

elevation



The Face Off: One-on-One Verbal Rematch

A Live Experience

Hosted by
Roy Foreman

Brought to you by

BRAVADA

S P O R T S A N D E N T E R T A I N M E N T

The Face-off Concept

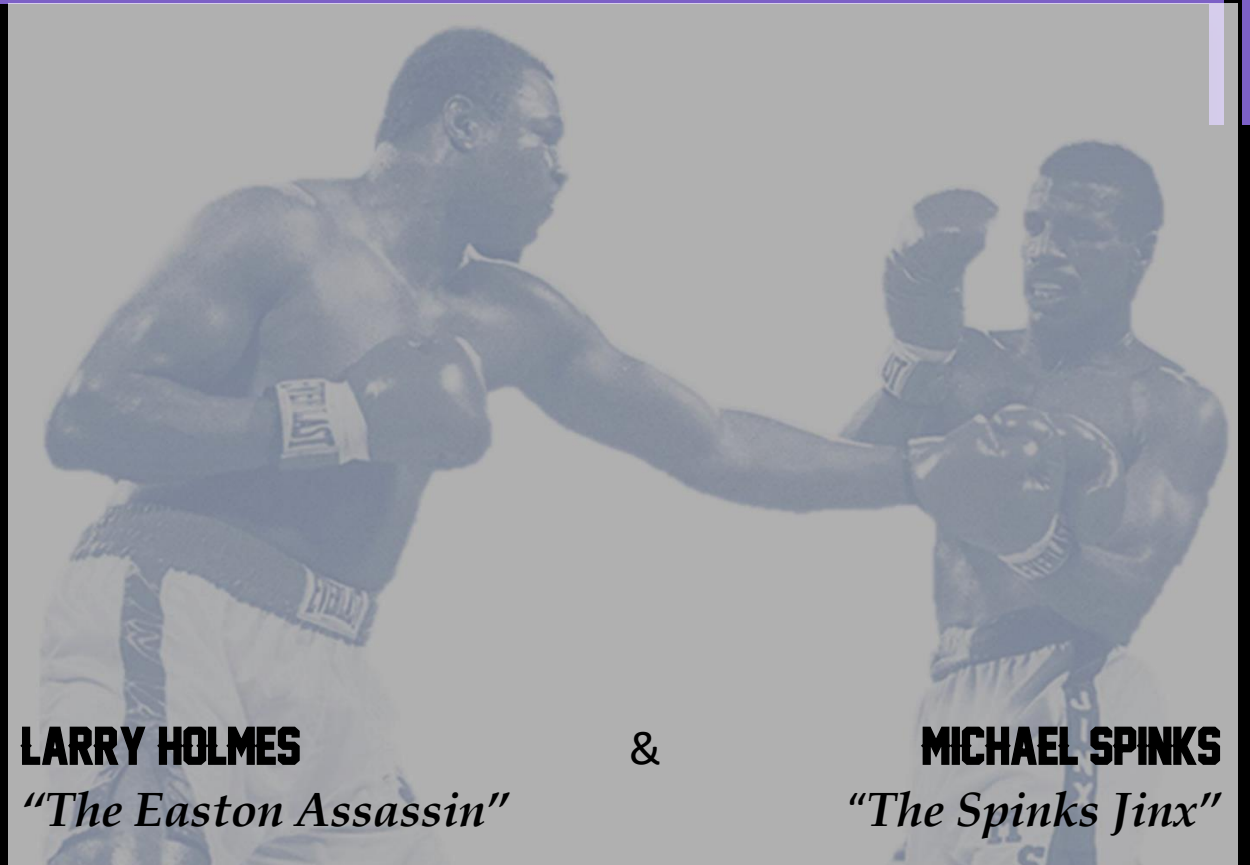
- **BRAVADA Sports & Entertainment** will recreate these match-up's utilizing a massive backdrop screen showing fight highlights, complimented by contemporary lighting and high-tech sound giving each punch a realistic feel.
- **Face-Off is a "One on One" Verbal Rematch**
Each boxer will describe their never heard before thoughts, feelings and strategies experienced during the fight.
- **Roy Forman**, the distinguished boxing icon, will moderate each round with the boxers, or their family members, giving the audience a once-in-a-lifetime view into a more *intimate perspective* of what really happened within the four corners of the ring.
- *Following each FACE-OFF, as a bonus, audience members can engage in a "live" Q and A session with participating boxers.*

Live Experience – Premier Event

Roy Foreman hosts speakers:

Larry Holmes, *"The Easton Assassin"* and
Michael Spinks, *"The Spinks Jinx"*

- Live audience capped at 147 seats, providing an exclusive, intimate atmosphere, perfect for video capture
- We will recreate their match-up's utilizing a massive backdrop screen showing fight highlights, complimented by contemporary lighting and high-tech sound giving each punch a realistic feel
- Exclusive post-program audience Q&A
- VIP Meet & Greet Reception



LARRY HOLMES

"The Easton Assassin"

&

MICHAEL SPINKS

"The Spinks Jinx"



The Face-Off Live Experience – Red Corner vs Blue Corner

Mar 17th

Holmes vs Spinks

Apr 14th

Hearns vs Duran

May 19th

Hagler vs Hearns

Jun 16th

A Night of Champions

Jul 14th

Ring of Gold-1984 Olympic Boxers

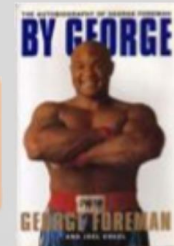
Aug 18th

Holyfield vs Bowe

In the Neutral Corner - Show Host Roy Foreman

Roy Foreman is regarded as a leading voice in the boxing industry which he has served for over 25 years

- Managed his brother George Foreman through his Championship titles
- Hosted his own show on Comcast Network for eight years
- Has promoted over 200 fights in the Americas and in Europe
- Was appointed by the US State Department as America's Ambassador for Sports
- Served on the US Olympic Boxing Committee
- Was appointed as the Commissioner of Boxing for The Peoples Republic of China
- Board member and founder of numerous philanthropies and youth organizations
- Ringside announcer for HBO sports
- Originator of popular TV series "The Contender"



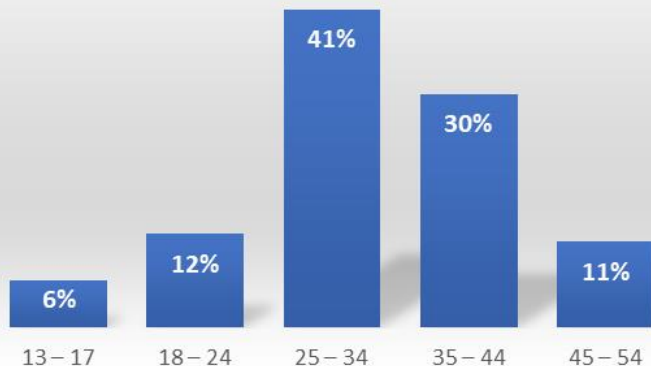
Audience Demographics and Interests

- **Digital Tribe Summary: Ready to Rumble** They are, most of all, united by the love they share for combat sports, especially mixed martial arts.
- **Excitement-seeking**, as a personality trait, describes a need for stimulation, novelty, and surprise. As consumers, they are far more likely to try new brands and products. This tribe averages in the 60th percentile for exhibiting this trait.
- Suggesting that a portion here don't just like their sports rough and tumble, but also seek such thrills from their leisure activities, **off-road vehicles** are a top interest of 26.52% of the folks in this group. This is 11.16 times larger than the baseline.

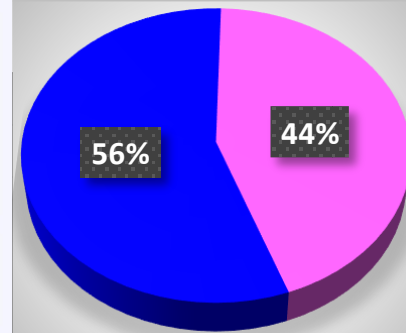
TOP INTERESTS

Martial Arts
Offroad Vehicles
Bodybuilding
Boxing
Poker
Pro Wrestling
Skateboarding
Surfing
Snowboarding

Boxing/MMA Audience
By Age Group



US Boxing Fan Average
Household Income

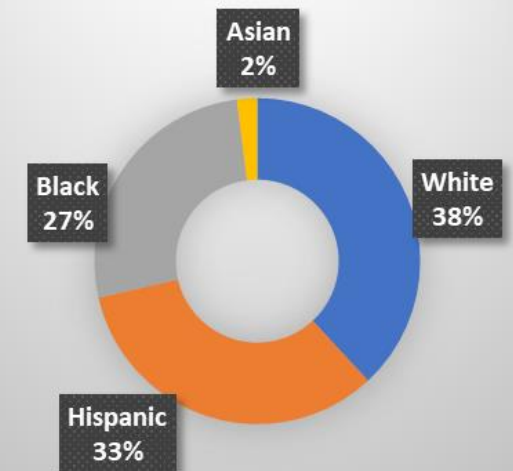


56%
7,110,880
Male

44%
5,587,120
Female

US Fans by Gender

Boxing Fans by Race



Sponsorship Assets and Opportunities

- Title Sponsor – Naming Rights for 8 Week Tour/Series
- Presenting Sponsor – 1 event or location
- Supporting Sponsorship
- Official Product
- Preferred Supplier
- Exclusivity – Among sponsors at any level in event-driven advertising and promotional media
- 9-week Social Media and Promotional Marketing Program
- Live Experiences with Unique On-Site Activations
- Digital Content will broaden reach to new audiences
- Customized marketing packages





Let us craft a custom activation to support your brand

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BRAVADA

SPORTS AND ENTERTAINMENT

BRAVADA SPORTS AND ENTERTAINMENT IS A FULL-SERVICE "LIFESTYLE" MULTI-MEDIA FIRM WITH OFFICES IN VIRGINIA, NEW JERSEY, AND TEXAS.

BRAVADA SPORTS AND ENTERTAINMENT (BSE), ENCOMPASSES MULTIPLE ENTERTAINMENT INDUSTRY LEADERS SUCH AS IES EVENTS, RORO PRODUCTIONS, RT CONCERTS, AND BOSS PRODUCTIONS, INC.

THIS FORMIDABLE FAMILY OF AGENCIES SPECIALIZES IN SPORTS, ENTERTAINMENT, LIFESTYLE MARKETING, AND PUBLIC RELATIONS FOR LIFESTYLE BRANDS, ICONS, ATHLETES, AND CELEBRITIES.