



BARE KNUCKLE FIGHTING CHAMPIONSHIP
BKFC
THAILAND



THE WORLD'S FASTEST GROWING FIGHTING EVENT LAUNCHES IN THAILAND

BARE KNUCKLE FIGHTING CHAMPIONSHIP - THAILAND 2022

The world's fastest growing fighting event will launch in Pattaya in 2022 with plans to roll out to other key cities across Thailand.

Billed as an entertainment and fighting spectacular, Bare Knuckle Fighting Championship (BKFC) – Thailand 2022 will feature six events at the Pattaya Exhibition and Convention Hall combining lifestyle and high level combat sports competition.

Founded in Philadelphia, USA, BKFC's inaugural event was in 2018 - the first official state-sanctioned and commissioned bare-knuckle boxing event to be held in the United States since 1889!

Since then, BKFC has produced monthly action packed fight cards viewed by MILLIONS and has garnered media attention from almost every major media outlet as well as blue chip sponsors.

Now, Bare Knuckle Fighting Championship is coming to Thailand... with plans to bring weekend-long immersive packages similar to Formula 1.

For the first time ever in Asia, combat sports fans and enthusiasts will be able to witness up close and personal, THE MOST INTENSE OF ALL FIGHTING STYLES EVER TO HAVE EXISTED combined with Live Music, Fashion Shows, Arts & Cultural Exhibitions and Gourmet Food...

**INTEGRATE YOUR MARKETING WITH...
BARE KNUCKLE FIGHTING CHAMPIONSHIP
- THAILAND 2022**



THE TRUEST FORM OF BARE KNUCKLE FIGHTING

ORGANISED BY BKFC THAILAND
MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS
WWW.BAREKNUCKLE.TV



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QUICK FACTS

FIGHTERS & OFFICIALS

BKFC - Thailand 2022 features a traditional bare knuckle boxing style incorporating the Muay Thai half clinch and other less traditional boxing techniques that are not allowed in western boxing matches

Only seasoned and established fighting professionals in boxing, MMA, kickboxing, or Muay Thai are allowed to compete

Fighters will predominantly be Asian - Thai, Chinese, Vietnamese, Singaporean with other western nationalities competing

The referees, judges and officials all have extensive professional combat sports experience

FIGHT RING - TOE THE LINE

All bouts will be held in a revolutionary custom-built circular four-rope ring, designed to encourage fast-paced and exciting ACTION PACKED fighting

The patented BKFC "Squared Circle" contains scratch lines, based on the Broughton Rules, which governed bare knuckle fighting in the 19th Century and require fighters to "Toe The Line": starting every round face to face, and just 3 feet apart

500 - 4,000 SPECTATORS

500 at inaugural Pattaya event due to Covid 19 restrictions – growing to 4,000 and more in 2022

Tickets available through <https://www.thaiticketmajor.com/> or at various locations around Thailand

FIGHTING

Fun, excitement and pugilistic brilliance with extreme aggression by some of the biggest names in combat sports from across Asia and other parts of the world, all battling it out to become a BKFC -Thailand & World Champion

2-DAYS OF ENTERTAINMENT

Each event will be spread over two days of action packed fighting and entertainment including:

Cocktail Party; Live Music; Fashion Shows; Arts & Cultural Exhibitions; Gourmet Food; Fight Bout Card; After Party

BROADCAST - PPV

Each event will be live streamed. US numbers:

Live viewers: 300,000
 Rebroadcast: One Million viewers
 Internet rebroadcast: 25 Million per event

SAFETY

BKFC - Thailand 2022 places the highest priority on fighter safety via full medical checks and blood work carried out prior every bout and a full team of onsite medics on hand and follows all government covid measures

PROMOTIONAL ACTIVITY

Including...

- Pre-event Press Conferences
- Fighter Weigh-Ins
- Fighter Face-Off
- Mid-event Production

FITE TV APP

As of December 2020, the service has over 4 Million registered users worldwide

7th most viewed app in the Sports Martial Arts category in the world

Average 1.5 Million viewers per month on the website with many more tuning into the app during events

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PACKAGES

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with **BARE KNUCKLE FIGHTING CHAMPIONSHIP - THAILAND 2022 ...**

MAIN SPONSOR PACKAGES

TIER 1: TITLE & PRESENTING SPONSOR

- One Title Sponsor and one Presenting Sponsor with naming rights to the event

TIER 2: HOST SPONSOR & OFFICIAL PARTNERS

- One Host Sponsor with hosting rights to the event - SOLD
- Up to six Official Partners from non-competing categories to the event

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to six Official Suppliers providing goods and services essential to the event
- Up to six Media Partners providing advertising and guaranteed editorial essential to the event

TIER 4: LOCAL PARTNERS & FIGHT INDUSTRY PARTNERS

- Packages for local Thai businesses
- Packages for organisations operating in the fight industry including camps and gyms

SUPPORTING AUTHORITIES

BKFC - THAILAND 2022 is looking for supporting authorities to be part of the BKFC - THAILAND 2022 event series and is currently liaising with:

- TCEB
- Ministry of Tourism and Sports, Thailand
- Sports Authority of Thailand
- Tourism Authority of Thailand
- Local Tourism / Sports Offices in Pattaya



BARE KNUCKLE FIGHT CLUB THAILAND VVIP & VIP CORPORATE HOSPITALITY PACKAGES

BKFC THAILAND VVIP CLUB

- Up to 6 x VVIP CLUB Corporate Members

BKFC THAILAND VIP CLUB

- UP to 6 x VIP CLUB Corporate Members

WHO SHOULD SPONSOR?

BKFC - THAILAND 2022 is a perfect match for businesses in the following sectors...

Airlines	Financial Services	Professional Services	Watches
Apparel	Fashion	Property	Web-based Services
Banks	Health & Fitness	Security	And More...
Communications	Hotels	Sports Tourism	
Energy Drinks	Insurance	Technology	

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WHY GET INVOLVED?

Association with BKFC - THAILAND 2022 offers Sponsors and Partners numerous benefits including:

- IMAGE ENHANCEMENT** - with this high profile unique event
- BRAND EXPOSURE** - raising brand awareness of products and services and association with the event. An opportunity to build your brand through connecting with BKFC loyal fans, fighters and stakeholders.
- HOSPITALITY OPPORTUNITIES** - entertaining target audiences both internal and external through an unforgettable professional event
- EXPERIENTIAL MARKETING** - exposure to between 500 and 4,000 spectators at each event plus millions through broadcast
- INTEGRATED MARKETING** - worldwide media exposure
- NETWORKING** - with business leaders

Companies associating with BKFC - THAILAND 2022 tie in with the following values: Major Event; Spectacular Entertainment; Excitement; Competition; Professionalism; and Action Packed Fighting.

RIGHTS ON OFFER

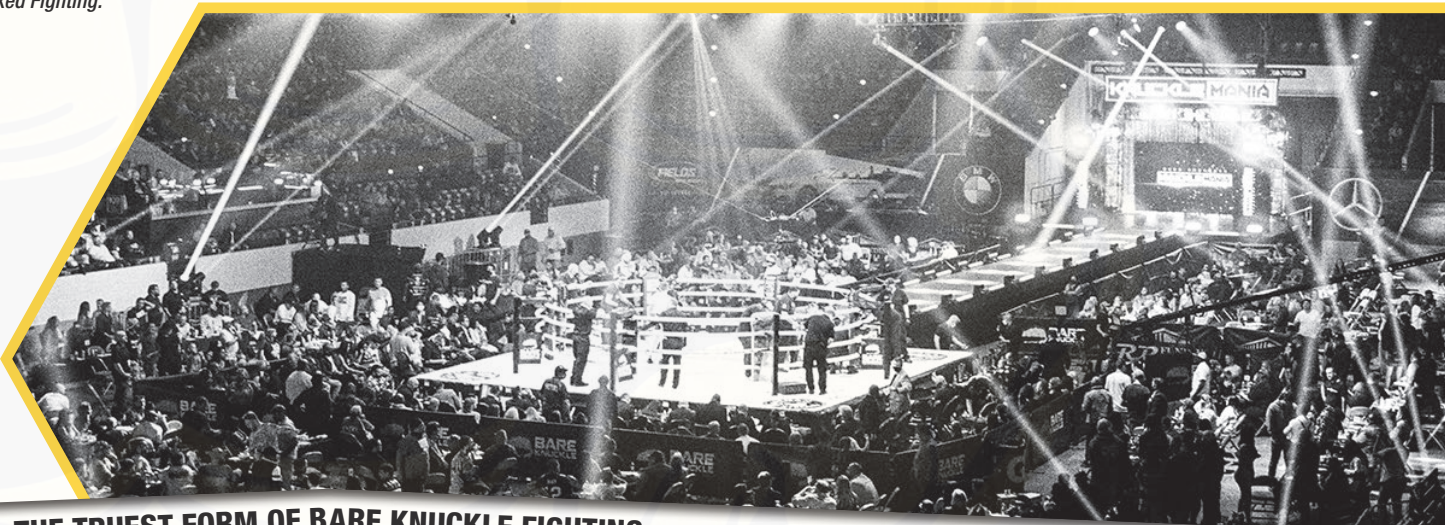
Sponsorship packages include a range of benefits, including:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- New client acquisition
- Publicity through a global marketing campaign
- Access to a highly exclusive network
- Promoting sponsors as industry leaders
- Enhancing corporate image and brand exposure
- Adding value to a brand's marketing campaign
- Generating direct access to target markets

A company's participation in BKFC - THAILAND 2022 not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader and a company that has vision and recognises opportunity in uniqueness



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THE EVENTS

BARE KNUCKLE MEANS BARE KNUCKLE - A NEW SPORT

BKFC is leading the way to establish a new fully recognised professional combat sport.

BKFC is true to its word as fighters are not allowed to wrap their hands to within one-inch of the knuckle. This makes BKFC unquestionably the truest* form of bare knuckle fighting on the planet.

*Other fighting organisations and combat sports claim to be "bare knuckle", but require wraps, tape, and gauze.

FIGHT CARD

Due to Covid, a tentative schedule of six events, approximately two months apart, to be held in Pattaya, starting with a red carpet charity event in December 2021...

EVENT	DATES	LOCATION
Red Carpet Event	18 th December	PEACH, Pattaya
Event 1	4 th – 6 th February 2022	PEACH, Pattaya
Event 2	1 st – 3 rd April 2022	PEACH, Pattaya
Event 3	6 th – 8 th June 2022	PEACH, Pattaya
Event 4	1 st – 3 rd August 2022	PEACH, Pattaya
Event 5	2 nd – 4 th October 2022	PEACH, Pattaya
Event 6	15 th – 17 th December 2022	PEACH, Pattaya

Subject to change

The first event to be held on 18th December will be a fund raising Red Carpet event with owners and decision makers from elite level blue chip companies in attendance.

The events run throughout the day from 1pm to midnight.

Each event is spread over two days of action packed fighting and entertainment including:

- Cocktail Party
- Live Music
- Fashion Shows
- Arts & Cultural Exhibitions
- Gourmet Food
- Fight Bout Card
- After Party

EVENT MANAGEMENT

BKFC - Thailand 2022 provides a full logistics and management service, including:

FRONT OF HOUSE	
Fighters	All fight card sourcing, administration, fighter transport and accommodation
Ring Announcers	Experienced announcers - in English and Thai
Officials	Highly experienced and independent team of referees, judges and cut men, will provide all required ring-side and in-ring officiating
BEHIND THE SCENES	
PR & Marketing	To drive ticket sales, APP downloads and live stream viewers
Production Crew	Event set-up, manage all fighter logistics and staff
Film Crew	HD cameras, jib crane and live switching. Post-editing of fights
Line-Production Crew	Running the event. Includes producers, assistants and runners
Medical Team	Pre-fight blood work and general medical check-ups. A ring side medical team and ambulances will also be available during the event
Management	Organisers will manage all logistical arrangements for the event, including all transport & accommodation arrangements for all fighters, staff, media and VIPs

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THE VENUE

PEACH

Pattaya Exhibition and Convention Hall (PEACH), located at the Royal Cliff Hotel's Group in Pattaya, is one of the largest & best convention venues outside of Bangkok and is one of Thailand's leading convention resorts. This world-class multipurpose award-winning convention facility provides a one-stop solution for BKFC - Thailand 2022 events.



Occupying ten acres of land and boasting spectacular views of the Gulf of Thailand, PEACH is located in an idyllic and stunning setting along the slopes of the cliff between Jomtien and Pattaya.

With state-of-the-art technology coupled with a deluxe interior design and four 5-star hotels on site and only a few minutes walking distance to sandy beaches and award-winning restaurants, this full-service event facility can cater up to 10,000 people whilst the adjacent Royal Cliff has over 1,000 guest rooms and suites to house the delegates. It is approximately 75 minutes from Bangkok Suvarnabhumi International Airport and 20 minutes from U-Tapao Airport.

<https://www.peachthailand.com/>

ROYAL CLIFF HOTELS GROUP

Royal Cliff Hotel Group consists of four unique five star luxury hotels with their own style and charm: *Royal Cliff Beach Terrace - Exotic Luxury; Royal Cliff Beach Hotel - Casual Luxury; Royal Cliff Grand Hotel - Formal Luxury; and Royal Wing Suites & Spas - Ultimate Luxury.*

The multi-award winning hotels group is a popular destination for royalty, celebrities and famous sports stars. Royal Cliff is also renowned for hosting numerous international events ranging from prestigious political conferences to spectacular advertising festivals.

Boasting a total of 1,020 incredible rooms ranging from honeymoon hot spots, family fantasies and even Royal Suites, the resort sits on its own 2 private beaches.

<https://www.royalcliff.com/>
<https://www.facebook.com/royalcliff>

AWARDS

Royal Cliff Hotels Group and PEACH have won over 200 awards to date in a range of categories including M.I.C.E standards, best service, best convention centre and outstanding environmental initiatives.

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ABOUT BARE KNUCKLE FIGHTING CHAMPIONSHIP – THAILAND 2022

BKFC THAILAND'S VISION & MISSION

To promote and grow BKFC bare knuckle fighting across the continent of Asia and to inspire and enable its athletes and coaches to achieve sustained competitive excellence and build lucrative enterprise around it.

BKFC Thailand endeavours to bring opportunities, fun and excitement for all who wish to compete, support, or spectate at the events.

WHY BKFC WILL BE POPULAR IN THAILAND

BKFC Thailand believes Thailand will understand and embrace this new and exciting form of fighting because Thai history is steeped in combat sports and has created the most devastating striking style known to man - Muay Thai or Thai Boxing.

The great thing about BKFC is it incorporates some of the clinch techniques of Muay Thai into a western style boxing rule set. This can make the already world class Thai fighters exceptional at BKFC.

Muay Thai fighters have been fighting bare knuckle or hands wrapped with rope for centenaries, it is not new to this part of the world and will be very well received.

HOST COUNTRY & CITY

Hosting a major sporting event can generate many economic, social and cultural benefits for Thailand and Pattaya, including:

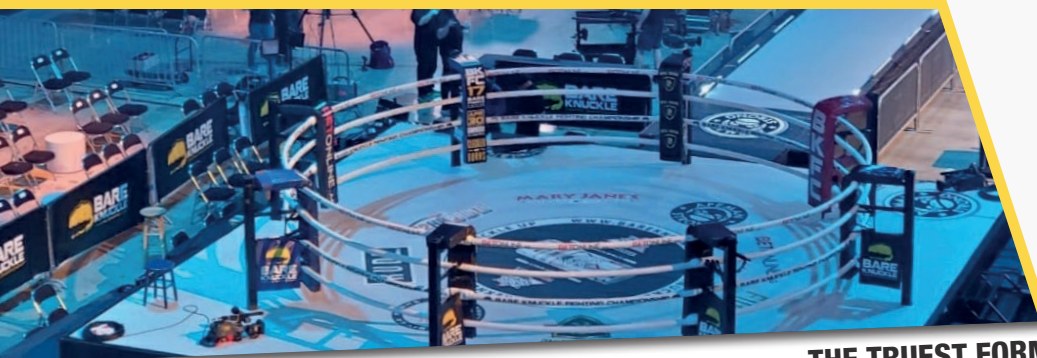
Raising the profile of the city / country - by accommodating and supporting a new sporting event such as BKFC, Thailand and Pattaya will receive worldwide recognition, which can lead to lasting economic benefits. This raised profile and recognition can be important for attracting tourists and business investments.

Long term investment - a significant benefit is the long-term investment, which comes from preparing for and hosting a major event such as BKFC – Thailand 2022. Thailand, specifically Pattaya will benefit from the huge investments that will be going into these events.

Jobs and employment – BKFC – Thailand 2022 will help create jobs and provide employment to many people living in and around the venue and also across the rest of country. From events staff, security and marketing to supporting the athletes and the gyms in Thailand.

Enthusiasm - a major sporting event such as BKFC – Thailand 2022 will create widespread enthusiasm and excitement. It can help promote the uptake of combat sports in general, which has lasting benefits for the economy and the combat sports industry in Thailand overall.

Short term economic benefits - BKFC – Thailand 2022 will see a surge in visitors, athletes and media. This will provide an increase in spending and injection of money into the local economy.



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ABOUT BARE KNUCKLE FIGHTING CHAMPIONSHIP – THAILAND 2022

RULES

Fighters are permitted to wrap and tape the wrist, thumb, and mid-hand. No gauze or tape can be within one inch of the knuckles.

Fighters will “Toe The Line”. There are two lines, three feet apart, in the centre of the ring where the fighters will start each round. The front foot will be on the line, and then the referee will instruct the fighters to “Knuckle Up” this means the beginning of the round/bout.

Punches are the only strike allowed and must be a closed fist. No kicks, elbows, knees, or grappling.

In a clinch, the fighter may punch his way out with the other hand. If there is a three-second lull in action while clinching, the referee will break the fighters.

If a fighter gets knocked down, he will have 10 seconds to return to his feet, or the referee will stop the fight. You are NOT permitted to hit a downed fighter. If you do, you will be disqualified, and your purse may be withheld. While a fighter is downed, the other fighter will be instructed to report to a neutral area.

If a fighter is cut, and the blood is impairing the fighter's vision, the referee may call a timeout and give the cut man 30 seconds to stop the bleeding. If the cut cannot be controlled and the blood inhibits the fighter's vision, the referee will stop the fight and award victory to the other fighter.

Fights are two minutes per round and each bout will be five rounds in length.

Attire: *All fighters must have a groin protector with a cup, a mouthpiece, boxing trunks and boxing / wrestling shoes.*

All fighters are expected to give 100% effort and behave with complete sportsmanship.



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SUPPORTERS & FANS

BKFC has highly passionate fan base. The intensity of the bouts heightens emotions, which makes it very popular and addictive to watch.

BKFC only offers real fights, and our events promise to bring fun, excitement, and pugilistic brilliance with a touch of controlled aggression to our fans.

BKFC - Thailand 2022 will generate huge amounts of hype around the matches. This is one of the reasons many people have fallen in love with BKFC fighting, the pre-fight build-up always gets people engaged as they highly anticipate the bouts due to the dynamic nature that the rules set brings about.

Boxing has always been one of the most popular attendance sports. Fans worldwide, regularly take long trips to watch some of the major fights. The bigger fights always bring about lots of revenue. Most people get excited to watch fights especially those of their favourite boxers or fighters they know and follow. The sport has always been one people get excited watching for a good number of reasons.

The events will be aimed equally at a Western and Asian audience.

WESTERN AUDIENCE

LIVING IN THAILAND

Americans, Australians, British & Canadians

TOP OVERSEA VIEWERS FROM

US, Australia, UK & Canada

INTERESTED IN OR COMPETE IN COMBAT SPORTS

AGE

18 – 55 years

GENDER

78% Men, 22% Women

EVENT ATTENDEES

Live in and around Bangkok, Chonburi and Rayong regions or within a 4 hour radius of Pattaya

THAI AUDIENCE

LIVING IN THAILAND

Old and new generation Thai nationals aged 18 – 55 years

INCOME USD\$

0-30K – 13%, 30-60K – 26%, 60-100K – 31%, 100K+ - 22%, Did Not Disclose – 8%

AGE

18-34 – 58%, 35 – 42 – 32%, 43+ - 10%

GENDER

78% Men, 22% Women

Women who have not previously shown an interest in BKFC but are currently active combat sport enthusiasts

EVENT ATTENDEES

Live in and around Bangkok, Chonburi and Rayong regions or within a 4 hour radius of Pattaya



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MAIN BENEFITS

Ad BRAND EXPOSURE

The opportunity to integrate with BKFC - THAILAND 2022. Signage and logos:

- On broadcast assets: on "Tale of the Tape"; Mentions by ring announcer and commentators; on media backdrop during interviews; on billboard ad during live broadcast; slo mo replay sponsor; corner cam sponsor; betting odds segment sponsor; main event locker room sponsor; official decision sponsor; time clock sponsor; punch stats sponsor; prep area sponsor; sponsor
- At venues: hotel main entrance, lobby, lamp posts; PEACH, entrance and foyer, hanging banner flags, flag poles and information board
- In fight area: on ring canvas; red and blue corner pads; ring ropes; officials / staff shirts / girls
- In pre and post event literature including: posters; newsletters and website

EVENT NAMING RIGHTS	VENUE BRANDING	OFFICIALS BRANDING
EXHIBITOR PRESENCE	PRESENCE ON DIGITAL & SOCIAL	IN PROMOTIONAL CAMPAIGN

BROADCAST

BKTV

The new way to watch BKFC with access to all live BKFC events for the low cost of \$4.99 / month over 750,000 downloads to date.

PPV

Live viewers: 300,000
 Rebroadcast: 1,000,000 viewers
 Internet rebroadcast: 25,000,000 per event

FITE TV APP

Over 4 million registered users worldwide
 7th most viewed app in the Sports - Martial Arts category in the world
 December 2020

Media, Promotion & PR Rights

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

BKFC - THAILAND 2022 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: *Fighters; Event Highlights; Onsite Promotion; and Press Conferences.*

The PR campaign ensures wide coverage both during and after the event, featuring:

- Media engagement and editorial in lifestyle and fight and sport magazines
- Features on the topics at the event
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

Media Coverage

In the USA has included: Forbes; USA Today; Sportscenter; ABC News; Men's Journal; Showtime; Esquire; Rolling Stone

Media Partners

Guaranteed coverage with our Media Partners – currently being confirmed.



Advertising

A media-wide advertising campaign will begin before the event, focusing on industry, news, lifestyle and business publications enhanced with editorial content.

BKFC - THAILAND 2022 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, the event is widely promoted across both international and local stages. In addition to print and online coverage, direct mails, e-newsletters and the promotion of the event's news via social media are all used to deliver the event's message to the target audience.

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MAIN BENEFITS

DIGITAL & SOCIAL RIGHTS

Exposure through...

BKFC GLOBAL SOCIAL PLATFORMS...

FACEBOOK LIVE / YOUTUBE LIVE -
Preliminary Bouts On Facebook & YouTube Live
With Over 500,000 Live Viewers Per Event

SOCIAL MEDIA REACH

100,000,000+ Reach – Facebook, Instagram, TikTok, Twitter, YouTube

- YouTube
625,000 Subscribers, 113,108,729 views
- Facebook
543,000 Followers, 504,922 Likes
- Instagram
762,000 Followers
- Twitter
37,400 Followers
- TikTok
178,500 Followers, 1.5 Million Likes

MEDIA
Television & Radio Commercials & Interviews,
Various Major US Publications

WEB & APP
<https://www.bareknuckle.tv/>
Up to 670,000 visitors per month

FITE TV APP
As of December 2020, the service has over
4 million registered users worldwide.

7th most viewed app in the Sports > Martial Arts
category in the world

<https://www.fite.tv/>
1.5m + Visitors per month

BKFC THAILAND SOCIAL MEDIA PLATFORMS

- Facebook @BKFC Thailand <https://www.facebook.com/bkfcthailand>
- Instagram @BKFC Thailand <https://www.instagram.com/bkfcthailand>
- YouTube @BKFC Thailand <https://www.youtube.com/channel/UCedpfcfNn1xzzTiwldSGwQ>
- TikTok @ BKFC Thailand <https://www.tiktok.com/@bkfcthailand>
- App Download: <https://referral.bareknuckle.tv/BKFCThailand>

PUBLIC FIGURES & INFLUENCERS

BKFC – Thailand 2022 will be incorporating influencers and public figures into its marketing strategies as they draw massive targeted and pre-engaged attention to the events. They will use the events to create and post new and exciting content for their followers, which can be shared across a huge and diverse network. BKFC influencers generate millions of monthly views across a range of platforms. They include: world class athletes, tv personalities, high level YouTubers, TikTokers and social media influencers as well and a huge list of podcast hosts.



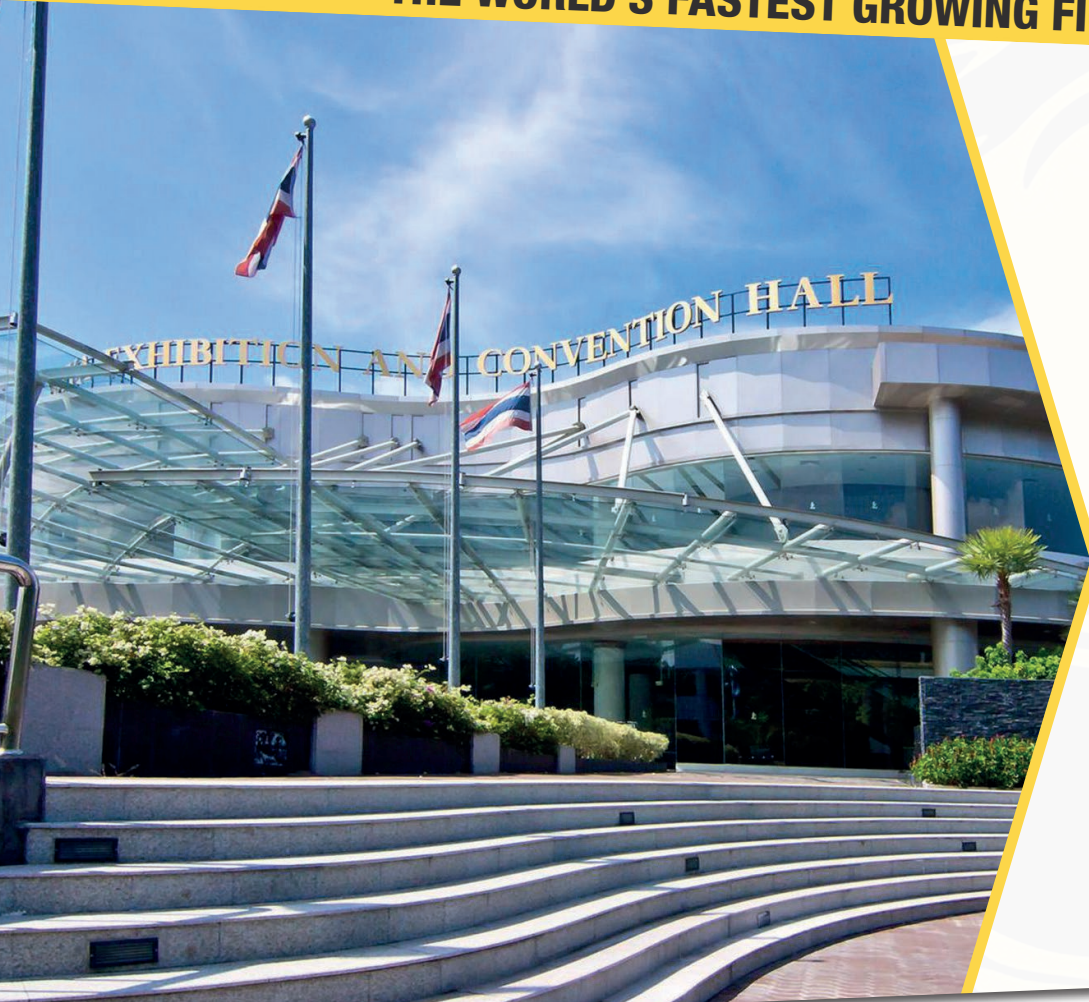
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BARE KNUCKLE FIGHTING CHAMPIONSHIP
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THAILAND



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MAIN BENEFITS

EXPERIENTIAL RIGHTS

BKFC - THAILAND 2022 is a major opportunity to target 500 – 4,000 and more spectators at each of the events through vendor kiosks plus many more watching via BKTv and PPV.

HOSPITALITY & NETWORKING RIGHTS

BKFC - THAILAND 2022 offers a plethora of fantastic opportunities to entertain customers, clients and executives. This is an excellent way to do and promote your business through a number of opportunities including:

- Meet & Greet Fighters
- Front Row VVIP and Second Row VIP Table x 6 to 8 guests
- After party Invite
- Networking with stakeholders
- Free parking

The fans can visit each fight camp team and hear the strategies and game plans for the fight with the cornerman – these up-close experiences with the fighter team are priceless!

There are VVIP and VIP packages available.

MERCHANDISING RIGHTS

We offer our Sponsors, Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, BKFC - THAILAND 2022 Goodie Bags.



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RIGHTS INVENTORY - MAIN SPONSORS	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	TITLE & PRESENTING SPONSOR	HOST SPONSOR SOLD	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor Name] BARE KNUCKLE FIGHTING CHAMPIONSHIP - THAILAND 2022 in association with [Presenting Sponsor Name]" for PR and advertising use	Yes			
Rights to title "[Host Sponsor Name] Official Host Partner [Title Sponsor Name] BARE KNUCKLE FIGHTING CHAMPIONSHIP - THAILAND 2022 in association with [Presenting Sponsor Name]" for PR and advertising use				
Rights to title "[Partner Name] Official Partner of [Title Sponsor Name] BARE KNUCKLE FIGHTING CHAMPIONSHIP - THAILAND 2022 in association with [Event Specific Presenting Sponsor Name]" for PR and advertising use			Yes	
Rights to title "[Supplier Name / Media Name] Official Supplier / Official Media Partner [Title Sponsor Name] BARE KNUCKLE FIGHTING CHAMPIONSHIP - THAILAND 2022 in association with [Presenting Sponsor Name]" for PR and advertising use				Yes
Category Exclusivity	Yes		Yes	Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS				
LOGOS & IMAGES				
Right to use BARE KNUCKLE FIGHTING CHAMPIONSHIP - THAILAND 2022 Composite (lock-up) Logo on all internal and external marketing	Yes		Yes	Yes
BRANDING – FIGHT RING				
Logo printed on Canvas fight ring	Centre Floor		Yes	
Logo placement on red and blue corner pad	Yes			
Logo placement on neutral corner pads			Yes	
Logo placement on ring rope section	Yes		Yes	
BRANDING - VENUE				
Logo placement on Royal Cliff Hotel main entrance sign	Yes		Yes	Yes
Logo placement on Royal Cliff Hotel lobby entrance sign	Yes		Yes	Yes
Logo placement on Royal Cliff Hotel lamppost signs x 10	Yes		Yes	
Logo placement on Royal Cliff Hotel section barriers			Yes	
Additional PEACH branding includes logo on: flag poles & banners at entrance; hanging banner flags in foyer area; and information board on the Terrace	Yes Prominent		Less Prominent	Less Prominent
BRANDING – FIGHTERS & OFFICIALS				
Logo on referee and organisers' t-shirts	Yes			
Logo on outfit of ring girls Ad Space: Shorts, Sports Bra, Accessories	Yes			

RIGHTS INVENTORY - MAIN SPONSORS	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	TITLE & PRESENTING SPONSOR	HOST SPONSOR SOLD	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
BRANDING - WELCOME PARTY / AFTER PARTY				
Top-level logo inclusion on media wall on the red carpet event	Yes			
Inclusion in billboard advertisement during live broadcast	Yes Prominent		Less Prominent	Less Prominent
Rotating logo on coverage for all Tier 1 and Tier 2 Sponsors on: Slo Mo Replay Corner Cam Main Event Locker Room Official Decision Punch Stats Prep Area Keys To Victory Segment	Yes Prominent		Less Prominent	Less Prominent
Logo on coverage Timing Partner on: Event Timing Clock			Timing Partner only	
BROADCAST – AUDIO BRANDING				
Mention by announcer during the event that your company is a Sponsor / Partner	Yes		Yes	Yes
Mention by ring announcer between fights that your company is the Title / Presenting Sponsor	Yes			
MEDIA, PROMOTION & PR RIGHTS				
Brand name mention and logo in BKFC - THAILAND 2022 press information and advertisements and any promotional marketing / sales materials	Yes Prominent		Less Prominent	Less Prominent
Logo on literature pre / post events, website, stationery etc.	Yes Prominent		Less Prominent	Less Prominent
Programme advertisement, if applicable	Full Page		½ Page	¼ Page
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent		Less Prominent	Less Prominent
Representative to speak at press conferences	Yes			
Logo on tickets	Yes			
DIGITAL & SOCIAL RIGHTS				
Branding on event emails, website, and all site communications including e newsletters and email marketing campaigns leading up to the event	Yes Prominent		Less Prominent	Less Prominent
Part of digital engagement programme: YouTube; TikTok; Twitter; Instagram; and Facebook posts	Yes Prominent		Less Prominent	Less Prominent
Top-level corporate placement on event page on website	Yes Prominent		Less Prominent	Less Prominent
Logo inclusion in corporate sponsor page on website	Yes Prominent		Less Prominent	Less Prominent
EXPERIENTIAL RIGHTS				
Opportunity for brand activations during the event	Yes		Yes	Yes
Promotional literature at the event at Vendor kiosks in main hall	Yes		Yes	Yes
Sampling	Yes		Yes	Yes

THE TRUEST FORM OF BARE KNUCKLE FIGHTING



THE WORLD'S FASTEST GROWING FIGHTING EVENT LAUNCHES IN THAILAND

RIGHTS INVENTORY - MAIN SPONSORS

	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	TITLE & PRESENTING SPONSOR	HOST SPONSOR SOLD	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
HOSPITALITY & NETWORKING RIGHTS				
Meet & Greet Fighters	Yes			
Front Row VIP Table x 8 Guests	Yes			
Second Row VIP Table x 8 Guests			Yes	Yes
Tickets to Welcome Party / After Party	X 20		X 10	X 5
BKFC Fight Club - area access	Yes		Yes	Yes
Networking - with stakeholders	Yes		Yes	Yes
Free Parking	Yes		Yes	Yes
MERCHANDISING RIGHTS				
Logo on any BKFC - THAILAND 2022 T-shirt produced	Yes			
Insertion of promotional material or product sample into goodie bag	Yes		Yes	Yes
Logo on VIP, media & staff passes	Yes			
Rights to produce own merchandise with prior approval of organisers	Yes		Yes	Yes

LOCAL PARTNERS & FIGHT INDUSTRY PARTNERS

Packages for local organisations as well as organisations operating in the fight industry.

- Use of the event's name / logo in your own publicity (e.g. "Official Fight Industry Supporter of...")
- Company name / link on event website Sponsors' page
- Logo in event programme sponsors' page
- 2 x VIP Passes to all parties
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

BARE KNUCKLE FIGHT CLUB THAILAND

	VVIP CORPORATE MEMBER	VIP CORPORATE MEMBER
Table x 6 to 8 Guests	Front Row	Second Row
Meet & Greet Fighters	Yes	Yes
Tickets to Welcome Party / After Party	X 10	X 5
BKFC Fight Club area access	X 10	X 5
Networking with stakeholders	Yes	Yes
Free parking	Yes	Yes

Dependent on social distancing rules



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ABOUT BKFC

BKFC - THAILAND 2022 is organised by BKFC Thailand an official licensee of BKFC.

Operated by Mr Nick Chapman and Mr Vathanai Vathanakul, BKFC Thailand's aim is to establish BKFC Thailand as one of the largest combat sports events in Asia within the next two years.

The organisers predict the Asian market is ready for something new and exciting and BKFC, with its unique rules and fast paced action, is perfectly placed to fill that gap.

BKFC Thailand will promote and grow BKFC across Asia, inspiring and enabling its athletes and coaches to achieve sustained competitive excellence and build lucrative enterprise around it.

David Feldman, Founder BKFC

A former American professional boxer, David has promoted over 300 professional boxing and mixed martial arts events, featuring fighters such as Roy Jones Jr, Larry Holmes, Danny Garcia, and more top fighters from around the world.

Vathanai Vathanakul, President BKFC Thailand

Vathanai Vathanakul, is President of the Royal Cliff Hotel's Group & PEACH (Pattaya Exhibition and Convention Hall). He is a highly regarded and very lucrative business man in Thailand. His family own and run the hugely popular, 5-star award winning Royal Cliff Hotels and he also owns Marrok Gym, which is an extraordinary and very well-equipped state of the art martial arts and boxing venue.

Nick Chapman, CEO BKFC Thailand

Nick has amassed many years of experience in combat sports as well as in business and marketing. He has planned, managed and officiated hundreds of events around the world in a range of styles. From refereeing on ONE Championship, Fairtex Smokers and the World Lethwei Championships to owning his own events venue in the UK. Nick is also a former two times MMA champion and built and owned his own gym franchise in the UK.

CONTACT

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