

*Sponsorship Proposal*

*The Ultimate Last Challenge* ©  
*Reality just got tuff*



USA international  
**MARTIAL ARTS**  
**CHAMPIONSHIP**

*Lyle Howry Productions*

## Introduction

The USA International Martial Arts Championship is the largest martial arts tournament, open to all styles and disciplines, white to black belts and it is the only tournament available to competitors from all different schools of training. This gives competitors the true test of skill on a global level for a world title.

During more than two decades this competition has served as a launching path for many national and international martial arts champions and stars like Bruce Lee and Chuck Norris who once competed in this event.

The event will take place on June 30, July 1 and 2 at the Riviera Hotel in Las Vegas, Nevada. It will have an attendance of approximately 40,000 people from all over the world. Moreover, the event will reach 75 plus million households through its media exposure.

This year the event will be taken to a new level by becoming the center stage of the hottest new Martial Arts reality Television Show titled "The Ultimate Last Challenge". This show will capture the event and the skill of point fighting and constant fighting like never seen before.

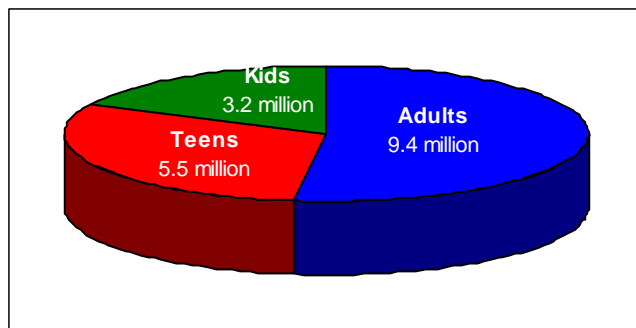
## Statistics of the event

This is the 24th Anniversary of the Championship. Lyle Howry and his production company have a 7 year history producing the event.

- Attendance: 40,000+ from all over the world!!!
- Audience Demographics:
- 70% Adults age 18 and older; 30% Children age 17 and under
- 500+ events throughout the 3-day tournament
- Celebrities like Chuck Norris, Bob Wall, Cynthia Rothrock, Don Wilson, Bolo Yeung and others, have supported the event

## Statistics of the martial arts industry

The sport of martial arts is a **40 BILLION DOLLAR** industry with over 180 million fans. Martial Arts has the fastest growing participation rate of any sport<sup>1</sup>. An estimated 18.1 million Americans participated in martial arts at least once in the past year<sup>2</sup>.

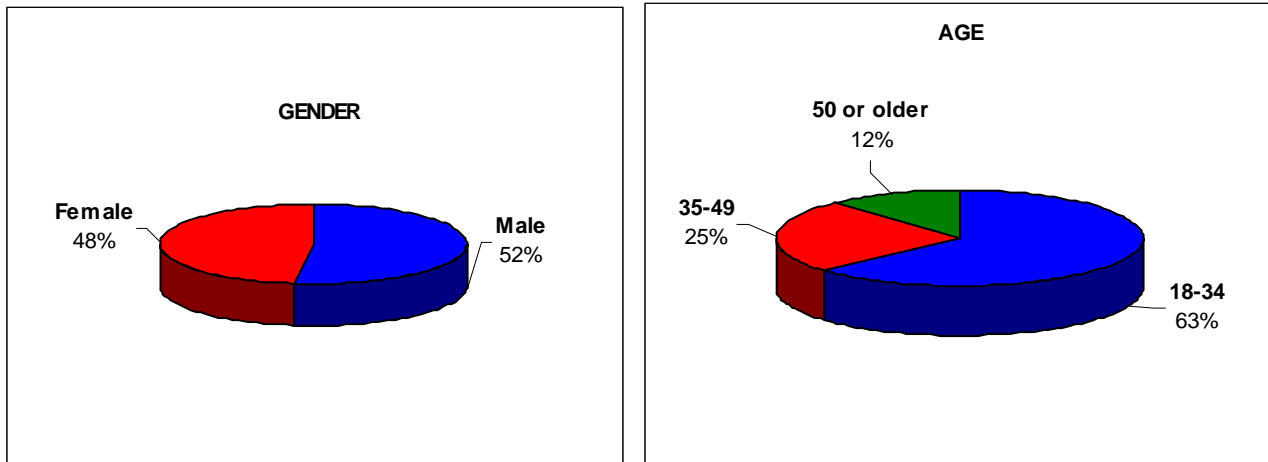


## • Audience Statistics<sup>3</sup>

<sup>1</sup> Data obtained from 2002 National Sporting Goods Association survey

<sup>2</sup> Data obtained from New York City-based research firm - Simmons Market Research

More than 50 million national consumers regularly enjoy action-oriented programming<sup>4</sup>



• **Year Household Income of sports martial arts participants<sup>4</sup>**

- 5% of kids whose parents earn \$75,000+ participate in martial arts
- 13% of kids whose parents earn \$50,000 - \$75,000 a year participate
- 10% of kids whose parents earn \$50,000 or less a year participate

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<sup>3</sup> Data obtained from 2002 National Sporting Goods Association survey

<sup>4</sup> Data obtained from The Martial Arts Network, Inc. (T.M.A.A.N.)

## Media Exposure

### Television:

- *Blackbelt TV:* World's first and only 24-hour martial arts entertainment cable channel. Projected to reach over 15 million viewers.
- *Urban American Television Network:* Broadcasts to over 70 affiliate television stations in the U.S. Reaches over 22 million households. Urban Community - consists of 80 million consumers
- *Cox Communication:* Nation's third-largest cable television provider. Over 6.7 million customers.
- *America One:* Over 100 affiliate stations throughout the U.S. Independent quality sports programming for more than 22 million households
- As a sponsor, receive prime-time exposure and choose the channel

### Print Media:

- *Black Belt Magazine:* World's leading magazine of self-defense. It is also the leading seller of martial arts videos, books and DVDs.
- *Inside Karate Magazine:* 75,000 readers world-wide. Best selling and most informative publication in its field
- *Las Vegas Review-Journal:* Nevada's largest newspaper. Over 668,000 adult readers each week (7 out of 10 adults). 167,000 circulation morning daily.

### Other Media:

- *Internet Coverage:* The Tournament will have media coverage in many websites related to the industry. Some of these websites are:
  - WWW.USAWORLDCHAMPIONS.COM
  - WWW.MARTIALARTSTALENT.NET
  - WWW.BLACKBELT.COM
  - WWW.USAINTERNATIONALS.COM
  - WWW.LYLEHOWRYPRODUCTIONS.COM
- *DVD/VHS Sales:* The 3-day event will be made available to the public through DVD/VHS sales.
- *Branding - Company name & Logo placement*
  - Center Fighting Mat
  - Ring Post Pillows
  - Outer mats
  - Banners
  - Promotional Booths

We are offering different sponsorship opportunities tailored to maximize your investment which will allow you to connect and interact with the broad audience that the event will reach.

## **Platinum Sponsorship**

- Become the only sponsor with your name/logo on the center ring mat
- Receive 10 fifteen-second commercial spots (per-contract)
- Four (4) 8x4 ft. full color banners will be placed at the tournament
- Logo on the cover of the DVD/VHS's of the event that will be made available for sale (as MAIN SPONSOR)
- Your company name will be announced approximately 20x a day during the 3-day event
- Receive a promotional booth in a designated area during the 3 day event
- Get up to 35 VIP tickets for the 3-day event
- Get one VIP Sky-Box and up to 20 reserved ring-side seats for main event
- Receive up to 2 suites and 4 rooms for Friday and Saturday night
- Dinner will be provided for up to 10 people Friday night
- Logo and link of your company on the website of the *USA International Martial Arts Championship*

Sponsorship Cost: *\$50,000*

## **Gold Sponsorship**

- Your name/logo will be on 4 ring post pillows and 2 outer mat spots
- Receive 5 Fifteen-second commercial spots (per-contract)
- Four (4) 8x4 ft. full color banners will be placed at the tournament
- Your company name will be announced approximately 20x a day during the 3-day event
- Receive a promotional booth in a designated area during the 3-day event
- Receive 1 Suite and 2 rooms for Friday and Saturday
- Get up to 25 VIP tickets for the 3-day event
- Get one VIP Sky-Box and up to 10 reserved ring-side seats for main event
- Logo and link of your company on the website of the *USA International Martial Arts Championship*

Sponsorship Cost: \$35,000

## **Bronze Sponsorship**

- Your name/logo will be on 1 ring post pillow and 1 outer mat spot
- Receive 2 thirty-second commercial spots (per-contract)
- Two (2) 8x4 ft. full color banners will be placed at the tournament
- Your company name will be announced approximately 20x a day during the 3-day event
- Receive a promotional booth in a designated area during the 3-day event
- Get up to 20 VIP tickets for the 3-day event
- Get up to 20 second row seats for main event
- Receive 1 suite and 1 room for Friday and Saturday night
- Logo and link of your company on the website of the *USA International Martial Arts Championship*

Sponsorship Cost: \$15,000

With an attendance of approximately 40,000 people and media coverage of over 75 million households, the *2006 USA International Martial Arts Championship* offers great opportunities for brand exposure. If you would like to be part of this exciting event, please contact us.

We would like to invite you to visit the website of the *USA International Martial Arts Championship* at [www.usaworldchampions.com](http://www.usaworldchampions.com) and see the demo reel to get an insight of what this amazing event is all about.

For further information on the project please contact:

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