

★ INTEGRATED SPORTS MEDIA ★

PAY PER VIEW

& ENTERTAINMENT

Presents:

INTERNATIONAL WAR GAMES



MARKETING & SPONSORSHIP KIT

Integrated Sports Media & Entertainment

ISME is North America's top producer and distributor of Pay-Per-View content both domestically and globally. Covering music events, combat sports, soccer and other special events for broadcast. Founded and led by industry veterans from UFC, WBC, IBA, Pride as well as Emmy award-winning production teams, ISME is the featured partner for all major broadcast networks, streaming platforms and satellite/cable providers. ISME specializes in World Championship events across all major markets.

IS INTEGRATED SPORTS MEDIA + MARKETING

ONCE IN A LIFETIME

CANELO

CRAWFORD

LAS VEGAS

WELCOME CHAMPIONS WELCOME

WELCOME CHAMPIONS WELCOME

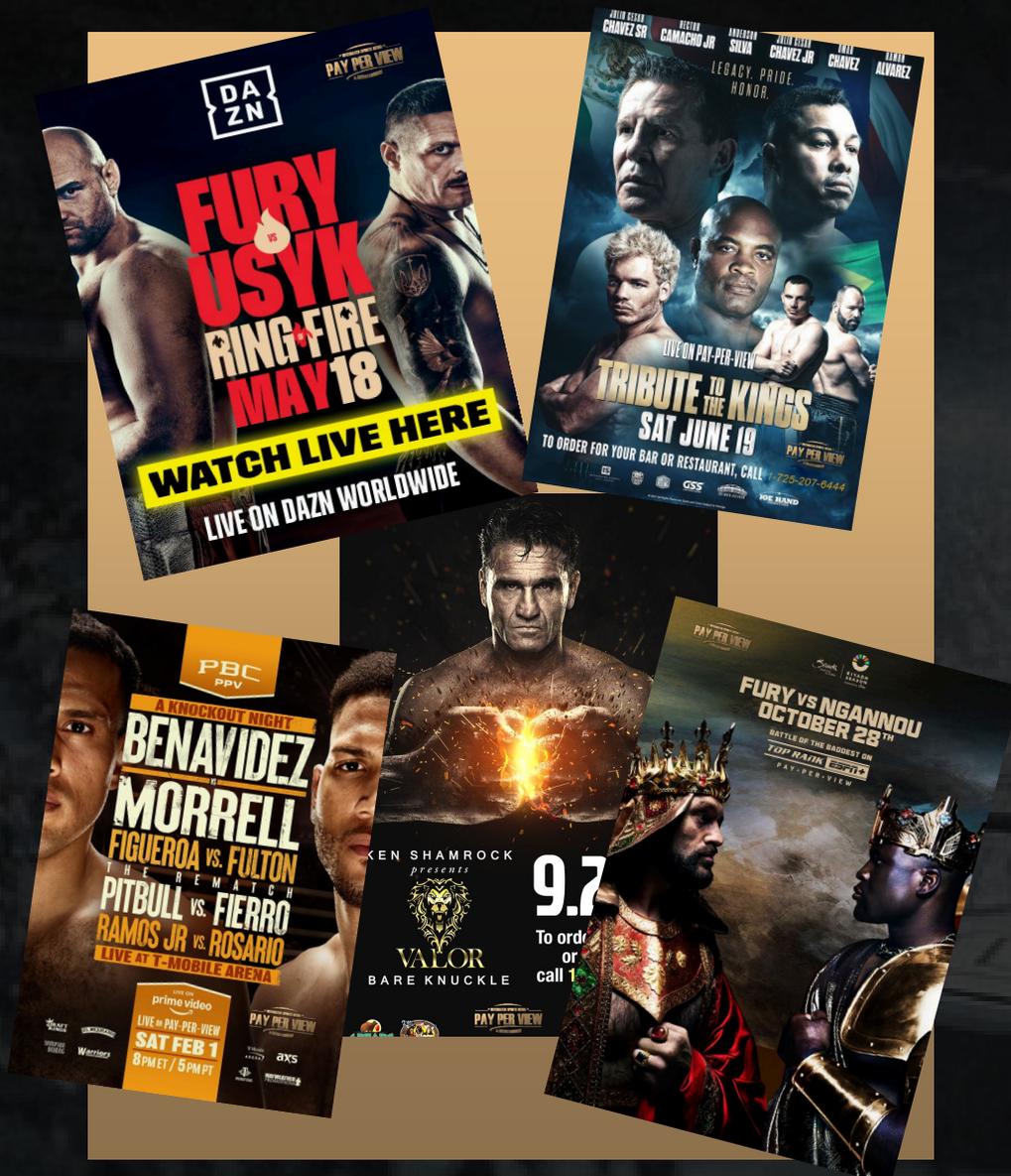
• LIVE ONLY ON **NETFLIX**

SATURDAY SEPTEMBER 13
9 PM ET | 6 PM PT

PARA ORDENAR, LLAME A
1-866-396-8283

Pay-Per-View Distribution & Production

Celebrating its 20th anniversary, ISME is the undisputed leader in specialty Pay-Per-View events throughout North America and has cultivated strong relationships with the major satellite and cable Pay-Per-View networks worldwide. These relationships allow it to receive maximum exposure, promotion and distribution for all events. Its expertise in Pay-Per-View marketing and advertising gives ISME the ability to achieve high visibility for events in the most cost-effective manner. These events provide corporations with targeted sponsorship opportunities using state-of-the-art technology including digital signage, broadcast commercials, co-branding opportunities, merchandise sales and promotional tie-ins with cable, satellite and major streaming distributors.



INTEGRATED SPORTS MEDIA
PAY PER VIEW
 & ENTERTAINMENT

PRESENTS

INTERNATIONAL WAR GAMES™
 THE ULTIMATE BATTLE

USA vs RUSSIA

FRONTWAVE arena
 3475 HERO DR
 OCEANSIDE, CA 92056

JULY 11, 2026

Special Guest & Commentator
Georges St-Pierre

IWG

DOORS OPEN AT 5:00 pm

CABLE & STREAMING

dish apple tv prime video IN DEMAND PAY-PER-VIEW TRILLER DIRECTV

Introducing the International War Games

ISME is proud to introduce a global Pay-Per-View event bringing together the world's best and most elite warriors for the **International War Games** MMA competition. Members and veterans of armed services representing their nations compete in this country vs. country challenge to see who remains standing. IWG is also proud to feature retired three-time world UFC champion **Georges St-Pierre** as our special guest commentator. He is widely regarded as one of the greatest fighters in mixed martial arts (MMA) history and his presence is highly anticipated.

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What to Expect

Founder Tony Martinez brings specially recruited challengers who are the best of the best and include former UFC, Pride and Bellator leagues as well as through top gyms such as the Gracies, Urijah Faber, Anderson Silva and Khabib Nurmagomedov to name a few. Each competitor is a proud military warrior and will be fighting in their weight class for the IWG championship. Our eagerly anticipated main card features USA vs. Russia, setting the stage for a night of intense battles between the world's best military athletes including Canada, Philippines, India, Mexico, Brazil, Kazakhstan, and more.

★ WE PROUDLY SUPPORT THE U.S. ARMED FORCES ★



Distribution for International War Games

IWG will be broadcast through major providers such as DiSH, DirectTV, inDemand, and streamed on popular platforms including Triller, Apple TV, Amazon, and YouTubeTV plus international CCTV to reach a wide international audience. Additionally, we will collaborate with leading social media influencers with large followings to increase the event's exposure by sharing it with their global audiences across multiple platforms. IWG is committed to honoring military veterans, providing sponsors with a distinctive chance to support and celebrate those who have served while participating in a significant, worldwide event.



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.



Nonprofit Fiscal Sponsor:



Key Demographics:

In the United States, the demographics of Mixed Martial Arts (MMA) fans and participants reflect a diverse and dynamic audience.

Gender: While MMA has traditionally attracted more male fans, there has been a noticeable increase in female viewership. Approximately 70% of MMA fans are male and 30% female.

Income: MMA fans have moderate to high disposable incomes. Around 60% of MMA fans make under \$75,000 per year, while 40% earn above \$75,000, corresponding with age demos.

Participants: Last year, there were approx. 1.2 million participants in MMA competitions in the US, reflecting the sport's growing appeal among both amateurs and professionals.

Interests: MMA fans often have interests in other physical activities such as off-road vehicles, bodybuilding, skateboarding, surfing, snowboarding, and poker.

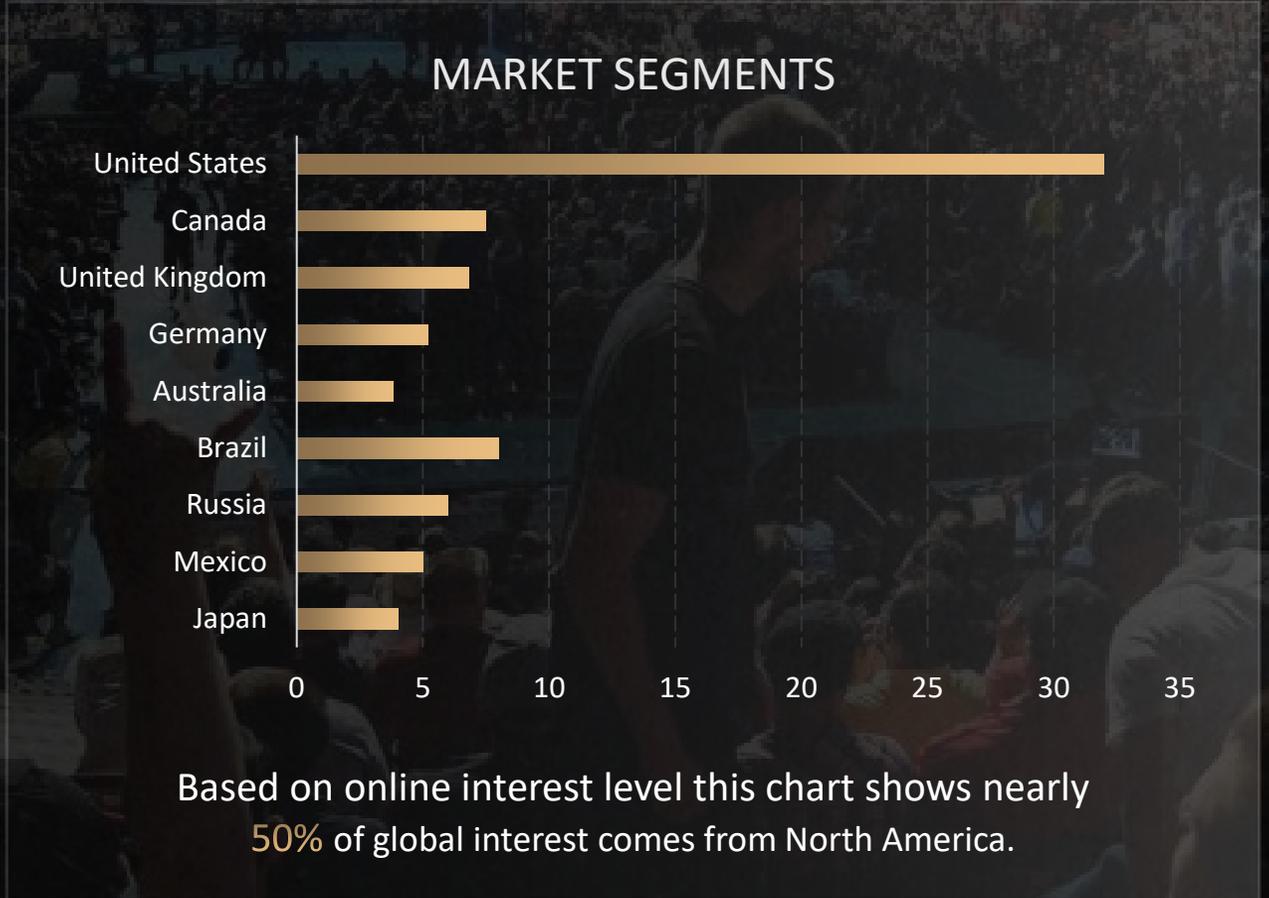
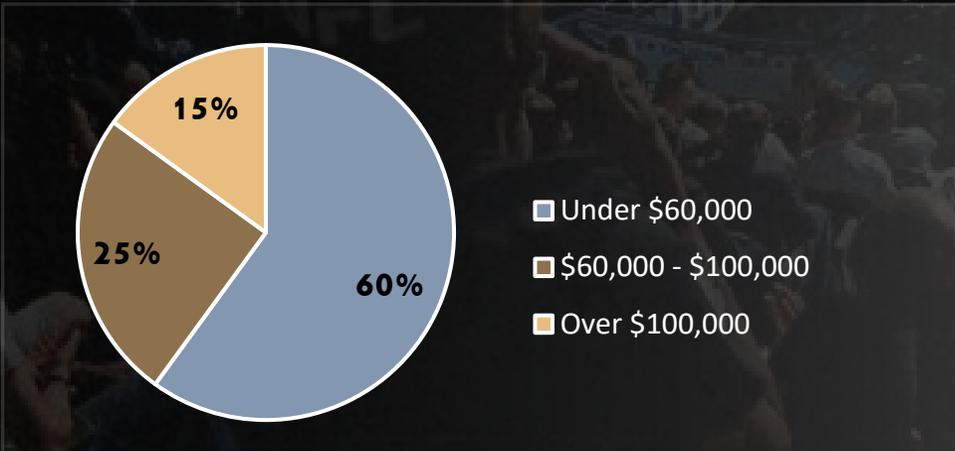
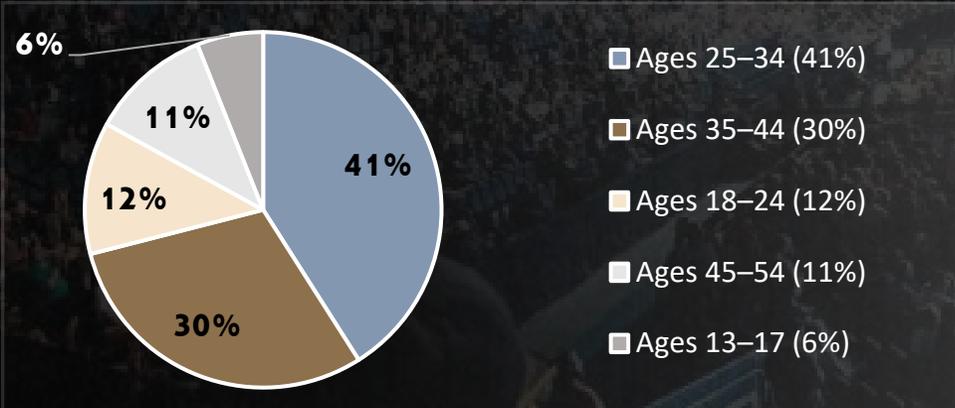
Age: The majority of MMA fans are within 18 to 34 years old. About 30% of MMA fans are between the ages of 25 and 34, and another 30% are between 35 and 44. Over **80%** of MMA fans fall into the **key demo** for advertising due to its members' significant purchasing power and brand-building habits.

Ethnicity: MMA has a multicultural fan base, with interest in combat sports being particularly high among the Black community, where 52% are casual or avid fans. Approximately 60% of MMA fans are white, but African Americans and Hispanics are over-represented among U.S. viewers.

Engagement: MMA fans are known for their high level of engagement, fueled by the sport's dramatic narratives, athlete authenticity, and savvy use of social media. This translates into consistent and passionate interaction across various platforms and events

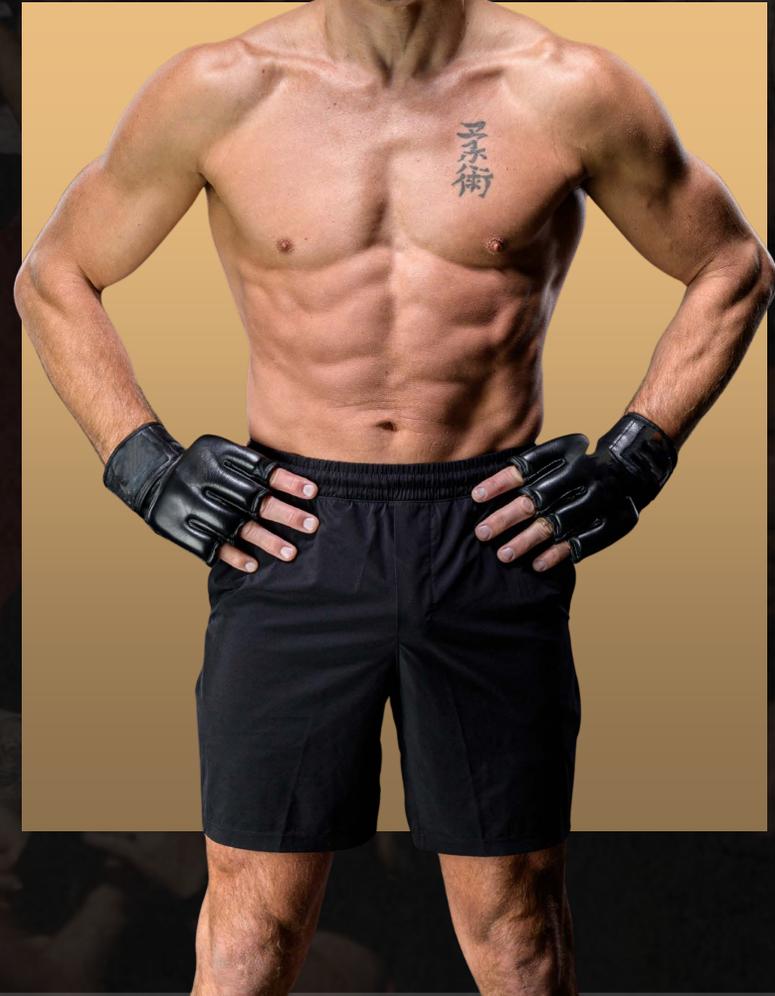
These demographics highlight the broad appeal of MMA in the United States, attracting fans and participants from various backgrounds and walks of life.

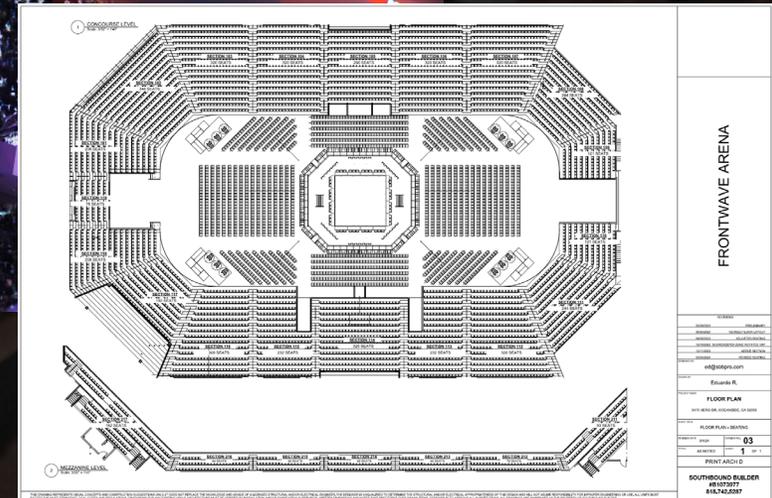
Demographics for USA & Global Market



Featured Guests & Talent

Live appearances from world famous boxers, MMA fighters, musical performers as well as celebrities including special commentator and UFC champion Georges St-Pierre, world champion boxer Carlos Palomino and legendary announcer Jimmy Lennon Jr., to name a few.





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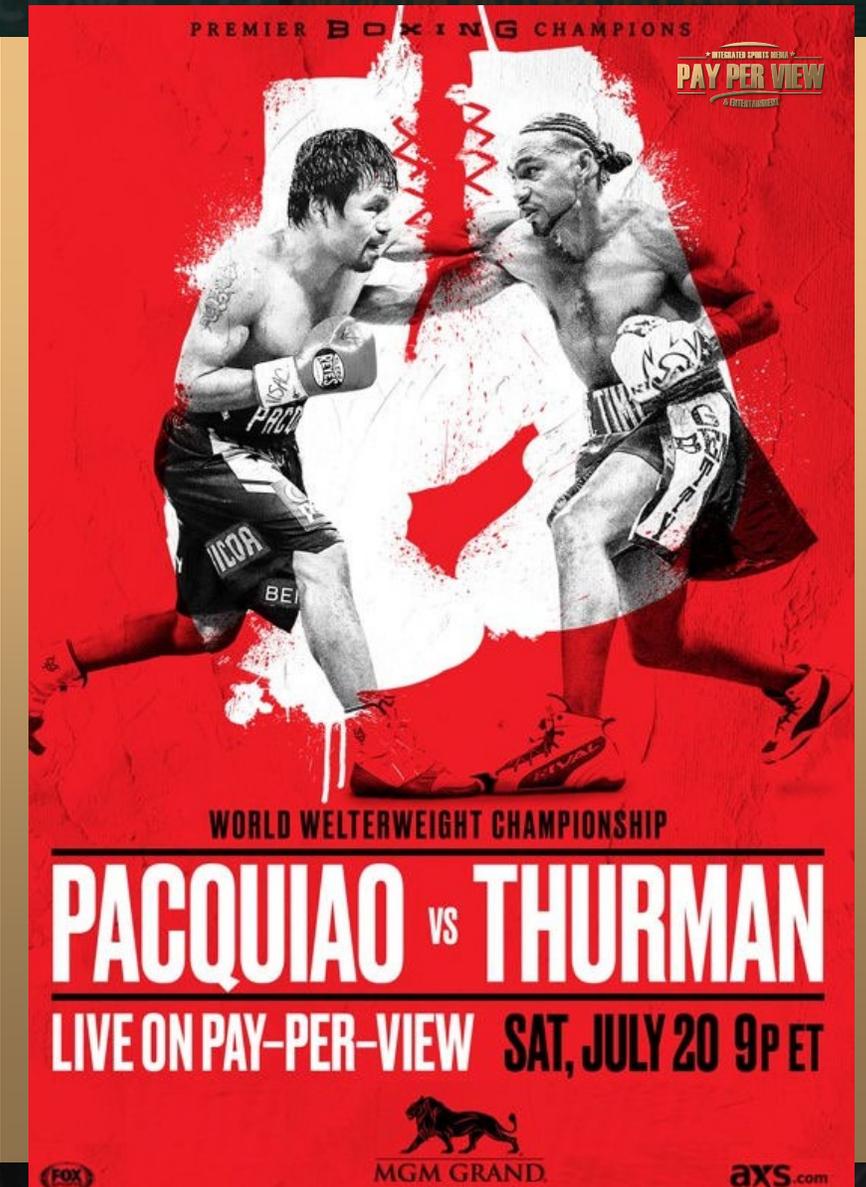
DISTRIBUTION BREAKDOWN

Traditional Broadcast Distribution

Cable & Satellite PPV Distribution, on the following platforms:

- Dish: 7 million,
- DirectTV: 13 million
- inDemand: 80 million
- Comcast: incl
- Spectrum: incl
- Cox: incl
- Total: 100,000,000+ subscribers

* Minimum 5,000 commercials across platforms & networks
(Sponsored ads available)





Streaming Network Distribution

Major Streaming Network distribution:

- Amazon prime - 171.7 million
- Apple TV – 25 million
- YouTubeTV – 80 million
- TrillerTV – 10 million
- **Total: 286,700,000 subscribers**

* Commercials and direct promotions are streamed to demographic
(Available only to prime sponsor)

Social Media Distribution

This channel enables us to use the direct stream Pay Per View distribution and social media marketing platform offered through ISME for selling exclusive live content through digital channels.

- Tik Tok
- Instagram
- X
- Reddit
- Facebook
- Snapchat
- Pinterest
- Own
- Twitch
- Discord
- YouTube
- Telegram
- WhatsApp
- Substack
- Rumble
- LinkedIn

Social Media: offering event talent, fighters, charities, promoters, fans and partnered influencers a revenue share to promote the PPV fight to their social media followers for direct streaming to mobile.

BELLATOR MMA™
THE BEST FIGHTS
ONLY ON DAZN

MVP v DALEY
FEBRUARY 16TH, 2019

MACDONALD v FITCH
APRIL 27TH, 2019

IS
INTEGRATED SPORTS
MEDIA • MARKETING

To order for your location,
call Integrated Sports
at 866-396-8283

DAZN

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SPONSORSHIP OPPORTUNITY



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

COMMANDER IN CHIEF SPONSOR

NATIONAL 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
**Influencers' and paid social media posts	included

COMMANDER PERKS

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



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

5-STAR GENERAL SPONSOR

NATIONAL COMMERCIAL SPOTS

150 – 15 second spots	\$112,500
500 – 30 second 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
**Influencers' and paid social media posts	included

GENERAL'S PERKS

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

CABLE & SATELLITE ADVERTISING

National broadcast advertising airing over 3 weeks leading up to event through all major providers. Placement selected by providers to maximize visibility with target demographics for PPV engagement. Generally prime placements.



Broadcast Announcer “Brought to you by...” \$2,500 each

25 x throughout event

30 Second Commercial Spots \$5,000 each

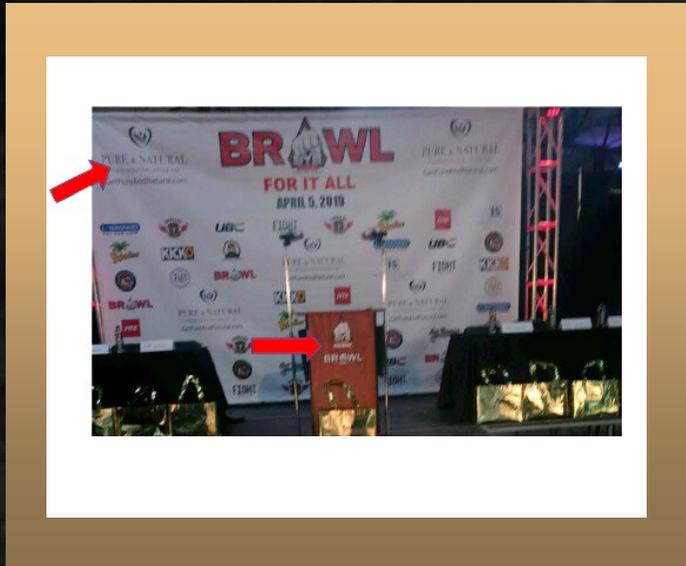
*shown 3 weeks before the event on DiSH,
DirecTV, Spectrum, Comcast, etc.*

15 Second Commercial Spots \$2,500 each

*shown 3 weeks before the event on DiSH,
DirecTV, Cox, Spectrum, Comcast, etc.*

PRESS CONFERENCE ADVERTISING

Will include multiple conferences with videos and photos to be use as part of general press releases, social media distribution and releases as sports news clips.



Press conference banner	\$15,000 each
<i>Right & left top corners</i>	
Advertisement	\$10,000 each
<i>smaller below top</i>	
Press Conference Podium	\$10,000
Press Conference Skirt Banner	\$2,000
Microphone Logo	\$2,000

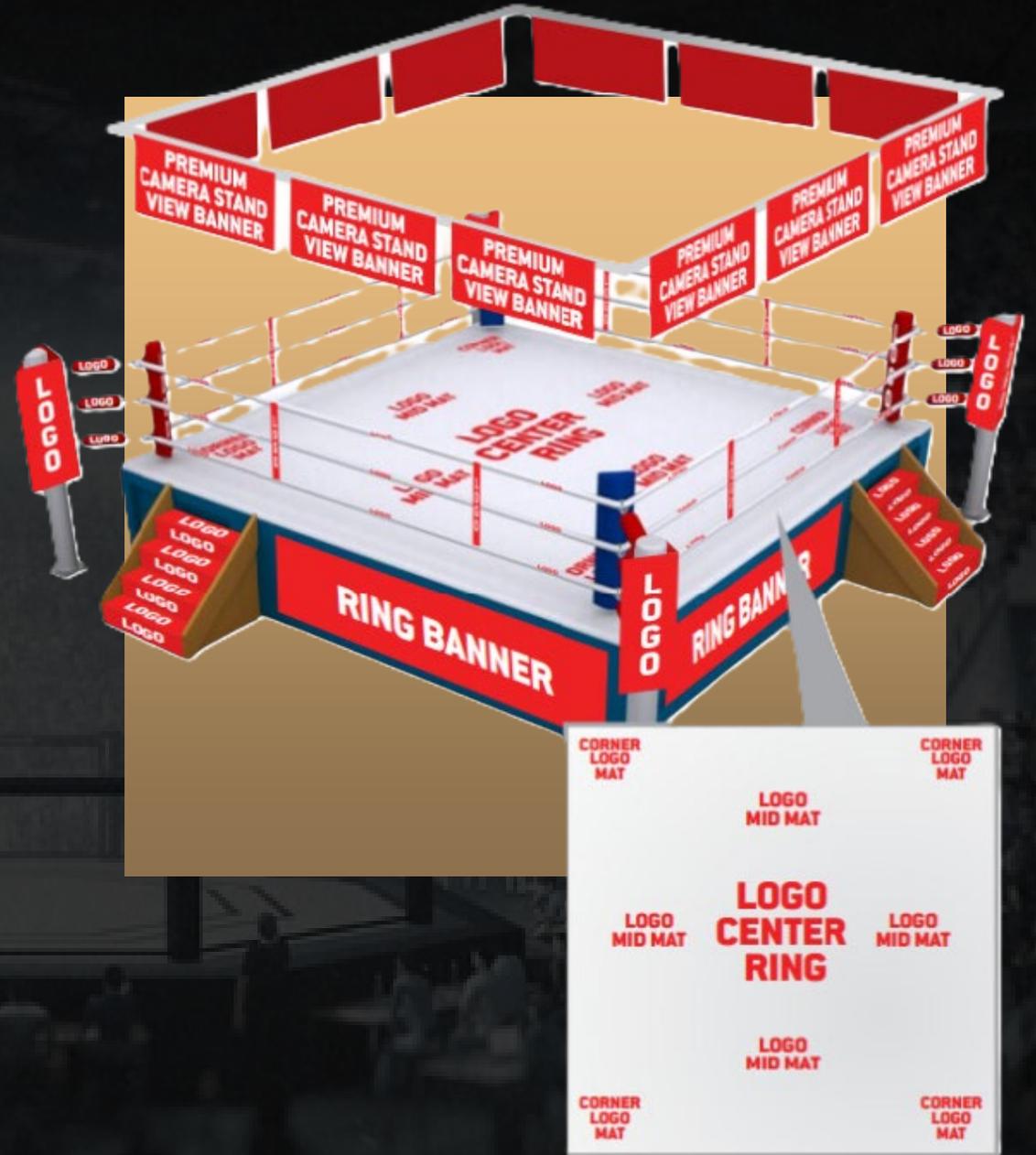
Ring Advertising

26' X 26' RING SIZE

(1) CENTER RING MAT LOGO	\$100,000
(4) LOGO INTERIOR MID MAT	\$25,000 each
(4) CORNER LOGO MAT	\$25,000 each
(12) PREMIUM BANNER (4'X3'), *Can be bought separately	\$10,000 each
(4) CORNER POSTS	\$50,000 total
(4) SKIRT BANNERS (6'X3')	\$10,000 each
(8) ROPES	\$10,000 total
(2) STAIRS (2'X1')	\$5,000 each
(12) MINI CORNER PADS	\$25,000 total
(4) BUMPERS	\$20,000 total
RING ANNOUNCER	\$2,500 each

“Brought to you by...”

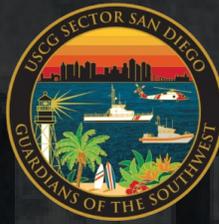
5x throughout event



LOCAL SPONSORSHIPS

San Diego & Orange County Military Bases

ISME & IWG is proud to support our local military and is actively engaging with each base directly and through the ISO to present opportunities for members to attend, watch and be informed of International War Games. As a local sponsor you will be featured in all promotional materials presented.



SAN DIEGO
CENTRAL CHAMBER
OF COMMERCE



TOURISM AUTHORITY

Local Sponsorship Levels

Show the local consumer, business and military communities your support. Limited opportunities available.

\$10,000

BOOT CAMP

- ✓ 250,000 sponsored social media posts – Sub sponsor position.
- ✓ 50,000 sponsored local emails through chamber & tourism auth.
- ✓ Promotions to over 130,000 personnel on area bases.
- ✓ 4 VIP floor seats

\$25,000

FIELD TRAINING

- ✓ 250,000 sponsored social media posts – Sub sponsor position.
- ✓ Local broadcast TV (news), AM & FM Radio.
- ✓ 100,000 sponsored local emails through chamber & tourism auth.
- ✓ Promotions to over 130,000 personnel on area bases.
- ✓ 10 VIP floor seats

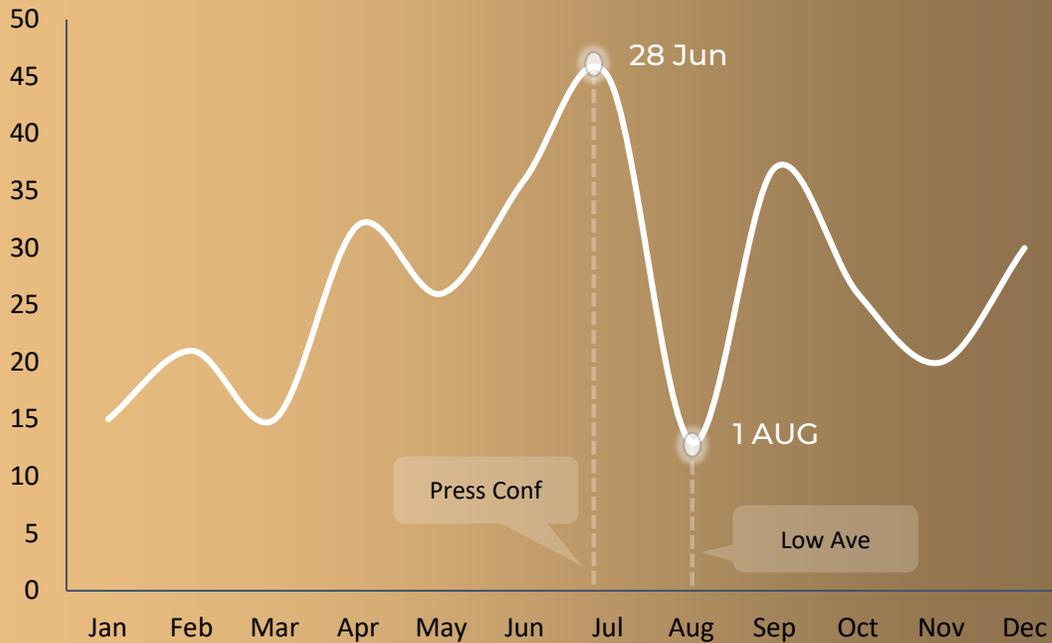
\$50,000

SPECIAL MISSION

- ✓ 500,000 sponsored social media posts – Top position.
- ✓ Local broadcast TV (news), AM & FM Radio + Streaming TV
- ✓ 150,000 sponsored local emails through chamber & tourism auth.
- ✓ Promotions to over 130,000 personnel on area bases.
- ✓ Booth space with signage at arena entrance (7,000 attendees).
- ✓ Live mentions and LED screen roll during streaming broadcast.
- ✓ VIP mini-suite for 12

Performance Analytics

Ad Views Average (000)



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.



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Join Us

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Contact: Christy Graham

Phone: 725-207-6444

Email: christy@integratedsportsmediawc.com

Web: ISME-PPV.com

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