



LION HEART

BOXING PRODUCTIONS

Presents

TKO IN TIJUANA

A promotional poster for a boxing event. The background is a photograph of two boxers in a ring. One boxer, wearing red trunks and red gloves, is on the left, looking towards the right. The other boxer, wearing yellow trunks and red gloves, is on the right, throwing a punch towards the first boxer. The scene is lit with bright spotlights, creating a dramatic atmosphere. The text is overlaid on the image in white and red colors.

WORLD CLASS BOXING SERIES

TKO IN TIJUANA

8+ EXCITING FIGHTS TO A DECISION AT SALÓN MEZZANINE!

**PROMOTED AND PRODUCED BY LION HEART BOXING
PRODUCTIONS & BORIZTECA BOXING**

Why Are We Contacting You?

Lion Heart Boxing Productions is seeking sponsorship for a new monthly boxing series produced by **Lion Heart Boxing Productions, Ltd** in association with Tijuana's own **Borizteca Boxing Promotions. *TKO in Tijuana***, or ***TKO in TJ***, features world class boxing and will be televised in North America.

TKO in Tijuana is the rebrand of the "World Class Boxing" series that the Promoters have been producing in Tijuana, Mexico for the last couple of years. The events are held at the 2,700 capacity Salón Mezzanine to sold out and standing room only crowds.

The inaugural event (***Genesis Episode***) will be held on **May 13, 2016**. Justin Mayweather Jones (3-0), Boxing Prospect and the Heir-Apparent to the Mayweather Family's boxing legacy, will feature. Justin Mayweather is the second son of boxing great Floyd Mayweather Sr. and the sole brother of Floyd Mayweather Jr, pound-for-pound champ and arguably the greatest boxer ever.

The Genesis Episode of ***TKO in Tijuana*** will be followed by monthly events on the second Friday of each month. Additional episodes can be added as necessary, up to a weekly frequency.

TKO in Tijuana (TJ)

“World Class Boxing in Tijuana”

GENERAL INFORMATION

- **PROGRAMME TITLE:** *TKO In TJ or TKO in Tijuana*
or other series name as mutually agreed
- **TARGET AUDIENCE:** 14+ Demographics.
- **SUGGESTED TIME:** Friday, 9:00 P.M to 11:00 P.M. EST, Weekly
- **EPISODES A SEASON:** 12 Episodes per annum (**Monthly**)
48 Episodes (**Alternative weekly frequency**)
- **SUGGESTED LENGTH:** 120 Minutes (**2 Hours**)
- **MAXIMUM LENGTH:** 180 Minutes (**3 Hours**)



LOGLINE

TKO in Tijuana (the TV Series) is a live professional boxing program that will be televised nationally in the USA and Mexico as a new series, in Primetime or other time as feasible, starting in May 13, 2016.

TKO in Tijuana also may be televised in the rest of North America and other markets, as well as syndicated internationally, worldwide as feasible.

TKO in Tijuana is promoted and produced by **Lion Heart Boxing Productions, Borizteca Boxing Promotions** and **PAP Sports**.

(full summary of show information in next slides)

“Exciting fights with the highest entertainment value in TJ”

SYNOPSIS

What: **Lion Heart Boxing Production's** new sports series for television featuring live professional boxing held at **Salón Mezzanine** and various venues in Tijuana - **TKO in Tijuana** (the series). **TKO in Tijuana** is a two-hour program featuring only professional boxers, in a live event. A typical **TKO in Tijuana** season will feature a total of twelve (12) monthly episodes. Alternatively, a 26 Episode Season (October through April) or an all-year program with a total of forty-eight (48) weekly episodes may be developed (the Weekly Option).

When: Second Friday of the month starting May 13, 2016 (or other schedule as mutually agreed).

Where: Salón Mezzanine, Tijuana, Baja California, Mexico.

Who: **Lion Heart Boxing Productions**, in association with **Borizteca Boxing** and **PAP Sports** are the producers.

How: 22 Round of boxing on average. Four (4) to eight (8) fights per episode average. Live or live-to-tape program with both ringside commentary and studio discussion.

WHAT YOU GET: Structure and Features

Each **TKO in Tijuana** episode is a freeform or structured coverage of a **TKO in Tijuana** boxing event.

Each **TKO in Tijuana** episode has quality fights as follows:

- A quality Main Event
- A quality Co-Main Event
- Feature Fight (Justin Mayweather or other very hot prospect)
- Swing Bout(s) as a fill-in in case of early stoppage above
- An experienced promoter, producing fights over twenty years
- An experienced TJ promoter, over two years of fights in TJ
- An experienced production team including 3 Emmy winners
- An experienced matchmaker for evenly matched fights
- Great audience: a sell-out crowd at the 2,700-capacity Salón Mezzanine, Tijuana's premier fight venue
- A proprietary format that ensures exciting fights

Rationale: Why **TKO in TJ** is good for Biz

- **TKO in TJ** is proven. It rebrands a successful World Class boxing series.
- **TKO in TJ** is quantity. 12 monthly episodes. Alternative 26 weekly shows. Promoters can even provide a weekly frequency (48 Episodes if desired).
- **TKO in TJ** is quality. Fights are evenly matched and entertaining. Venue is sold out. Fights already are on TV as *Young Guns* or *World Class Boxing*.
- **TKO in TJ** is cost-effective. Live rights to an episode are being offered at \$50,000 per episode, all inclusive (\$25,000 per hour). No comparison to the cost of an hour Reality TV (\$500,000 plus) or drama (\$2 million plus).
- **TKO in TJ** is sustainable. Mexico and the USA have boxers in abundance.
- **TKO in TJ** can be repeated. Boxing content is never be dated. Episodes can be repeated as needed, syndicated worldwide and/or used as standby, which gives even more visibility to your brand.
- **TKO in TJ** can be a feeder program for bigger TV fights. Upcoming talent is the focus. It is a platform to showcase young boxers to a TV audience.
- **TKO in TJ** serves as a vehicle for identifying future champions.
- **TKO in TJ** gets more boxers into the gym as it offers one more avenue for fighters to ply their trade, get exposure and generate decent paychecks.
- **TKO in TJ** will serve as another vehicle to increase boxing's popularity and expose it to new fans as UFC television shows have done for MMA.
- **TKO in TJ** is the only TJ boxing series televised, locally or internationally.

Boxing is Alive and Well

- Boxing is one of the world's oldest and most popular spectator sports. It has broad appeal. Fans are enthusiastic, devoted and often "fanatical."
- TV interest in Boxing is at an all-time high. Boxing shows are popping up all over on US TV. Even major networks such as ABC, CBS, Fox and NBC are into it as Premier Boxing wields and deals. CBS and Showtime paid \$300 Million to pry Floyd Mayweather from HBO in a 6-fight deal. NBC and Fox aired reality based boxing programs such as *The Contender*, all turned out to be some of the highest rated sports programs for these networks.
- Boxing is an essential programming asset for major networks and has proven to be a powerful vehicle for subscription and pay TV in particular.
- In USA, the leading premium networks, HBO and Showtime, use boxing as core programming and it is one of the highest rated programs.
- Boxing also is an essential programming asset for other cable networks in the USA and has proven to be a powerful vehicle for them.
- Boxing drives PPV. The top ten PPV events of all time are boxing matches.
- Furthermore, boxing has proven to be a powerful and cost-effective marketing tool for major casinos such as MGM Grand and Bally's.
- Boxing stars such as Floyd Mayweather, Jr. capture public's imagination and command significant media coverage. We have his brother Justin Mayweather under contract and will feature him frequently on the series.
- Professional boxing and its unique audience are attractive to advertisers.
- **TKO in TJ's** excitement and high entertainment value makes it addictive.
- The series engages viewers and is fun to watch.

The Boxing Series

Lion Heart Boxing Productions in association with **Borizteca Boxing Promotions**, one of Tijuana, Mexico's top boxing promoters, is producing a monthly boxing television series at the 2,700 capacity Salón Mezzanine.

The Broadcast Team is anchored by Fernando Paramo, a 4-time Emmy winner and Marcelino Avila, a 3-time Emmy winner. Hot up-and-coming television star Liz Diaz completes the Main/Spanish broadcast team.

An optional English Broadcast Team is anchored by 2-time Emmy Winner Jordan Jay Adams, award-winning sportscaster Ronnie Duncan and two-time Heavyweight Champion Chris Byrd. Announcer is Pablo Flores.

Currently, the events are televised in Spanish on LA TV, broadcast in Los Angeles, Mexico, 27 US States and Puerto Rico. Coverage in the United States is 42.5 Million households. TV rights are offered to LA TV with no fights fees and there are no other broadcasters involved other than a small television network that covers Tijuana Mexico and parts of Baja California, Mexico. We are seeking television partnership to broadcast, distribute and/or syndicate the **TKO in TJ** series in North America and the rest of the world, as feasible.

“8 or more exciting fights to a decision”

The Benefits of Sponsoring

Associating with a high profile boxing event such as **TKO in TJ** is an appealing means of attracting customers and generating goodwill. **Sponsoring benefits** include:

- Diversification of entertainment for clients and employees
- Actual foot traffic and direct customer sales
- Branding
- Venue visibility (Sell-out crowds at the Salón Mezzanine)
- Worldwide exposure via ESPN3 (Title, Gold and Silver packages only)
- Targeted US TV exposure (over 100 million homes) (Title, Gold and Silver packages only)
- Other USA and Worldwide television exposure (Title, Gold and Silver packages only)
- Media coverage (Title, Gold and Silver packages only)
- Advertising exposure (Title, Gold and Silver packages only)
- On-site sales opportunities (Title, Gold and Silver packages only)

Extra Value of Sponsorship: There is a package for every budget. Further, we do not simply take your sponsorship dollars. In addition to the usual (listing on programs, hanging banners and inclusion on promotional materials), we will also give you premium tickets as “lagniappe” (a little extra). Each sponsorship package provides the sponsor with tickets that can be used by employees and clients to attend the sponsored fight.

Most importantly, **Lion Heart Boxing Productions** always puts on one heck of a show. **TKO in TJ** shows will be no exception. Do not let your company miss out.

“Exciting fights, In-venue, TV, print and online visibility, and worldwide exposure”

TITLE SPONSOR - Undisputed Champion

- Naming rights to **TKO in TJ** (One Sponsor Only)
- Center Ring Logo Placement
- Corner Post Logo Placement (2 Corner posts)
- Ring Card branding
- Event Banner (sponsor supplied)
- Logo Placements in all marketing campaigns: flyers, posters, radio, television, print ads, etc
- Listing on website as sponsor
- Press conference branding
- Ring announcement at beginning and between each fight
- Main event apparel branding
- Venue branding – 10 flags
- Kiosk presence at each event
- Double Page (2 pages) ad in over 3,000 Show Booklets
- 100 Million USA Cable Homes—10 Thirty Second Ads in show (1-5 runs guaranteed)
- 2 VIP Tables for 10 people (20 people total) with unlimited food and beverage
- Other tickets for distribution to customers and employees
- Onsite Product Display and Sales Opportunities
- **Total value: Over \$1,000,000**
Title Package Price: \$50,000 per event (negotiable for multiple fights)

Gold SPONSOR - Heavyweight

- Four Sponsors Only
- Ring Logo Placement
- 2 Outer Pole branding
- Event Banner (sponsor supplied)
- Logo placements in all marketing campaigns
- Listing on website as sponsor
- Press conference branding
- Ring announcement at beginning and between each fight
- Fight event apparel branding
- Venue branding – 7 flags
- Kiosk presence at each event
- 1 Full Page ad in Show Booklets
- 100 Million USA Cable Homes—5 Thirty Second Ads in show (1-5 runs guaranteed)
- 1 VIP Tables for 10 people (10 people total) with unlimited food and beverage
- Other tickets for distribution to customers and employees
- Onsite Product Display and Sales Opportunities
- **Total value: 700,000**
Gold Package Price: \$30,000

Silver SPONSOR - Middleweight

- Four Sponsors Only
- 1 Ring Logo Placement
- Logo Placements in all marketing campaigns.
- Event Banner (sponsor supplied)
- Listing on website as sponsor
- Press conference branding
- Ring announcement at beginning of each fight
- Fight event apparel branding
- Venue branding – 5 flags
- Kiosk presence at each event
- 1/2 Page Ad in over 4,000 Show Booklets
- 100 Million USA Cable Homes—2 Thirty Second Ads in show (1-5 runs guaranteed)
- 1 VIP Tables for 10 people (10 people total) with unlimited food and beverage
- **Total value: 500,000.00**
Silver Package Price: \$20,000.00

Bronze SPONSOR - Lightweight

- Logo Placements in all marketing campaigns
- Press conference branding
- Listing on website as sponsor
- Ring announcement during event
- Venue branding – 3 flags
- 1/4 Page ad in Show Booklets
- 100 Million USA Cable Homes—1 Thirty Second Ad in show (1-5 runs guaranteed)
- 1 VIP Tables for 10 people with unlimited food and beverage
- **Total value: 300,000.00**
Title Package Price: \$10,000.00

Why Work with Us?

We are a global Boxing Promotions and a Sports Entertainment Company started in 1993 in New Orleans, LA and now based in Kinnelon, NJ. We have three units: (1) **Lion Heart Boxing**, the jewel of the company and the promoter of big-venue and televised fights, casino shows, and high profile international events; (2) **Thursday Night Fights, Ltd.**, the promoter of the **Thursday Night Fights** series and club level shows; and (3) **Underdog Boxing Club**, operator of amateur programs, gyms and health clubs.

We are an integrated and full service company set up for the sole purpose of providing top quality events with the highest entertainment value. **Lion Heart** not only has a reputation as a producer of high quality fights, but is respected for its fair treatment of fighters and firm commitment to fighter rights. With fights promoted in four continents (Africa, Asia, Australia and North America), **Lion Heart** is global in reach. We are proud to be the promoter of the first-ever live professional boxing event in Abu Dhabi history as well as the first non-UAE company to successfully stage a professional boxing event Dubai. Our **Thursday Night Fights** series is the oldest continuous boxing shows in the USA and has been help in top cities all over the world.

Our associate **Borizteca Boxing** is the top promoter in Tijuana.

Contact:

For more information about sponsoring or broadcasting **TKO in Tijuana** or **Lion Heart Boxing Productions**, please contact the Chief Financial Officer, Edward Mendy, at 973-650-9721 or write to him: 11 Eric Drive, Kinnelon, NJ 07405.

Print stories, and JPEG photos of the fighters and events are available upon request by calling Serda Anderson, Vice President of Public Relations at (504) 628-7866. You may also get in contact with Event Coordinators Sporty Smith and Nia Mendy at (610) 487-5097 or (504) 729-7283, respectively.

“To Succeed, One Must Work Hard”