia. He then transitioned to the restaurant industry,

serving as President of Yokozuna's Sushi Bar & Islander Grill from 1997 to 2006, where he successfully managed multiple restaurants and catering operations. Ray further expanded his expertise in construction as a General Contractor at BID Construction from 2007 to 2010, specializing in commercial tenant improvements. Following this, he held the position of VP of Business Development at IMG Networks from 2010 to 2015, where he was responsible for federal, state, and city contracts in IT services, including network services and web development. From 2015 to 2019, he was the owner and operator of the Pacific Islander Restaurant Group, before becoming a partner in Hafa Adai Restaurant Group in 2020, where he managed restaurant operations. With a diverse background and a proven track record, Ray continues to drive business growth and innovation in his current role in the dynamic field of sports media and entertainment. Based in San Diego, CA, Ray is from a military family, son of Francisco G. Rodriguez, AK1 Petty Officer First Class, US Navy.

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WHY SPONSOR IWG?

REACH A GLOBAL AUDIENCE

This IWG event will attract millions of viewers internationally through Pay-Per-View and multiple streaming platforms, offering significant exposure for your brand.

DIVERSE DEMOGRAPHIC APPEAL

With military fighters representing different nations and MMA fans from all walks of life, your brand will reach a diverse audience, including younger MMA enthusiasts, military supporters, and sports fans.

UNIQUE, HIGH-IMPACT CONTENT

Must-see events with military-trained MMA fighters and competitive matchups will draw high viewer excitement and engagement.

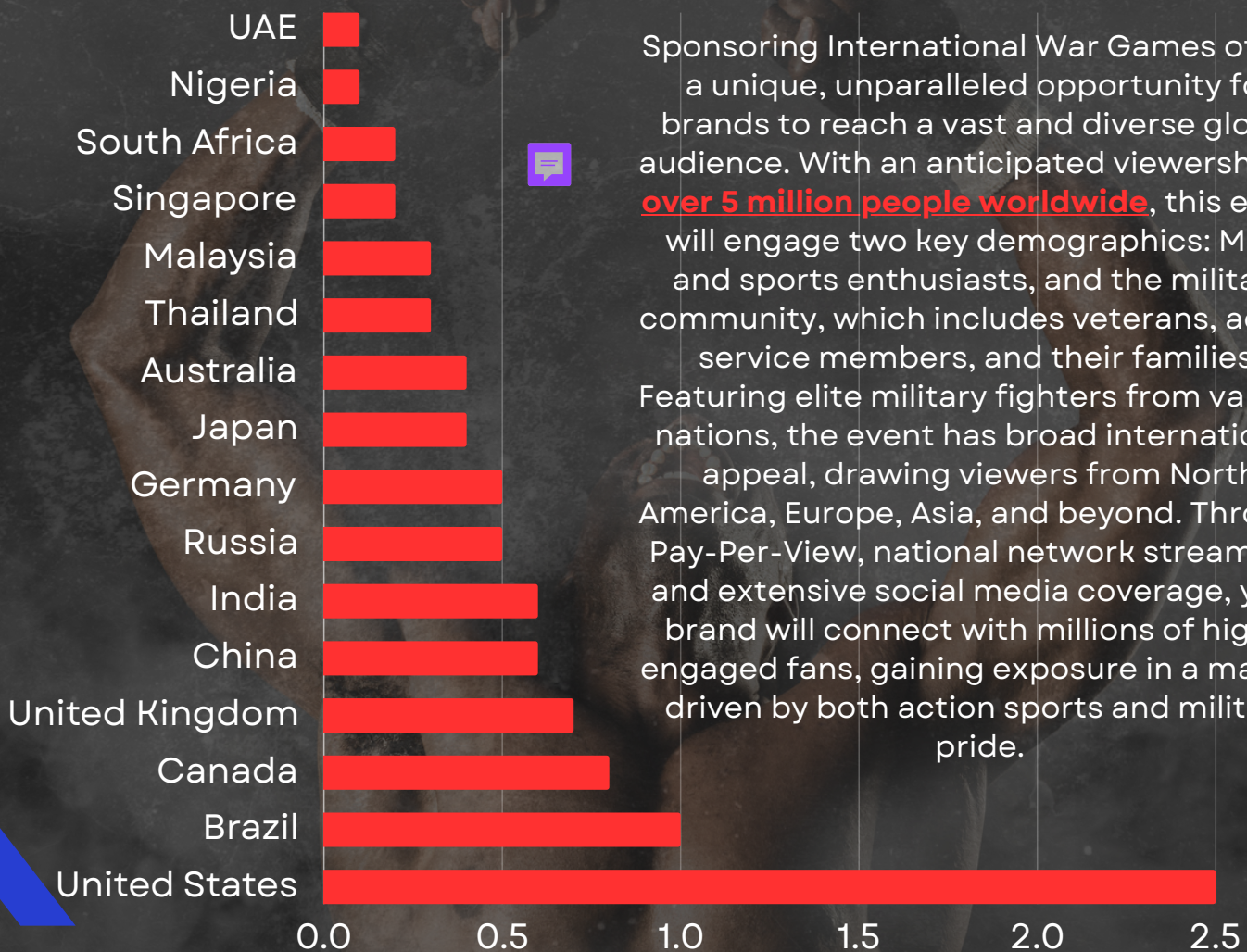
BUILD A BRAND OF STRENGTH & DISCIPLINE

As a sponsor of this event, your brand will be tied to the virtues of discipline, strength, and international competition, resonating strongly with the core values of both military supporters and MMA fans.



WHY SPONSOR IWG?

COMMAND GLOBAL ATTENTION FOR YOUR BRAND



Sponsoring International War Games offers a unique, unparalleled opportunity for brands to reach a vast and diverse global audience. With an anticipated viewership of **over 5 million people worldwide**, this event will engage two key demographics: MMA and sports enthusiasts, and the military community, which includes veterans, active service members, and their families. Featuring elite military fighters from various nations, the event has broad international appeal, drawing viewers from North America, Europe, Asia, and beyond. Through Pay-Per-View, national network streaming, and extensive social media coverage, your brand will connect with millions of highly engaged fans, gaining exposure in a market driven by both action sports and military pride.

PROJECTED VIEWERSHIP IN MILLIONS



COMMANDER IN CHIEF SPONSOR

\$1,000,000
(valued at \$2,125,000)

COMMERCIAL SPOTS

- 500 – 15 sec spots \$ 375,000
- 1,000 – 30 sec spots \$1,500,000

TOP RANK BRAND EXPOSURE

- Logo printed in center of ring \$100,000
- Recognition during main events (8) \$20,000
- Open & close identification on Pay Per View and ringside announcements (2) \$5,000
- Skirt banners around the bottom of cage (2) \$20,000
- Banners placed around the venue (4) \$40,000
- Fly-in logos between fights on Pay Per View (20) \$50,000
- Clock logo on Pay Per View \$15,000

COMMANDER'S PERKS

- Collectors item posters signed by competitors (25)
- Collectors item event t-shirts (25)
- VIP Experience passes (25)
- VIP parking passes (6)
- Press conference recognition
- After party recognition



5-STAR GENERAL SPONSOR

\$500,000
(valued at \$960,000)

COMMERCIAL SPOTS

- 150 – 15 sec spots \$ 112,500
- 500 – 30 sec spots \$750,000

PRIME BRAND EXPOSURE

- Fly-in logos between fights on Pay Per View (5) \$12,500
- Side wall mat (6) \$30,000
- Skirt banners around the bottom of cage (2) \$20,000
- Banners placed around the venue (2) \$20,000
- Tale of the tape on Pay Per View \$15,000

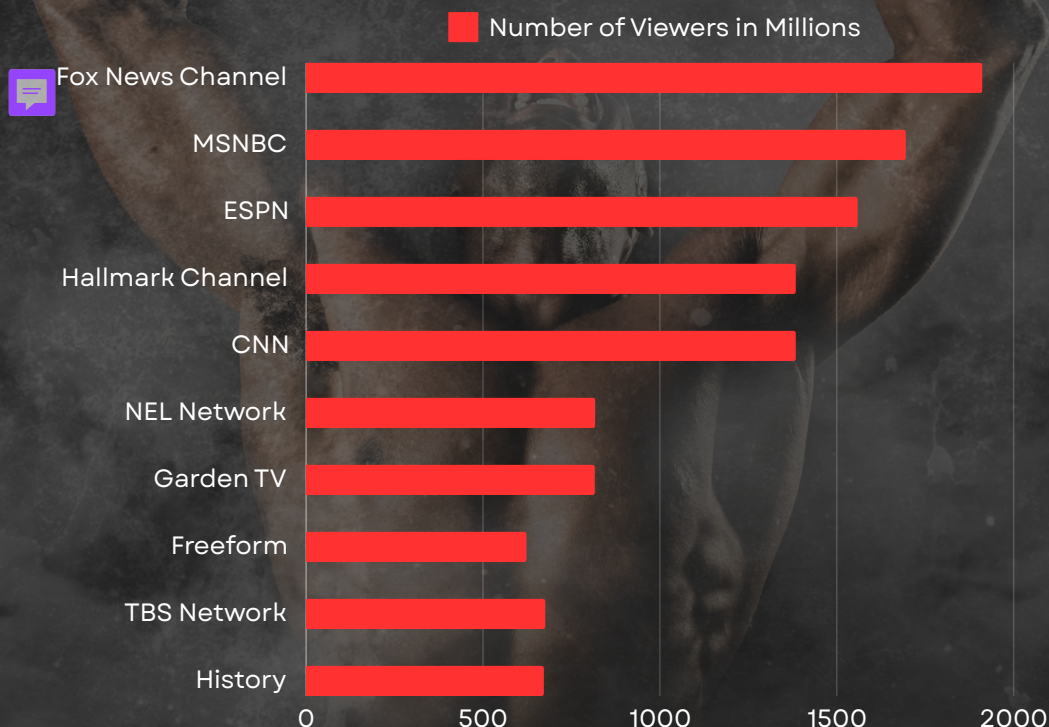
GENERAL'S PERKS

- Collectors item posters signed by competitors (12)
- Collectors item event t-shirts (12)
- VIP Experience passes (12)
- VIP parking passes (6)
- Press conference recognition
- After party recognition

LIVE BROADCAST / STREAM

SPONSOR PRIMETIME COMMERCIALS

Sponsor commercials will air during prime time of the International War Games, as well as up to two weeks before the event. With six minutes of commercials per hour, there are 360 seconds available per hour, allowing for 72 spots for 15-second commercials or 36 spots for 30-second commercials during prime time. In the U.S., prime time is typically 8:00-11:00 p.m. (Eastern/Pacific) or 7:00-10:00 p.m. (Central/Mountain). Below are the prime-time viewer numbers as of 12/20, measured in millions.



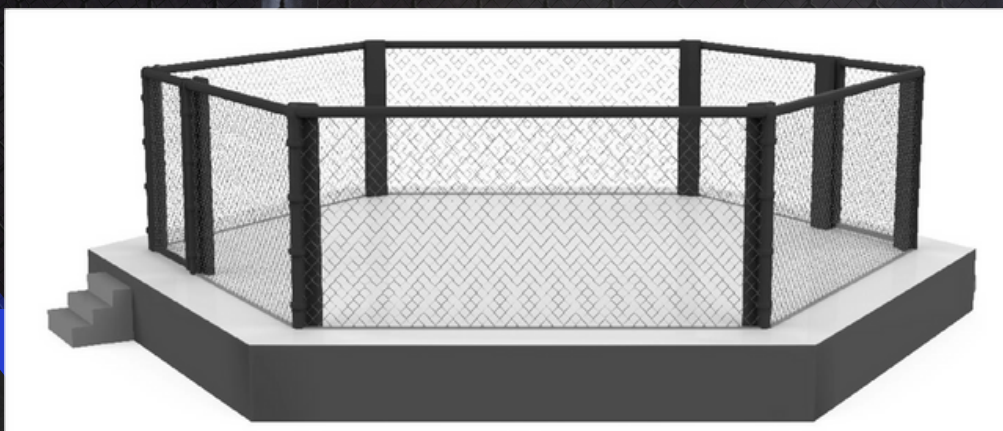
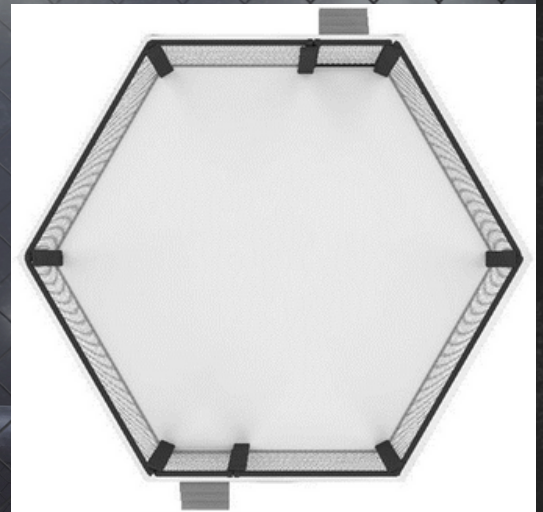


CAGE ADVERTISING

We have great advertising opportunities on, in and around the cage including:

- Premium camera and cage banners
- Center, mid and wall mat
- Cross bar, skirt banners
- Inside and out corner cushions
-

Please contact us today to get the best placement.



Space is limited



INTERNET COMMERCIAL ADVERTISING

As an add-on to existing sponsorship packages, sponsors can feature their own video advertisements across the event's digital platforms, enhancing brand visibility through high-traffic internet channels.

Sponsor-supplied video ads, *subject to approval*, will be strategically placed on event websites, streaming platforms, and social media pages, engaging a broad online audience. This option ensures maximum exposure for your brand during key moments of the event. Price tiers for internet commercial advertising options include:

FIELD OPS TIER (\$5,000)

15-second pre-roll video ad on event streaming platform and social media stories, with one-time placement before event highlights.

STRIKE FORCE TIER (\$10,000)

30-second mid-roll video ad integrated into live event streams, displayed twice during breaks in the action across all digital platforms.

COMMAND TIER (\$20,000)

60-second video ad featured prominently on the event's official website, streaming platform, and YouTube, plus two mid-roll placements during the event stream, maximizing brand exposure throughout the event cycle.

These options provide flexible opportunities to increase your brand's presence through targeted digital advertising.



SOCIAL MEDIA INFLUENCERS

Incorporating social media influencers into your sponsorship packages offers significant benefits by expanding the event's reach and engaging a wider, more diverse audience. Influencers have the power to create authentic, relatable content that resonates with their followers, driving increased awareness and enthusiasm for the event. By aligning with influencers who have strong followings in both the MMA and military communities, sponsors can amplify their brand visibility and reach targeted demographics.

For sponsors, different tiers of engagement with influencers offer flexible options:

BRONZE TIER (\$10,000)

Includes 1-2 posts from micro-influencers (10K-50K followers) across Instagram and TikTok, sharing event promotions and branded content.

SILVER TIER (\$25,000)

Features posts and stories from mid-tier influencers (50K-200K followers) with a mix of Instagram, YouTube, and TikTok content, including behind-the-scenes event footage and shoutouts.

GOLD TIER (\$50,000+)

Engages high-reach influencers (200K-1M+ followers) across multiple platforms with full event endorsements, dedicated promotional campaigns, live interactions during the event, and post-event recaps.

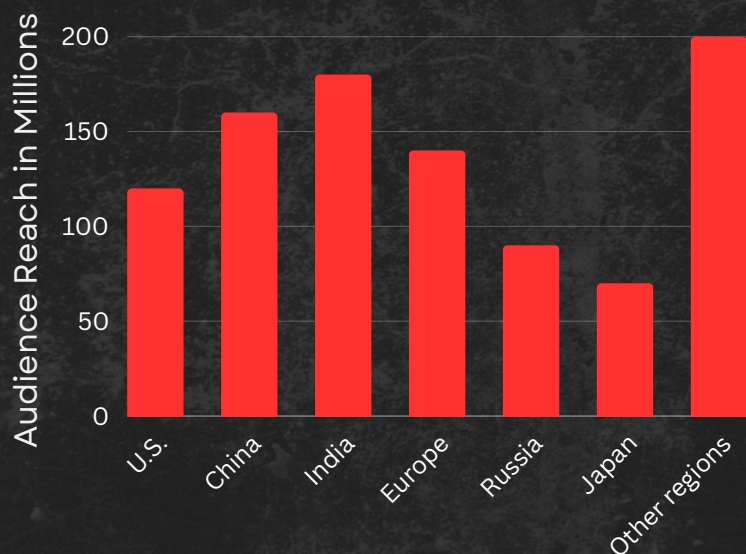
By leveraging influencers at different tiers, sponsors can tailor their investment to their desired level of exposure while benefiting from increased engagement, brand affinity, and broader outreach across social media platforms.



IWG X METAVERSE

By sponsoring IWG, your brand can gain cutting-edge exposure through **Metaverse events**, offering a next-level immersive experience for audiences worldwide. In the Metaverse, fans will engage with the event in **virtual arenas**, interact with **branded content**, virtual **merchandise**, and **exclusive experiences** like behind-the-scenes access or fighter meet-and-greets. This virtual platform allows for unique brand opportunities and increased visibility, tapping into tech-savvy, younger demographics, while reaching millions of viewers who are exploring and engaging with sports entertainment in a dynamic, virtual space.

PROJECTED GLOBAL AUDIENCE FOR METAVERSE EVENTS



Engaging a metaverse audience in IWG events has the potential to dramatically **expand your brand's reach and impact**. By sponsoring IWG events in the Metaverse, you can tap into a global audience without geographical limitations. Current projections suggest the Metaverse could have **over 1.4 billion users** by 2030, with adoption increasing across industries. Virtual events in the metaverse are already attracting millions, as seen in the success of virtual concerts and exhibitions, offering immersive experiences for viewers across the globe.

Not only can you expand your reach to different regions of the world, but virtual events in the Metaverse also enhance engagement through interactive features like VR-based arenas and 3D environments, making the experience more dynamic compared to traditional streaming platforms. This broad accessibility can also lead to new revenue streams from ticket sales, digital merchandise, and sponsorships, as the entertainment market in the **Metaverse is expected to reach nearly \$29 billion by 2026**.

MERCHANDISE



Merchandise is a key aspect of the fan experience and offers an excellent opportunity for sponsors to expand brand visibility. A wide selection of event-branded merchandise will be available for purchase, catering to men, women, and youth, ensuring that fans of all ages can represent their favorite fighters and the event. Sponsors have the opportunity to co-brand items for extended exposure both during and after the event. By offering a broad range of apparel and merchandise options, , we ensure that every fan can find something to represent their favorite fighters and the event. Sponsors can integrate their branding into these items, amplifying their visibility as fans wear and use these products long after the event concludes.

MEN'S APPAREL

- **T-Shirts:** High-quality, event-branded t-shirts featuring fighter names, event logos, and sponsor branding.
- **Hoodies:** Premium hoodies perfect for casual wear or training.
- **Joggers:** Comfortable and stylish event-branded joggers for active or casual use.
- **Shorts:** Event-branded shorts for workouts or leisure.
- **Fight Shorts:** Performance MMA shorts designed for athletes and fans alike.
- **Hats & Beanies:** Branded headwear featuring event logos and sponsor integration.

WOMEN'S APPAREL

- **T-Shirts & Tank Tops:** Comfortable and stylish t-shirts and tanks with event and sponsor branding.
- **Leggings:** Branded performance leggings designed for activewear.
- **Joggers:** Event-branded joggers offering comfort and style.
- **Shorts:** Casual and performance shorts designed for women, featuring event logos.
- **Hoodies:** Women's cut hoodies featuring event and sponsor logos.
- **Hats:** Hats with the event's theme and sponsor branding.

YOUTH APPAREL

- **T-Shirts:** Event-branded youth-sized t-shirts featuring fun and age-appropriate designs.
- **Hats:** Hats for young fans, showcasing event logos and sponsors.
- **Sweatshirts:** Youth-sized hoodies and sweatshirts with bold event graphics.
- **Joggers & Shorts:** Comfortable joggers and shorts for young fans with event branding.

ACCESSORIES & OTHER MERCHANDISE

- **Posters & Programs:** Commemorative posters and event programs featuring fighters, event schedules, and sponsor logos, perfect for autographs.
- **Gloves & Wraps:** Branded MMA gloves and hand wraps featuring event and sponsor logos for both fans and aspiring fighters.
- **Water Bottles & Tumblers:** Event-branded reusable water bottles and tumblers for fitness and hydration, offering excellent sponsorship placement.
- **Event-Specific Memorabilia:** Limited-edition items like signed gloves, fighter figurines, or custom merchandise exclusive to the event.
- **Keychains, Pins & Stickers:** Collectible items featuring the event logo and sponsor branding.





PERFORMANCE ANALYTICS

As a valued IWG sponsor, you will receive comprehensive analytics and performance reports to ensure that your investment delivers measurable results. These detailed reports will include data on reach, impressions, and audience engagement across digital and social media platforms, providing clear insights into how your brand is resonating with fans. Additionally, analytics from website and app integrations will showcase traffic, click-through rates, and user interactions tied directly to your sponsorship. By offering transparent, data-driven feedback, we ensure you can track the full impact of your sponsorship and maximize your return on investment.





LONG-TERM PARTNERSHIPS

Sponsors who commit to multiple events or establish long-term partnerships with IWG will unlock exclusive benefits and discounted rates. By becoming a recurring sponsor, you'll not only increase your brand visibility but also foster deeper loyalty and recognition among a growing, dedicated audience. Long-term sponsors will enjoy priority access to premium branding opportunities, enhanced exposure across all platforms, and tailored sponsorship packages designed to align with your evolving goals. These partnerships create lasting connections, ensuring that your brand becomes synonymous with high-impact events and international audiences, further maximizing your return on investment.

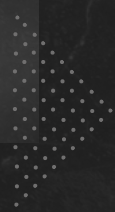




PARTNERSHIPS WITH VETERAN ORGANIZATIONS



We are proud to partner with veteran organizations to give back to those who have served in the armed forces. A portion of the proceeds from these events will be donated to charities that support active-duty service members, veterans, and their families. These partnerships provide a meaningful way for sponsors to align with causes that honor the sacrifices made by military personnel. By sponsoring our events, you will not only reach a broad audience but also contribute to impactful charitable efforts that resonate with socially conscious consumers and align with corporate social responsibility goals.





FILM & SERIES PARTNERSHIPS

We are thrilled to offer filmmakers and producers the opportunity to bring the intense world of International War Games (IWG) MMA fighters to both the big screen and top streaming platforms like Netflix, Disney+, or Amazon Prime. With the global appeal of MMA and the international military competition theme, the IWG concept is perfect for blockbuster franchises similar to *The Avengers* or *Justice League* or even an original series. Imagine elite fighters from around the world, each representing their nation's military and distinct combat styles, battling it out in epic, action-packed showdowns. Whether it's a feature film or a multi-season series, this project has the potential to captivate a worldwide audience and become the next major franchise. By partnering with us, you can be part of creating an action-packed film series that blends martial arts, military strategy, and global intrigue—captivating audiences and fueling interest in future events.





GAMING PARTNERSHIPS

We also invite gaming companies to collaborate on developing video games based on the adrenaline-pumping IWG MMA fighters and events. With the rise of popular combat games, the concept of international military-trained fighters battling it out in high-stakes tournaments offers endless possibilities for a thrilling, interactive experience. Players could choose their favorite fighters, each with distinct fighting styles influenced by their military training, and compete in immersive environments that replicate real-world battle zones. A game based on IWG could become the next big hit in the fighting game genre, combining the excitement of MMA with the strategic depth of military combat.

