



THE WORLD'S LEADING MMA & FITNESS SUPER GYM



COMMERCIAL SPONSORSHIP
AND PARTNERSHIP OPPORTUNITIES

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS



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About AKA Thailand

AKA Thailand, the international headquarters of the world renowned American Kickboxing Academy (AKA), specializing in Muay Thai, Mixed Martial Arts (MMA), Brazilian Jiu-Jitsu (BJJ), Strength & Conditioning, Yoga and Fitness, offers world-class training for all levels from Beginners to Professional fighters and athletes.

AKA is owned by original AKA team member Mike "Quick" Swick, internet magnate Blair Speers and AKA founder, Javier Mendez. AKA Thailand is the largest training facility of its kind, attracting many of the world's best fighters and through its elite training program helps nurture future world champions. Mixed Martial Arts is the the fastest growing sport in the world, with the AKA brand and its fight team evolving and dominating at the top tiers of competition.

Some of the world's top fighters are part of the AKA Fight Team and include: Team Captain Soa "The Hulk" Palelei (UFC), Mark "The Super Samoan" Hunt (UFC), Wang Sai (UFC), Jeff "The Machine" Huang (ONEFC) Salim Muhidinov (FMD).

The elite trainers include: 15 UFC Veteran Mike Swick - MMA Team Coach & Trainer; Marcio "Gracinha" Cesar MMA Fighter; Kru Chalee - Muay Thai & Boxing Trainer; Kru Sid - Muay Thai Master Trainer; Werawat "Bump" Sitpalang - Muay Thai Fighter Trainer; Hehm - Muay Thai Trainer, Fighter; Max Canna Sor Kingstar - Muay Thai Trainer. Pom - Muay Thai Trainer.

While AKA Thailand is a new facility, the AKA team is long-standing and well established in MMA -The American Kickboxing Academy (AKA) was founded by Javier Mendez, with the first gym opening in San Jose, USA in 1985. To date AKA has produced a record number of champions in organizations such as (UFC, K1, Strikeforce, Bellator, KOTC, ONEFC etc).

The facilities offer fighters and fitness enthusiasts from all over the world the opportunity to experience traditional Muay Thai, MMA, BJJ, Strength & Conditioning, Yoga and Fitness classes in the tropics of Thailand, under the roof of the globally renowned world of combat sports leading brand AKA.

AKA Thailand has developed a number of packages for commercial sponsors and partners to share in its success through:

- Integrating your brand with AKA
- Supporting AKA Thailand Special Events
- Supporting AKA Thailand fighters who compete in events around the world

Become part of the AKA Thailand experience in Thailand & around the World!



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
THE WORLD'S LEADING **MMA & FITNESS SUPER GYM**

AKA Thailand At A Glance

- **Champions** No team has built more Champions and stars from the ground up than Team AKA. It's one of the original and most successful teams in the sport and is now taking on the world with a new world headquarters in Thailand.

- **Media Savvy** AKA Thailand is one of the most media savvy gyms, producing videos, photos and live feeds on a daily basis. These videos generate hundreds of thousands of views through Facebook, YouTube, Instagram, Twitter, Periscope and other social media channels.

- **Customers** AKA attracts a wide range of customers from every corner of the world, beginners to pros, children to parents and blue collar workers to chief executives.

- **Partners** AKA's exclusive equipment partnership with Fairtex, the world's biggest name in Muay Thai and combat sports, solidifies the belief in AKA's sport development program and provides tremendous international exposure of its brand and sponsors' services and products.

- **Facilities** Established and built on the internationally famous resort island of Phuket and sprawling across 3 acres (12140 square meters) with multiple dedicated training buildings, AKA offers the best facilities including the largest indoor climate controlled MMA/BJJ training facility in Thailand. With new developments continually underway, including a luxury sea view resort hotel, AKA is setting the standard and solidifying itself as the world's largest and most prestigious gym.



Luke Rockhold - UFC



Mark Hunt - UFC



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Gym Management



Mike Swick Founder, Owner & CEO

Mike Swick is a life long martial artist who first started competing at the age of eight. He fought nationally in the USA in Tae-Kwon-Do competitions until his teenage years. While watching a UFC event with friends, Mike discovered MMA and immediately sought out training. Mike has over 20 years of competition experience, 15 career UFC fights under his belt and is one of the original members of Team AKA. He is an original cast member of the first season of The Ultimate Fighter (2005), where he quickly became a fan favorite and household name in the UFC and the sport of MMA.



Blair Speers Owner & Chairman

Blair Speers is an accomplished businessman, online computer marketing expert, travel and hospitality guru, former Canadian national champion wrestler, an expert fight strategist, and Co-Owner and Chairman of AKA Thailand. He is a multifaceted individual with incredible experience and knowledge in business, making him one of the most successful entrepreneurs on Phuket.



Javier Mendez Owner/Advisor, Founder of AKA

Former World Champion Kickboxer and founder of AKA, Javier Mendez started training in martial arts in 1978, studying the discipline of Tang Soo Do. Mendez started his kickboxing career in 1985 in exhibition bout against Bill "Superfoot" Wallace, after which he began his pro kickboxing career. His long and successful career has included: establishing the American Kickboxing Academy; Head trainer and coach of Team AKA; and Official Coach on the UFC Ultimate Trainer video game. Mendez won his first world championship in 1992 when he became the ISKA Light-Cruiserweight Champion.



Adrian Shead Gym Manager

Adrian Shead is a Thai and British National who grew up in London, England. He speaks both Thai and English fluently and has a great understanding of both cultures. Adrian is also a military vet who joined the British Army in 2000 and was deployed to Iraq at the age of 22. Adrian moved to Thailand in 2008 and has been involved with gym management and the local Muay Thai scene ever since. Before coming on board with AKA Thailand, Adrian built and managed one of the largest gyms in the world.



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
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Sponsor Packages

We have developed packages to suit differing levels of needs:

Official Partners

Up to 4 x Official Partners from non-competing categories each with naming rights to AKA Thailand i.e. [Official Partner Name] Official Partner of AKA Thailand.

Official Suppliers And Media Partners

Unlimited Official Suppliers from non-competing categories that can provide supplies with naming rights to AKA Thailand. i.e. [Official Supplier Name / Media Partner Name] Official Supplier / Media Partner of AKA Thailand.

These include Official Suppliers in the following sectors:

- **Banks / Financial Services**
- **Sports Drink / Soft Drink**
- **Apparel / Kit Manufacturer**
- **Auto**
- **Airline**
- **Courier**
- **Clothing**
- **Travel & Tourism**
- **Destination**
- **Recruitment**
- **Mobile Network / Mobile Handset**
- **Ticketing**
- **TV / Radio / Press / Internet**

Special Event Sponsors

- **Title & Presenting Sponsors**
one of each per event
- **Co-sponsors** - *up to six per event*
- **Official Suppliers & Official Media Partners** - *up to 10 of each per event*

Why Get Involved?

Sponsors will benefit from a partnership in many ways, including:

Brand Exposure & Image Enhancement

National, Regional & International Media linking in with AKA THAILAND brand and the high profile events.

Networking & Hospitality using the association to entertain business audiences including customers, suppliers and employees.

Experiential Marketing sampling of products at the venue and events.

Corporate Social Responsibility helping to promote sport and providing a positive role model for young people.

World Class Coaching AKA Thailand is staffed by world-class coaches offering the best advice and guidance.

AKA Thailand can help boost brand awareness for interested sponsors in relevant industries such as: wellness; weight loss; supplements; fitness; and martial arts.



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
THE WORLD'S LEADING **MMA & FITNESS SUPER GYM**

About MMA

MMA is massive around the world, with major TV Networks, such as FOX, ESPN, NBC, China's largest TV network CCTV, STAR SPORTS (TRUE SPORTS) and many others broadcasting events for hundreds of Millions of viewers. Asia, the birthplace of Martial Arts and Fight Sports in general, has now also fully opened its doors for MMA, creating huge, cash rich business opportunities, making it truly the place to be.

- **Fastest growing sport on the planet, a multi billion dollar industry with regulated events broadcasted worldwide.**
- **Reaches out to more than 700 million homes through TV, online and social media networks, throughout Asia, North America and around the world.**
- **From superfast flyweights to titanic heavyweights, MMA fighters include a wide variety of interesting and entertaining characters.**
- **Expect knockouts, submissions, flying knees, elbows, chokes, arm bars and jaw-breaking head kicks!**

Mixed Martial Arts has surged in popularity. An estimated three million children under the age of 13 are now taking MMA classes around the USA. The sport, which has enjoyed massive mainstream popularity through leagues like the Ultimate Fighting Championship, and the 2011 Oscar-nominated film "Warrior," is reportedly now being studied by children as young as five.

According to The Sports Business Journal's annual survey 2013, which tracked the habits of avid USA fans of boxing, MMA and professional wrestling, MMA (74.6% of males polled) is the most popular of the three sports among males with boxing a close second (72.4%) and then WWE (Professional Wrestling) (62.8%).



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Training Schedule

AKA Thailand runs a full training calendar from Monday to Saturday offering classes for all levels from Beginner to Pro.

Martial Arts Classes

- Muay Thai
- MMA Fundamentals
- Brazilian Jiu Jitsu

Fitness Classes

- Airdyne Cardio Blast
- Strength & Conditioning
- AKA Body Blast
- Yoga
- Hill Sprints

Invitation Only

- Muay Thai - Pro
- Airdyne Conditioning - Pro
- MMA - Pro



Special Events

AKA Thailand is planning a number of special events on site, the schedule of which is currently under development.



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Facilities

AKA Thailand provides a professional, clean, spacious and scenic training facility for its guests. Much care and attention to detail has gone into the construction of the gym to ensure the quality of the facilities match the unparalleled standard of Muay Thai, MMA, BJJ and Strength & Conditioning training on offer.



MMA/BJJ Facility

The AKA Thailand BJJ and MMA programs are run indoors at the 5,000 square feet (460 square metres) main training building. The facility is air-conditioned and has over 3,000 square feet (280 square metres) of Dollamur Flexi-roll training mats, and the walls are lined with Dollamur pro wall pads on all training sides.



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Muay Thai Facility

The Muay Thai program is housed inside a 6,000 square feet (560 square metres) open-air training building. The eight metre high roof provides amazing views of the surrounding jungle and mountain scape, and with the higher elevation, it welcomes a constant cool ocean breeze throughout the day that minimizes the normal impact of Thailand's heat and humidity during training. The building is also equipped with a state-of-the-art, motorized shade system that can completely enclose the facility for privacy or in case of rain.

Facilities Include: 2 x super-sized 7.2 metre squared Muay Thai Rings, Heavy bags and pull-up bars around the whole building. An open training area covered entirely with 20mm thick floor matting, to protect the soles of the feet from uncomfortable chafing, tears or cuts. The high definition CCTV system has cameras throughout the training area that can broadcast exclusive training and VIP sessions live on the AKA Thailand website.



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Fitness Building & Weight Room

This two story, 3,000 square feet (280 square metres) facility houses the AKA Thailand weight room and fighter conditioning area.

This comprises:

- **Ground floor** - a fully equipped, commercial grade, weight and cardio room with Life Fitness treadmills and ellipticals. Weights include: Cybex and Hammer Strength equipment, plus a variety of dumbbells, kettlebells and medicine balls.
- **Second floor** - houses the fighter training and AKA Airdyne area. This is where all the Pro fighters work hard doing the same world renowned Airdyne routine that has been a staple of AKA's fighter training since the beginning. Wall pads on all training sides.

Contender Café & Restaurant

AKA Thailand's onsite sports grill. With International & Thai cuisine, the café serves all types of fruit and protein shakes as well as coconut water and fresh fruit juices. Contender Café also has a full size pool table and other gaming, live fights and sporting events shown.



Showroom & Pro Shop

AKA Thailand's has a fully-equipped Showroom and Pro Shop offering a full line of custom AKA-Fairtex fight gear, as well as other leading brands, including gloves, hand wraps, shin guards, head gear, groin protectors, tank tops, t-shirts, Muay Thai shorts, MMA shorts and more. The Pro Shop also offers a full range of supplements from Muscle Pharm, including protein powder, pre and post-workout supplements, electrolyte packets, vitamins and amino acids.



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Location

Phuket is an island located 862km south-west of Thailand's capital Bangkok in the Andaman Sea and annually hosts a number of Asia's top sporting events including the 2014 Asian Beach Games. November through March is the cool north-east monsoon season, when cool breezes keep things comfortable. The average daily temperature is around 24C to 32C.

Phuket's hottest months are from April through May, with temperatures ranging from 27C to 36C. However, frequent short heavy thundery showers, offer welcome relief from the temperature and humidity. June, July and August normally consists of sunny days with brief but heavy showers, with temperatures ranging from 20C to 33C.



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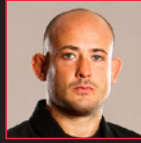
AKA Thailand Trainers



Mike Swick

AKA Head Coach

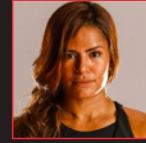
Mike Swick is a life long martial artist who first started competing at the age of eight. Mike has over 20 years of competition experience, 15 career UFC fights under his belt and is one of the original members of Team AKA.



Marcio 'Gracinha' Cesar

MMA Team Coach & Trainer

AKA Thailand's head BJJ coach, Marcio Cesar Gracinha has a long and storied pedigree in the Jiu-Jitsu game. A high level black belt under the tutelage of legendary coach Cristiano Marcello.



Genah Fabian

Strength & Conditioning Coach

From Auckland, New Zealand with an extensive history in athletics and combat sports. Certified under CrossFit (Level 1), Training for Warriors (Level 1) and Westside Barbell Power Lifting.



Sedhtee Arawan

Muay Thai Trainer, Fighter

28 years old, 250+ fights, Ch 7 champion + Ch7 16 man tournament champion
Knee fighter still very active Fought in all major stadiums in Bangkok
Making his transition to being a trainer.



Heim

Muay Thai Trainer, Fighter

Hometown Phangan, Fight name Derby
Fights 120+. Stadiums fought in Lumpinee, Rajadamnern, Ch 7, All stadiums in the south of Thailand, Bkk Champion 100 lbs. Spent 4 years in England as a trainer in K-Star gym.



Pom

Muay Thai Fighter / Trainer

Hometown Buriram Issan province.
Started fighting when he was 10 year old.
Fight Name Rang Phett. Fights 300+
Issan Champion. Been a trainer for 5 years
spent 2 years in China.



Max Canna Sor Kingstar

Muay Thai Trainer, Fighter

Hometown Khon Kaen Issan province
Started fighting when he was 7 years old
Fight Name Max Canna Sor Kingstar
Fights 250+ Champion Rajadamnern
stadium 135-140 lbs. Trainer for 13 years



Kru Chalee

Muay Thai & Boxing Trainer

Fight name: Jom lee lar. Very well rounded
fighter likes to move forwards and
aggressively. Fought in all major stadiums in
bangkok. 30 years old. +375 fights
Started fighting when he was 8 years old.



Kongbeng

Muay Thai Trainer, Fighter

+200 fights, fighting since he was 8.
Fought in all major stadiums in bangkok.
Knee fighter great in the clinch.
Trainer for 5years
Thailand champion



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
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Fighters

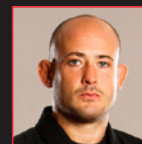
There is an opportunity to sponsor AKA Thailand's international team of fighters who train at AKA Thailand and fight all over the world. Sponsors can display sponsors logos on pro-fight teams and fight banners when they compete around the world.



Mark Hunt

262lbs / 118kg

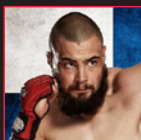
Pro since 2002
Currently Ranked 7th in the UFC
Heavyweight Division.
Former K1 champion and fan favourite



Marcio 'Gracinha' Cesar

135lbs / 61kg

Pro since 2005
Second degree Brazilian Jiu-Jitsu black belt
11 submission finishes



Glenn "Teddy Bear" Sparv

170lb / 77kg

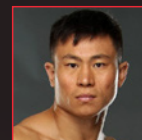
4 win streak, CAGEMMA Finland welterweight champion. 1 Title defence
#1 Ranked welterweight in Finland.



Jeff "The Machine" Huang

170lb / 77kg

4 win streak. Good takedown defence
Well-rounded fighter
Finished all his wins by KO or submission
had over 300 Muay Thai fights.



Wang Sai

170lb / 77kg

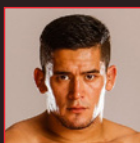
Team Flying Lions member on TUF China
Pro since 2009
Four wins by KO, three by submission
Five first round finishes



Soa "The Hulk" Palelei

260lb / 118kg

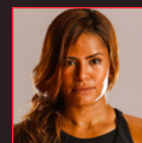
19 wins by KO, 3 by submission
(2 Armbars, 1 Americana)
Has finished all of his wins
16 first round finishes
Seven wins in less than a minute



Salim Muhidinov

145lb / 66kg

Strong athletic abilities
Good takedowns
Combat Sambo experience



Genah Fabian

125lbs / 65kg

From Auckland, New Zealand, with an extensive history in athletics and combat sports. Muay Thai record of 6-2
Pro MMA record of 1-0.



Teresa Wintermyr

135lb / 57kg

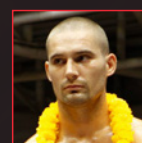
WMC World Champion 118 lbs
3rd place in World Muay Thai Angels 16 girl tournament Pro fight record:
65 fights, 38 wins.
Nationality: Swedish



Jayson Peter Tonkin

145lb / 66kg

Born Sydney Australia
Fights: 25
Win: 17
Lose: 7
Draw: 1



Dillon Croushorn

185lb / 84kg

64 wins
17 losses
1 draw
9 world titles



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THE WORLD'S LEADING **MMA & FITNESS SUPER GYM**

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Rights

Rights fall into the following categories.
A full inventory by sponsorship level is detailed:

- **Right to Title**

Official Partners / Official Suppliers / Official Media Partners / Special Event Sponsors.

- **Branding**

Signage and Logos: at Training Facilities; in Literature; on Website Signage and logos: at Special Event venues, entrance hall, on canvas, on corner pads; side bars, cage / ring entrance, screens during event, officials / staff shirts; on round plates; in pre and post event literature including posters, newsletters and website

- **Media**

Inclusion of logo in any AKA Thailand event DVDs; media releases; advertising

- **Promotional Campaign**

Inclusion in: Promotional Campaign; Advertising Campaign; Press & PR Campaign; Website

- **Experiential Marketing**

Presence Marketing: Sampling; Leafleting; Information Booths; Event Activities

- **Hospitality & Networking**

VIP area; Tickets; Hospitality Packages; Memberships

- **Merchandising**

Logos on: Posters; Leaflets; Polo-shirts etc.



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
THE WORLD'S LEADING **MMA & FITNESS SUPER GYM**

Sponsorship Packages

PACKAGES – OFFICIAL PARTNERS, OFFICIAL SUPPLIERS & MEDIA PARTNERS	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS & MEDIA PARTNERS
Rights to titles for PR & advertising use ... [Official Partner Name] Official Partner of AKA THAILAND [Official Supplier Name] Official Supplier of AKA THAILAND [Official Media Partner Name] Official Media Partner of AKA THAILAND	Yes	Yes Yes
Product exclusivity	Yes	Yes
BRANDING		
Training Facility - General		
Logo on all signage in and around the Training Facility	Yes	Yes
Logo in reception	Yes	Yes
FACILITIES		
Rings and mat spaces	Yes	
MMA cages	Yes	
Workout stations	Yes	
Training Camp Staff		
Trainers apparel	Yes	
SPECIAL EVENTS		
Logo on signage in and around the Special Event	Yes	
BRANDING – PROMOTIONAL CAMPAIGN		
Logo inclusion in AKA THAILAND promotional campaigns	Yes	Yes
Brand presence in Expos attended by AKA THAILAND around the world	Yes	Yes
Mentioning of sponsor in any promotional videos made where applicable	Yes	Yes
Logo on advertising in media partner publications – size dependent on sponsorship level	Yes	Yes
Advertising space in AKA THAILAND brochures	Yes	Yes
BRANDING – INTERNET MEDIA		
Advertisement on home page	Yes	Yes
Home page link	Yes	Yes
Logo categorized by sponsor level on e-newsletters sent regularly to database of contacts	Yes	Yes
Advertising space in any e-brochures produced and circulated	Yes	Yes
BRANDING – PRESS & PR		
Presence at any press conferences	Yes	Yes
Logo on press materials/media kits	Yes	Yes
Logo on Stage Backdrop at press conferences	Yes	Yes
Representative to speak at press conferences where applicable	Yes	
EXPERIENTIAL MARKETING		
Promotional / trade booth at Training Facility & promotional staff	16 m2	9 m2
Sampling at Training Facility	Yes	Yes
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes
HOSPITALITY & NETWORKING		
Access passes to any VIP hospitality area and tickets	Yes	Yes
Annual memberships for staff	Yes	
MERCHANDISING		
Opportunity to make merchandise with AKA THAILAND logo on	Yes	Yes
DATA RIGHTS		
Data capture mail list forwarding service access	Yes	
ACCOUNT MANAGEMENT		
Provision of account manager to manage sponsorship	Yes	Yes
Post event report on sponsorship effectiveness	Yes	Yes

PACKAGES – AKA THAILAND SPECIAL EVENTS		TITLE SPONSOR & PRESENTING SPONSOR	OFFICIAL CO-SPONSORS	OFFICIAL SUPPLIERS & MEDIA PARTNERS
TITLE & EXCLUSIVITY				
Rights to titles for PR & advertising use ... [Title Sponsor Name] AKA THAILAND Event presented by [Presenting Sponsor Name] Official Co-sponsor [Title Sponsor Name] AKA THAILAND Event presented by [Presenting Sponsor Name] Official Supplier [Title Sponsor Name] AKA THAILAND Event presented by [Presenting Sponsor Name] Official Media Partner [Title Sponsor Name] AKA THAILAND Event presented by [Presenting Sponsor Name]		Yes	Yes	Yes Yes
Product exclusivity		Yes	Yes	Yes
BRANDING – SPECIAL EVENTS				
Logo printed on centre of floor fight cage / ring		Yes		
Logo in the vertical corner padding sections of cage / ring		Yes	Yes	
Logo or web url in the corner side bar		Yes	Yes	
Logo on door padding of cage / ring exit / entrance		Yes		
Logo in entrance hall of club (roll up banner)		Yes	Yes	Yes
Logo shown on club screens during the event		Yes	Yes	Yes
Logo on background sponsor wall where fighters are photographed by media and fans		Yes	Yes	
Highlighted logo on background sponsor wall where fighters are photographed by media and fans		Yes		
Mention by announcer during the event that your company is a Sponsor		Yes	Yes	Yes
Mention by ring announcer that your company is the Title Sponsor		Yes		
Logo on "Round Plates" – between rounds		Yes		
Logo in separation areas between cage / ring and audience		Yes	Yes	Yes
Logo on referee and organisers t-shirts		Yes		
Logo on outfit of cage / ring girls		Yes		
Logo or web url in the corner side bar		Yes	Yes	
Logo inclusion in AKA THAILAND Special Event promotional campaigns		Yes	Yes	
Mentioning of sponsor in any Special Event promotional videos made where applicable		Yes		
Logo on advertising in Special Event Media Partner publications – size dependent on sponsorship level		Yes		Yes
Advertising space in AKA THAILAND Special Event brochures		Yes	Yes	
BRANDING – INTERNET MEDIA				
Advertisement on Special Event home page		Yes	Yes	Yes
Home page link		Yes	Yes	Yes
Logo categorized by sponsor level on Special Event e-newsletters sent regularly to database of contacts		Yes	Yes	Yes
Advertising space in any Special Event e-brochures produced and circulated		Yes	Yes	Yes
BRANDING - PRESS & PR				
Presence at any Special Event press conferences		Yes	Yes	Yes
Logo on Special Event press materials/media kits		Yes	Yes	Yes
Logo on Special Event Stage Backdrop at press conferences		Yes	Yes	Yes
Representative to speak at Special Event press conferences where applicable		Yes		
EXPERIENTIAL MARKETING				
Promotional / trade booth at Special Event & promotional staff		16 m2	9 m2	
Sampling at Special Event		Yes	Yes	
Insertion of promotional material or product sample into any Special Event Goodie Bag		Yes	Yes	
HOSPITALITY & NETWORKING				
Access passes to any Special Event VIP hospitality area and tickets		Yes	Yes	
Annual AKA THAILAND memberships for staff		Yes		
DATA RIGHTS				
Data capture mail list forwarding service access		Yes		
ACCOUNT MANAGEMENT				
Provision of account manager to manage sponsorship		Yes	Yes	Yes
Post event report on sponsorship effectiveness		Yes	Yes	Yes

Benefits

Association with AKA Thailand offers sponsors numerous benefits including:

- **Integrating your brand into the Training Facility and events and showcasing your products and services.**
- **Huge PR opportunity, national and international exposure across national, sports and fighting media.**
- **Networking with business leaders, government officials, local and international celebrities and opinion leaders in the Martial Arts.**
- **Entertaining target audiences.**
- **Driving sales with targeted promotional campaigns to the live and online audiences of the training camp and events.**

• Social Media & Online

AKA Thailand social media presence:

Facebook – 49,685 Likes

Instagram – 12,200 Followers

Twitter – 2,952 Followers

YouTube – 2,598 Subscribers

Mike Swick social media presence:

Facebook – 83,327 Likes

Instagram – 20,302 Followers

Twitter – 89,105 Followers

Numbers correct as of December 2015

• Branding & PR

Sponsors, Partners and Suppliers will have rights to associate with AKA Thailand for PR and advertising activity. Huge opportunities to create media coverage for sponsors through news PR activity. There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines. Press releases will also be issued through a variety of sports & fighting web sites.

• Experiential Marketing

The opportunity to promote your products and services to AKA Thailand audiences.

Phuket attract thousands of visitors throughout the year and with it huge opportunities for Sponsors to promote their products and services.

• Hospitality

AKA Thailand offers a plethora of fantastic opportunities to entertain customers, clients and executives. Sponsors, Partners and Suppliers will have a number of opportunities to entertain their guest through bespoke packages.

• Merchandising

We offer our Partners and Suppliers the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions. For example: AKA THAILAND polos, shirts, shorts, bags, wallets, key rings, caps, towels, watches, balls and eye wear.

• TV Media Exposure

AKA Thailand offers many opportunities for Sponsors and Partners to integrate their logos with AKA Thailand's marketing activity.

• Promotional Campaign

AKA Thailand offers a mix of marketing activity to sponsors, partners and supporters, covering: Advertising, Media Partnerships, Website & Online Promotional Flyers & Posters.



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
THE WORLD'S LEADING **MMA & FITNESS SUPER GYM**

Testimonials

Dana White (UFC President)

"I'm so proud of him (Mike Swick) and the bad ass gym he built there, I can't wait to come see it live. I will be there, I'm coming to Thailand!"

Daniel Cormier (UFC Light-Heavyweight Champion)

"The gym looks amazing! Mike Swick is a good team mate and coach and has been successful at every level. I can't wait to visit."

Luke Rockhold (UFC Middleweight #1 Contender)

"This is one of the most amazing gyms I've ever seen, the most amazing gym. AKA Thailand is a destination for anybody of any level of fitness or for whatever you're looking for, this gym covers everything. There's so many levels of fitness here. They have the Muay Thai area, the MMA area, the fitness area which is a whole other level. This has surpassed my expectation by far, I had no idea it was going to be like this, I'm literally in ahhh. AKA Thailand was one of the best experiences of my life. It was a beautiful place and the best gym I've ever seen."

Javier Mendez (AKA Founder)

"It's one of the most beautiful gyms in the world. They're on the way to building a bigger better AKA than I have here in San Jose, California. AKA Thailand has everything AKA HQ has. They have great wrestling, great Jiu Jitsu and better Thai boxing."

Soa Palelei (UFC Heavyweight Contender)

"I'm back in the UFC now so I need to keep stepping things up and that's why I'm here at AKA Thailand." AKA has Cain Velasquez, Daniel Cormier, all the best guys come from AKA and they have on in Thailand that's not far from where I am in Australia. The coaches here (AKA Thailand) have been there done that and there in the game. Like Mike, he's fought in the UFC before so he knows the experience, not only from himself but his coaches, Javier Mendez and all the coaches in AKA HQ. I want to come here for all of my camps so when I lock-in a fight I want to come here. Every fight is the biggest fight of your career because you don't want to lose. Having a lose on my last fight, I do want to rebound, I don't want to lose anymore. That's why I've come to a great camp at AKA Thailand."

Paul Daley (World Renown MMA & Muay Thai Fighter)

AKA has a massive reputation in the MMA world and with an upcoming fight here in Thailand, I was looking for a place to come and finish the final days of my preparation." I thought it would be a good idea to not only train at a gym with such a high reputation but to check out the brand new facilities. The facilities are second to none. I've trained at other MMA based camps (in Phuket) and I haven't seen anything like this."

Cain Velasquez (UFC Heavyweight Champion)

"I've been watching the build of AKA Thailand from day one, It looks great."



Soa "The Hulk" Palelei



Paul Daley



Luke Rockhold



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
THE WORLD'S LEADING MMA & FITNESS SUPER GYM

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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES
THE WORLD'S LEADING **MMA & FITNESS SUPER GYM**



COMMERCIAL SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES
