



THAILAND'S LEADING MMA PROMOTION

FULL METAL DOJO (FMD) IS THAILAND'S LEADING, PROFESSIONAL MIXED MARTIAL ARTS (MMA) PROMOTION, MANAGED AND OPERATED BY KINGDOM COMPANY LIMITED.

Founded in 2014 by Jon Nutt and Partners, FMD provides a platform for up-and-coming Thai and international fighters to gain the experience and exposure required to make it on the global MMA circuit.

In 2016, FMD will feature six professional Events in Bangkok and Phuket.

FMD is seeking BOTH All Events and Event Specific commercial sponsors and partners for one or more of its 2016 Events in Bangkok and Phuket.

Be part of the Full Metal Dojo 2016 experience and associate your brand with Mixed Martial Arts, the fastest growing sport on the planet.

PACKAGES

We have developed packages to suit differing levels of needs:

FMD 2016 – ALL EVENTS

TITLE SPONSOR

- One title sponsor with naming rights to all the FMD Events in Bangkok and Phuket during 2016

CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Co-sponsors from non-competing categories for FMD covering all Events
- Official suppliers providing goods & services that are essential for FMD, covering all Events
- Media Partners for FMD, covering all Events

FMD 2016 – EVENT SPECIFIC

PRESENTING SPONSORS

- Presenting sponsors for one or more FMD Events

CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS – SPECIFIC EVENTS

- Co-sponsors from non-competing categories for Specific FMD Events
- Official suppliers providing goods & services that are essential for Specific FMD Events
- Media Partners for Specific FMD Events

MADE IN THAILAND

- Presenting sponsor for "Made In Thailand"
- Co-sponsors for "Made In Thailand"

FIGHT SPONSORS

Fight sponsors with naming rights to a fight at Specific FMD Events

FIGHT INDUSTRY PARTNERS

- Packages for organisations operating in the fight industry, including camps and gyms

**INTEGRATE YOUR MARKETING
WITH FULL METAL DOJO**



THAILAND'S LEADING MMA PROMOTION

FULL METAL DOJO AT A GLANCE

All FMD events are organized by Kingdom Company Limited and supervised and regulated by professional MMA referees and medical teams, according to the Global Rule Set of Mixed Martial Arts.

Full Metal Dojo follows the standards and safety procedures of the Nevada State Athletic Commission, the only MMA Promotion in Thailand to do so. Full Metal Dojo works closely with the International Mixed Martial Arts Amateur Federation (IMMAF).

To date FMD has:

- Held eight successful events in Bangkok and Phuket
- Helped fifteen fighters to fight in major international promotions
- Developed a professional team of Thai and international managers, directors and producers
- Created partnerships with big brand sponsors and media outlets
- Developed close relationships with gyms, fighters, equipment suppliers, officials, venues, and other promotions
- Established itself as Thailand's leading MMA promotion organization
- Supported employment growth in the Thai combat sports industry
- Consistently promoted Thailand as a fitness and combats sports tourism destination





THAILAND'S LEADING MMA PROMOTION

FMD BRAND

Entertainment - FMD puts the fun back into fighting, with an exciting brand image, accessible to a wide market. Its Events are held in nightclubs, live music venues and malls, with live music, DJs, hosts and F&B. As well as VIP seating areas, FMD also let fans stand cage-side, to create an intense, but fun and sociable atmosphere.

Safety - FMD puts the fighters first with its professional and ethical standards. FMD is the only Promotion in the country with strict blood tests and medical checks for fighters, and has an internationally recognized team of officials and medical teams for whom safety is of paramount importance.

Sponsor & Media Relations - FMD has developed relationships with various companies that complement its brand identity, and back its vision to make FMD the No.1 MMA Promotion in Asia.

Bi-Lingual - All FMD events are hosted and professionally filmed in Thai and English by founder Jon Nutt, and bi-lingual Thai fitness expert Mark Abbott. FMD represents Thailand both nationally and internationally.

FMD MISSION

- Generally develop Mixed Martial Arts into a mainstream sport in Thailand with a large-scale spectator and fan base.
- Support the growth of a new generation of Thai fighters, who are not only champions in their national sport, Muay Thai, but also internationally recognised champions in one of the most challenging sports in the world, Mixed Martial Arts.
- Promote Thailand as the world's leading fitness and combats sports tourism destination.





THAILAND'S LEADING MMA PROMOTION

CALENDAR OF EVENTS

FULL METAL DOJO

EVENT	DATE	VENUE
2015		
FMD8:	27th December	Seduction Nightclub, Phuket
2016		
FMD9:	7th February	Seduction Nightclub, Phuket
FMD10:	20th March	Seduction Nightclub, Phuket
FMD11:	May	Insanity Nightclub, Bangkok
FMD12:	August	Insanity Nightclub, Bangkok
FMD13:	October	Insanity Nightclub, Bangkok
FMD14:	December	Seduction Nightclub, Phuket

*Subject to change

OPPORTUNITIES

In addition to FMD Events, FMD has planned additional MMA Brand Assets that can be launched with potential future sponsors and media partners.

FULL METAL DOJO TV SERIES

FMD aims to broadcast a TV series of Full Metal Dojo events alongside documentary footage about FMD fighters, travel and lifestyle. This could be for international or domestic TV.

The aim is to promote FMD as a major Asian MMA Promotion, and Thailand as a world centre for martial arts training and a leading international fitness and combats sports tourism destination.

MADE IN THAILAND MMA

"Made In Thailand" is a year long nationwide Thai MMA tournament. Open to Thai nationals, with open heats taking place in five regions of Thailand, the winners progress to the knockout stages in Bangkok later in the year. The series culminates in the Grand Final show by crowning the winners of the tournament in various weight categories.

The aim is to promote grassroots MMA development and education in Thailand, and grow awareness of the sport. "Made In Thailand" will be filmed as a reality TV talent contest. In addition to the fights, the programme will focus on martial arts education and human-interest stories.



THAILAND'S LEADING MMA PROMOTION

THE AUDIENCE

FMD is all about Action packed Fight Sport Entertainment topped up with Character based drama, seen in movies and video games, that draws viewers from all ages, nationalities and walks of life.

FMD brand promises "In Your Face", Rough around the edges Fight Sports Entertainment.

In exclusive venues with an atmosphere second to none, FMD events are produced and broadcast like a movie, rather than a typical sporting event.

The language of FMD's marketing is unique, visually stimulating, more provocative and differentiating itself from other fight promotions.

Based on the FMD events, the audience is:

GENDER - Male/Female (70/30)

AGE - 21-50

INTERESTS - Martial Arts, International sports and positive exciting experiences

NATIONALITY - Thais and Non-Thais (tourists and expatriates)

CURRENT MARKET

- 50% international expats aged 21-50, many of whom are combat sports and fitness enthusiasts.
- 50% Thai fans, mostly from a high-income, well-educated background with international experience. Most Thai MMA gyms started in the country's top universities.

FUTURE MARKET

- With an expanding market, MMA can position itself as an exciting new combat sport for the young, urban Thai middle-class, led by FMD.





THAILAND'S LEADING MMA PROMOTION

FMD CONTENT CREATION

FMD produces videos, photos and live feeds on a daily basis – these videos generate tens of thousands of views through Facebook and other channels.

FMD also produces a host of other videos including:

- Sponsor videos
- Highlight reels
- Interviews with fighters
- Documentaries on gyms, fighters and trainers

FMD is currently talking to several Thai media companies about broadcasting FMD content on Thai TV.

FMD is also talking to content providers in Asia, Europe and the US about broadcasting our events and related content.

VENUES

INSANITY NIGHTCLUB, BANGKOK - is one of the largest clubs in Bangkok, housed in a single hangar-like room filled with impressive lasers and lighting system.

SEDUCTION NIGHTCLUB, PHUKET - is the largest nightclub in Patong Beach. Located right on the main nightlife entertainment strip of the most popular beach in Phuket, it is found on the second floor of Seduction Complex - a nightlife entertainment complex with five separate venues - and can host up to 3,000 people.

OTHER LOCATIONS - Other FMD Events have been planned at locations in Chiang Mai, Hua Hin, Kanchanaburi, Koh Samui and Pattaya, as well as international events in Cambodia, Malaysia, Myanmar and Singapore. Any of these Events can be staged with potential future sponsors and partners.





THAILAND'S LEADING MMA PROMOTION

MMA GLOBALLY

MMA is massive around the world, with major TV Networks, such as FOX, ESPN, NBC, CCTV, STAR SPORTS, RS MEDIA, CTH 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.

MMA is the fastest growing sport on the planet, with dramatic increases in TV and pay-per-view figures in major international markets over the last 10 years, led by the Ultimate Fighting Championship (UFC).

- MMA is the most popular combat sport in the US in the 18-34 year age bracket, both male and female
- Fans are typically more affluent and educated than other sports viewers
- Since 2011, there has been a surge in popularity in Southeast Asia, led by Singapore-based ONE Championship, now the second largest organization in the world

MMA IN THAILAND

MARKET GROWTH

- FMD has gained major mainstream Thai media attention
- The UFC is now broadcast live on Channel 8 with Thai commentary
- In May 2015, Thailand earned its first ever major MMA Champion, as Dejdamong 'Sor' Amnuaysirichoke, won the ONE Championship Straw weight belt

THAILAND IN THE MMA INDUSTRY

- Muay Thai is widely-regarded as the most effective standing combat discipline in MMA
- Many MMA fighters come to Thailand to train Muay Thai
- Many world-class gyms in Thailand offer both Muay Thai and MMA programs, with several top international fighters and rising stars based in the Kingdom

THAI FIGHTERS

- With their Muay Thai heritage, Thai fighters have a huge advantage in experience and skills over their foreign rivals
- With the correct training in MMA, Thai fighters have the potential to be the best in the world





THAILAND'S LEADING MMA PROMOTION

POPULARITY OF MMA

Mixed Martial Arts has surged in popularity. An estimated three million children under the age of 13 are now taking MMA classes around the US.

The sport, which has enjoyed massive mainstream popularity through leagues like the Ultimate Fighting Championship (UFC), 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 US fans of boxing, MMA and professional wrestling, MMA (74.6% of males polled) is most popular of the three sports among males with boxing a close second (72.4%) and then WWE (Professional Wrestling) (62.8%).

The survey polled more than 200,000 US residents over the age of 18 in 77 of the country's biggest markets to find out how avid fans are to their particular sport.

According to the survey:

- MMA has the most educated fans of the three sports with 48.5% stating they attended college
- 18% of MMA fans have household incomes between \$100,000 and \$249,000.





THAILAND'S LEADING MMA PROMOTION

THE FMD FIGHTERS

There is an opportunity to sponsor FMD's international roster of MMA fighters, including the following examples:

<p>KRITSADA KONSRIKHA</p>	<ul style="list-style-type: none"> • Fight Name: Dream Man • Fight Record: 2-2-0 (W-L-D) • Weight Class: Bantamweight 135lbs/61kg • Team: Chumporn Wrestling • Nationality: Thai • FMD Bantamweight Champion. • Thai National Wrestling Team member. 	
<p>DETHADIN SROSIRISUPHATHIN</p>	<ul style="list-style-type: none"> • Fight Name: Phetsingorn • Fight Record: 2-3-0 (W-L-D) • Weight Class: Bantamweight 135lbs/61kg • Team: Muay Chaiya • Nationality: Thai • Muay Chaiya expert well-known in Thailand. 	
<p>PONGSIRI MITSATIT</p>	<ul style="list-style-type: none"> • Fight Name: The Smiling Assassin • Fight Record: 6-0-0 (W-L-D-NC) • Weight Class: Straw weight 115lbs/52kg • Team: Team Quest Thailand • Nationality: Thai • Unbeaten teenage sensation with international exposure. 	
<p>YODKAIKAEW FAIRTEX</p>	<ul style="list-style-type: none"> • Fight Name: Rock n Rolla Yodkaikaew • Fight Record: 1-0-0 (W-L-D) • Weight Class: Bantamweight 135lbs/61kg • Team: Fairtex • Nationality: Thai • Max Muay Thai Champion. 	
<p>AMIR ALIAKBARI</p>	<ul style="list-style-type: none"> • Fight Name: None • Fight Record: 1-0-0 (W-L-D) • Weight Class: Heavyweight 265lbs/120kg • Team: AKA Thailand • Nationality: Iranian • 2-Time World Wrestling Champion. • UFC prospect. 	
<p>DYLAN FUSSELL</p>	<ul style="list-style-type: none"> • Fight Name: The Muscle • Fight Record: 8-2-0 (W-L-D) • Weight Class: Welterweight 170lbs/77kg • Team: Team Quest Thailand • Nationality: American • Leading foreign MMA fighter in SE Asia. 	
<p>EMILIO URRUTIA</p>	<ul style="list-style-type: none"> • Fight Name: None • Fight Record: 7-2-0 (W-L-D) • Weight Class: Featherweight 145lbs/65.7kg • Team: Tiger Muay Thai • Nationality: American • Rising star in Chinese and SE Asian MMA. 	





THAILAND'S LEADING MMA PROMOTION

TYPICAL FMD EVENT SCHEDULE

TYPICAL EVENT SCHEDULE:

16:00 - Doors to FMD event opens. Highlight videos from previous FMD events are shown on big screens together with other live entertainment

18:00 - Fights start

22:00 - After Party

WEIGHT CLASSES:

FMD bouts are contested in 9 different Weight Classes, as follows:

- Straw weight: Less than 52 kg
- Fly weight: 52 - 57 kg
- Bantamweight: 57 - 61 kg
- Featherweight: 61 - 66 kg
- Lightweight: 66 - 70 kg
- Welterweight: 70 - 77 kg
- Middleweight: 77 - 84 kg
- Light heavyweight: 84 - 93 kg
- Heavyweight: 93 - 120 kg

SPONSORS

The Events have attracted many leading brands and media. Previous partners and sponsors of FMD include:

- AKA Thailand
- Ducati
- Fairtex
- Fightlab
- Fitwhey
- Four Points by Sheraton
- Hooters
- Jack Daniels
- Kluaynamthai Hospital
- Movenpick
- PK Boxing
- Shark Cool Bite
- Singha Corporation
- The Fight Lab
- Tiger Muay Thai Fight Store
- Tourism Authority of Thailand
- Vicious Circle





THAILAND'S LEADING MMA PROMOTION

RIGHTS

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

RIGHT TO TITLE

Title Sponsor / Presenting Sponsor / Co-sponsors / Fight Sponsor / Official Supplier / Official Media / Fight Industry Partner

BRANDING

Signage and logos: at venue – entrance hall, on canvas, on corner pads; side bars, cage / ring entrance, screens during event, officials / staff shirts; on round plates; on girls; in pre and post event literature including posters, newsletters and website

MEDIA

Inclusion of logo in FMD TV; media releases; advertising

EXPERIENTIAL MARKETING

Presence marketing: leafleting in entrance hall; sampling

DATA CAPTURE

Mail list forwarding service access

HOSPITALITY & NETWORKING

Tickets to events; VIP hospitality packages to After Show Party

MERCHANDISING

Logos on: t-shirts

INVENTORY OF RIGHTS FMD 2016 - ALL EVENTS	TITLE (MAIN) SPONSOR	CO-SPONSORS	OFFICIAL SUPPLIER/MEDIA PARTNER
TITLE RIGHTS & EXCLUSIVITY			
Rights to title "[Title Sponsor Name] Full Metal Dojo" for PR and advertising use	Yes		
Rights to title "Co-sponsor Full Metal Dojo" for PR and advertising use		Yes	
Rights to title "Official Supplier/Media Partner Full Metal Dojo" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	
BRANDING – VENUE			
Prize Giving & Individual Fight Sponsorship	Yes	Yes	
Logo printed on Canvas (centre of floor) FMD fight cage / ring	Yes		
Logo printed on Canvas (edge of floor) FMD fight cage / ring		Yes	
Logo on cage vertical posts		Yes	
Logo on horizontal crossbars on top of cage			Yes
Logo on door padding of cage / ring exit / entrance	Yes		
Logo in entrance hall of club (roll up banner)	Yes	Yes	
Logo included in Fight Graphics 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	
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
BRANDING – FIGHTERS & OFFICIALS			
Logo on referee and organisers' t-shirts	Yes		
Logo on outfit of FMD ring girls Ad Space: Shorts, Sports Bra, Accessories	Yes		
PRESS & PROMOTIONS			
Product Placement	Yes	Yes	Yes
Inclusion in any FMD event posters and advertisements	Yes	Yes	Yes
Logo on tickets and invitations	Yes		
Logo on corporate communications	Yes		
Logo on website and website promotions	Yes	Yes	Yes
Brand name mention and logo in press information and advertisements	Yes	Yes	Yes
Logo included in all fight and event videos broadcast on the internet and sold as DVDs	Yes	Yes	Yes
Title Sponsor commercial at beginning in all fight and event videos broadcast on the internet and sold as DVDs	Yes		
Logo included in social media mentions	Yes	Yes	Yes
FMD TV			
Logo included in DVD package of FMD event	Yes		
Logo included in Fight Graphics for broadcasts & Bout Clock	Yes		
EXPERIENTIAL/PRESENCE MARKETING RIGHTS			
Opportunity to promote your company at the event via prizes and raffles	Yes	Yes	Yes
Retail Booth & Sampling	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
VIP sponsor passes/tickets	Yes	Yes	Yes
Tickets to "After Show Party"	Yes	Yes	Yes
MERCHANDISING			
Logo on merchandise (non-exclusive)	Yes		
ACCOUNT MANAGEMENT			
Provision of account manager	Yes	Yes	Yes
Post event report on sponsorship effectiveness	Yes	Yes	Yes

INVENTORY OF RIGHTS FMD 2016 - EVENT SPECIFIC	PRESENTING SPONSOR	CO-SPONSORS	FIGHT SPONSOR OFFICIAL SUPPLIER MEDIA PARTNER
TITLE RIGHTS & EXCLUSIVITY			
Rights to title "[Title Sponsor Name] FMD 10 presented by [Presenting Sponsor Name]" for PR and advertising use (FOR EXAMPLE)	Yes		
Rights to title "Co-sponsor FMD 10" for PR and advertising use (FOR EXAMPLE)		Yes	
Rights to title "Official Supplier / Media Partner FMD 10" for PR and advertising use (FOR EXAMPLE)			Yes
Right to title "Official Fight Sponsor of a specific fight at FMD 10" for PR and advertising use (FOR EXAMPLE)			Yes
Category Exclusivity	Yes	Yes	
BRANDING – VENUE (EVENT SPECIFIC)			
Prize Giving & Individual Fight Sponsorship	Yes	Yes	
Logo printed on Canvas (centre of floor) FMD fight cage / ring	Yes		
Logo printed on Canvas (edge of floor) FMD fight cage / ring		Yes	
Logo on cage vertical posts		Yes	
Logo on horizontal crossbars on top of cage			Yes
Logo on door padding of cage / ring exit / entrance	Yes		
Logo in entrance hall of club (roll up banner)	Yes	Yes	
Logo included in Fight Graphics 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	
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
BRANDING – FIGHTERS & OFFICIALS (EVENT SPECIFIC)			
Logo on referee and organisers' t-shirts	Yes		
Logo on outfit of FMD ring girls Ad Space: Shorts, Sports Bra, Accessories	Yes		
PRESS & PROMOTIONS (EVENT SPECIFIC)			
Product Placement	Yes	Yes	Yes
Inclusion in any FMD event posters and advertisements	Yes	Yes	Yes
Logo on tickets and invitations	Yes		
Logo on corporate communications	Yes		
Logo on website and website promotions	Yes	Yes	Yes
Brand name mention and logo in press information and advertisements	Yes	Yes	Yes
Logo included in all fight and event videos broadcast on the internet and sold as DVDs	Yes	Yes	Yes
Title Sponsor commercial at beginning in all fight and event videos broadcast on the internet and sold as DVDs	Yes		
Logo included in social media mentions	Yes	Yes	Yes
FMD TV (EVENT SPECIFIC)			
Logo included in DVD package of FMD event	Yes		
Logo included in Fight Graphics for broadcasts & Bout Clock	Yes		
EXPERIENTIAL/PRESENCE MARKETING RIGHTS (EVENT SPECIFIC)			
Opportunity to promote your company at the event via prizes and raffles	Yes	Yes	Yes
Retail Booth & Sampling	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS (EVENT SPECIFIC)			
VIP sponsor passes/tickets	Yes	Yes	Yes
Tickets to "After Show Party"	Yes	Yes	Yes
MERCHANDISING (EVENT SPECIFIC)			
Logo on merchandise (non-exclusive)	Yes		
ACCOUNT MANAGEMENT			
Provision of account manager	Yes	Yes	Yes
Post event report on sponsorship effectiveness	Yes	Yes	Yes



THAILAND'S LEADING MMA PROMOTION

FIGHT INDUSTRY PARTNERS

Packages for organisations operating in the fight industry, including camps and gyms.

- Use the event's name/logo in your own publicity (e.g. "Official Supporter of...")
- Company name/Hotlink on event website Sponsors' page
- Logo in event programme sponsors' page
- 6 x Standard Passes to all parties
- Promotional literature at event
- Logo on stage / interview area backdrop(s)
- Mention by announcer during the event that your company is a Fight Industry Partner

A photograph of two MMA fighters in a cage. One fighter is in a defensive stance, while the other is attacking. The cage has a blue banner with "PKBOXING.COM" and "FIGHTLAB" branding.

PKBOXING.COM

FIGHTLAB
*** MUAY THAI MMA ***

FIGHTLAB
*** MUAY THAI MMA ***

FIGHTLAB
*** MUAY THAI MMA ***





THAILAND'S LEADING MMA PROMOTION

BENEFITS

Association with FMD offers sponsors numerous benefits including:

- Integrating your brand into the event 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 markets of Thailand and Southeast Asia
- Entertaining target audiences; clients and / or guests in an unforgettable event at high class venues
- Driving sales with targeted promotional campaigns to the live and online audiences of the event
- Raising brand awareness of products and services

Companies associating with FMD link in with the following values: Major International Event; Excitement; Competition; Professionalism; and action packed Sports.

BRANDING & MEDIA

FMD offers huge opportunities to create media coverage for sponsors through news PR activity. There will be coverage in Thai local and national newspapers, Asian regional and international newspapers, TV, radio and magazines.

Press releases will also be issued through a variety of regional and international sports and fighting web sites.

Pre and post event publicity activities include press conferences, interviews, build up events and promotional campaigns.





THAILAND'S LEADING MMA PROMOTION

MEDIA REACH

FMD Events attract a wide plethora of media coverage including TV, Social Networks and various newspapers & online medias, both in Thailand and around the world. TV, Social Networks, Newspapers and media featuring FMD include:

- Asia Sports Network
- Bangkok Post
- BK Magazine
- Coconuts Bangkok
- Guru Magazine
- MCOT Channel 9
- MMA Mania
- MMA Weekly
- Phnom Penh Post
- Phuket Gazette
- Sherdog
- Telegraph Online Travel Blog
- Thai Prison Fights Vice Fightland Documentary
- Thai Rath
- The Fight Nation
- The Nation
- The Phuket News
- Vice Fightland
- Woody Milintachinda's Morning TV Show 'Tuen Ma Kui'

THAI TV COMPANIES

FMD is currently in talks with a number of TV companies regarding potential partnerships, either broadcasting FMD events or co-producing new MMA TV shows. These include: CTH; Mono29; RS Media; True; and Workpoint.

INTERNATIONAL TV

FMD is also liaising with foreign international TV players regarding broadcasting FMD events.

PRODUCTION SERVICES

FMD is open to working with other production companies on possible co-production or consultation work on other MMA or related events or TV shows.





THAILAND'S LEADING MMA PROMOTION

SOCIAL MEDIA

- FMD Facebook: 18,000+ followers
- FMD Website: 3,000 unique visitors per month (avg. event months)
- FMD Ring Girls: 35,000 followers (as a group) on Facebook and Instagram
- FMD Fighters: 90% of FMD fighters have their own following, with anywhere between 100 to 10,000's of followers. Every FMD event has no less than 16 fighters
- MMA and Muay Thai Gyms: Many gyms who provide fighters for FMD also have large social media followings, e.g. Facebook Page likes: Tiger Muay Thai (660,000+), A.K.A. Thailand (44,000+), Phuket Top Team (40,000+), Fairtex (14,000+), Team Quest Thailand (8,000+), Legacy Gym (6,000+)

PROMOTIONAL CAMPAIGN

FMD offers a mix of marketing activity to sponsors, partners and supporters, covering: Media Partnerships; Website & Online; and Promotional Flyers, as well as...

INDOOR AND OUTDOOR ADVERTISING / SIGNAGE

- On LED screens at 65 Thai Ticket Major outlets located across Thailand, when applicable.
- Posters are displayed at FMD partner locations: 200+ popular combat sports and fitness gyms, hotels, shops, restaurants & bars
- Thousands of flyers are distributed during marketing road show events, weigh-ins and on the day of the main event

POSTERS

The FMD team prints and distributes over 200 large posters and 2,000 flyers, which are displayed and handed out at various locations around Bangkok and across Thailand.



FMD

THAILAND'S LEADING MMA PROMOTION

HOSPITALITY

FMD offers a fantastic opportunity to entertain customers, clients and executives ringside at a truly unforgettable experience in state of the art entertainment venues.

MERCHANDISING

FMD offers sponsors, 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: FMD t-shirts; caps; and memorabilia.

EXPERIENTIAL MARKETING

Bangkok and Phuket attract millions of visitors throughout the year and with it huge opportunities for sponsors to promote their products and services.

The visitors provide sponsors with a mixture of: High Society Thais; High Net Worth Individuals (HNWIs) from media celebrities to business entrepreneurs from all industries; Corporate high flyers from media and advertising; and Tourists.

CONTACT

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