

Shawstyle Productions and Shabazz Brotherz presents-

# Baltimore Boxing Renaissance II

March, 20<sup>th</sup> 2015 / Martin's West Baltimore County

## Sponsorship Request

**Baltimore City** historically was an epicenter for entertainment and innovation. At this time, Baltimore is once again a thriving metropolitan city, and quietly becoming a marquee destination. In such a city, night life is extremely key to the further development of the overall excitement of the citizens pertaining to entertainment, leisure time, events and disposable income. We are pioneering an event format that seamlessly and luxuriously expresses Baltimore's unique charm in one grand event.



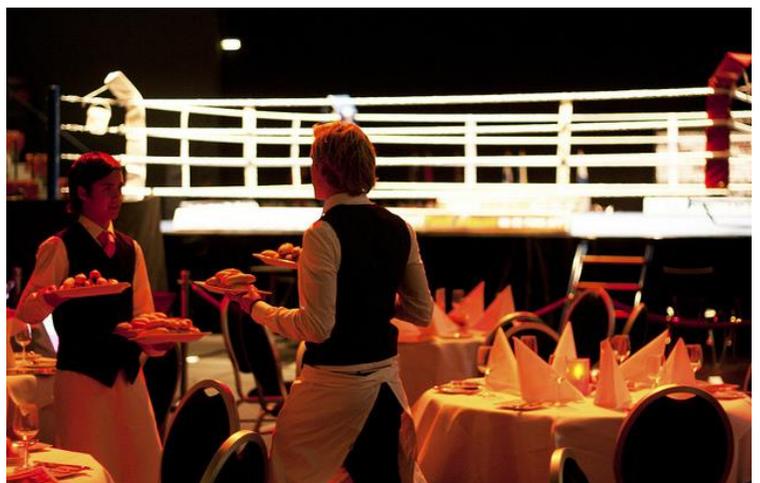
**The Glamorous War** that is known as boxing has always held a certain prestige and majesty. One opponent in the ring versus another opponent in the ring, toe to toe in mortal combat. Boxers are often regarded as some of the greatest athletes in the world. And even though the contest is definitely a battle, the combatants move with a stunning blend of power and grace. This fact lends to the magnetism to the fantastic spectacle known as boxing.



Boxing is a sport that looks stunning on screen and it is breathtaking as a **Live** event, especially if you're fortunate enough to be sitting a few feet from the ring. Boxing has always been and will always be a classy and profitable spectator sport.

Our events will always pay homage to the Legends that created the historical grand memories of the area's illustrious past while creating the platform for the legends in the making. **The Story** of each fighter on the card will be told as part of the promotion of each event. This content will be serviced via the internet, TV and other special delivery technologies. This event will feature Professional and Amateur athletes. These athletes will be Male and Female and will include Title fights, and all weight classes. This Pro-Am boxing event will also serve as platform for social and community change. We will support youth initiatives such as "Gloves Up, Guns Down" from Elite SFN gym, Wounded Warriors, AIDS Action Baltimore Inc., and the cancer support organization H.O.P.E. ([hopeforcancerfamilies.org](http://hopeforcancerfamilies.org)).

**This Event** will also feature a patented technology that will allow us to deliver the event to the masses in a manner never experienced before. Coupled with the luxurious backdrop of Martin's West Manor, the sum of the parts of this extravagant vision will cause an upscale event explosion within Baltimore and its surrounding areas, cities and states.



Exclusive VIP Reception and tables are reserved for our sponsors.

Shawstyle Productions and Shabazz Brotherz will launch the PR, marketing and promotion campaign on December 20, 2014 to begin a 3 month event marketing campaign. The integrated marketing strategies will include your typical grass roots campaign and also several out of the box campaigns that will bring even more excitement to The Baltimore Boxing Renaissance

## PR | MARKETING | PROMOTIONS

- Facebook | Twitter | Instagram | Google+ Campaign
- PR – Radio | Newspapers | Magazines | Blogs | Online | TV
- Viral Video Spots
- Celebrity Drops | Tweets | ReTweets
- Digital & Print Flyer
- Email Blasts
- Text Message Blasts
- Event Calendar Postings
- Hashtags | Trending Topic
- Billboard | Bus Sides | Metro Stations
- Banners
- &MORE

Media Outreach will be infinite as we will be inviting local, regional and national boxing and sports media out to the event. With online and social media being a priority, we will collaborate with numerous online media partners in addition to TV and radio media. We will also be pitching the boxing match to networks such as Showtime, HBO and ESPN Friday Night Fights for possible broadcasting.

## MEDIA OUTLETS

Boxing Along the Beltway | Boxing Insider | Boxing Scene | Comcast SportsNet | ESPN Friday Night Fights | Visit Baltimore | Fight Hype | Fight News | Global Boxing | Max Boxing | Ringside Report | Ring TV | Round by Round Boxing | The Fight Journal | The Sweet Science | USA Boxing | Yahoo Sports & MANY MORE!

Social Media will be one of our priority sources of promotions and marketing. The vast amounts of attendees that can be reached locally, regionally and nationally via social media channels are infinite. The hashtag #BBR11 has been created to promote the event to be a trending topic weeks prior to the event.



Facebook | Twitter | Instagram | Google+ | & MORE!

The integrated media plan and activation will generate over 2,000,000 **Media Impressions** via print, online, radio, television, social media and grassroots outreach. With online and social media being a primary focus we will reach millions nationally, regionally and locally.

The **Baltimore Boxing Renaissance II** event will have a significant **Economic Impact** on Baltimore, MD and the surrounding areas. It is estimated that the weekend will support:

- Over 150 jobs
- Nearly \$1 million in production output
- Over \$50K in wages
- Over \$200K in state and local revenue
- Regional and local tourism (Hotels, Restaurants, Transportation, Attractions)

## ATTENDEE DEMOGRAPHICS (estimated)

### Ethnicity

- 35% African American
- 25% Hispanic
- 25% Caucasian
- 15% Other (African | Caribbean | Asian)

### Gender

- 65% Male
- 35% Female

### Income

- \$0 - \$50,000 | 30%
- \$50,000 - \$85,000 | 45%
- \$85,000 - \$100,000 | 15%
- \$100,000+ | 10%

### Age

- Infant – 17yrs | 10%
- 18yrs – 54yrs | 75%
- 55yrs – 65yrs | 10%
- 65yrs+ | 5%

Between the personal journeys of the professional and amateur boxer's along with the promotional campaigns that will surround the more accomplished fighters, it will be very simple to attract large a crowd for this epic event.



Shawstyle Productions and Shabazz Brotherz has partnered with **Greibo Media and Electric City** to broadcast this event online. The event will broadcast live pay per-view with innovative social media interaction available to event goers as well as those viewing remotely. This event will also be available for pay per-view playback, creating tremendous exposure opportunities for Sponsors.

We are requesting sponsorship from your organization for this event to ensure even greater success and impact in the Baltimore area. We are offering multiple level of sponsorship tiers:

- Heavy Weight
- Cruiser Weight
- Middle Weight
- Welter Weight
- Light Weight
- Feather Weight
- Fly Weight

In addition to the live and playback broadcast and social media exposure, your brand will gain the on site exposure of 1,500 boxing fans the night of the event viewing the fight live with a High Definition broadcast above the ring. Sponsorship levels also allow for 30 sec commercial spots to be broadcast by your organization to this captive audience. This will be a highly produced live event that will benefit your Brand tremendously.



## Heavy Weight Sponsorship \$20,000

The Exclusive and most prestigious is our “Heavy Weight” Sponsor, and there will only be one for this event. This sponsorship level will allow your organization to reach the maximum amount of event goers and interested parties and it includes:

- Your Organization's name/logo on all Event Advertisements and 10 30-second commercial spots (if provided by your organization) during the Event to a captive audience of 1,500 plus event goers.
- Your Organization's name/log included on all Shawstyle Productions television, print, and internet advertisements
- Your name/logo on Red Carpet photo backdrop
- A Whole page **Color Advertisement** in official program book, with your choice of location in book
- Signage space in VIP areas of Arena during the event
- 4 VIP table tickets, with access to the pre-fight VIP reception, and 2 additional pairs of reserved seating promotional tickets
- Choice display area at Event venue in our Exclusive “first look” area to showcase your organization's message or products
- 30-day memberships (2) to Elite SFN to train w/ a Professional Boxer

## Cruiser Weight Sponsorship \$10,000

The “Cruiser Weight” sponsorship level offers your organization the following benefits:

- Your Organization's name/logo included on sponsor advertisements with 5 30-sec commercial spots (if provided by your organization) during the Event to a captive audience of 1,300 patrons
- A Whole page **Color Advertisement** in official program book
- Your Organization's name/log included on all Shawstyle Productions print and internet advertisements
- 4 VIP table tickets, with access to the pre-fight VIP reception, and 2 additional pairs of reserved seating promotional tickets
- Premium display area at in our Exclusive “first look” area to showcase your organization's message or products
- 30 day membership to Elite SFN to train w/ a Professional Boxer

## Middle Weight Sponsorship \$7,500

Our Middle Weight sponsor level will allow your organization to reach fight fans by giving you:

- Your Organization's name included on sponsor advertisements
- 3 30-sec commercial spots (if provided by your organization) during the Event to a captive audience of more than 1,500 attendees
- A half page advertisement in official event program book
- Your Organization's name/log included on all Shawstyle Productions print and internet advertisements
- 2 VIP table tickets, with access to the pre-fight VIP reception, and an additional pair of reserved seating promotional tickets
- Premium display area in our Exclusive "first look" area to showcase your organization's message or products
- 2 week membership to Elite SFN to train w/ a Professional Boxer

## Welter Weight Sponsorship \$5,000

The Welter Weight sponsorship level will include the following benefits:

- A half page advertisement in official event program book
- A 30-sec commercial spot (if provided by your organization) during the Event to a captive audience
- Your Organization's name/log included on all Shawstyle Productions print and internet advertisements
- 2 Ring-side tickets and an additional pair of reserved seating promotional tickets or 2 week membership to Elite SFN to train w/ a Professional Boxer
- Display area at arena in to showcase your organization's message or products

## Light Weight Sponsorship \$2,500

The Light Weight sponsorship level will include the following benefits:

- A quarter page advertisement in official event program book
- Your Organization's name/log included on all Shawstyle Productions print and internet advertisements
- 2 reserved seating tickets at event
- Pop-up banner display at arena to showcase your organization's message or products

## Feather Weight Sponsorship \$1,000

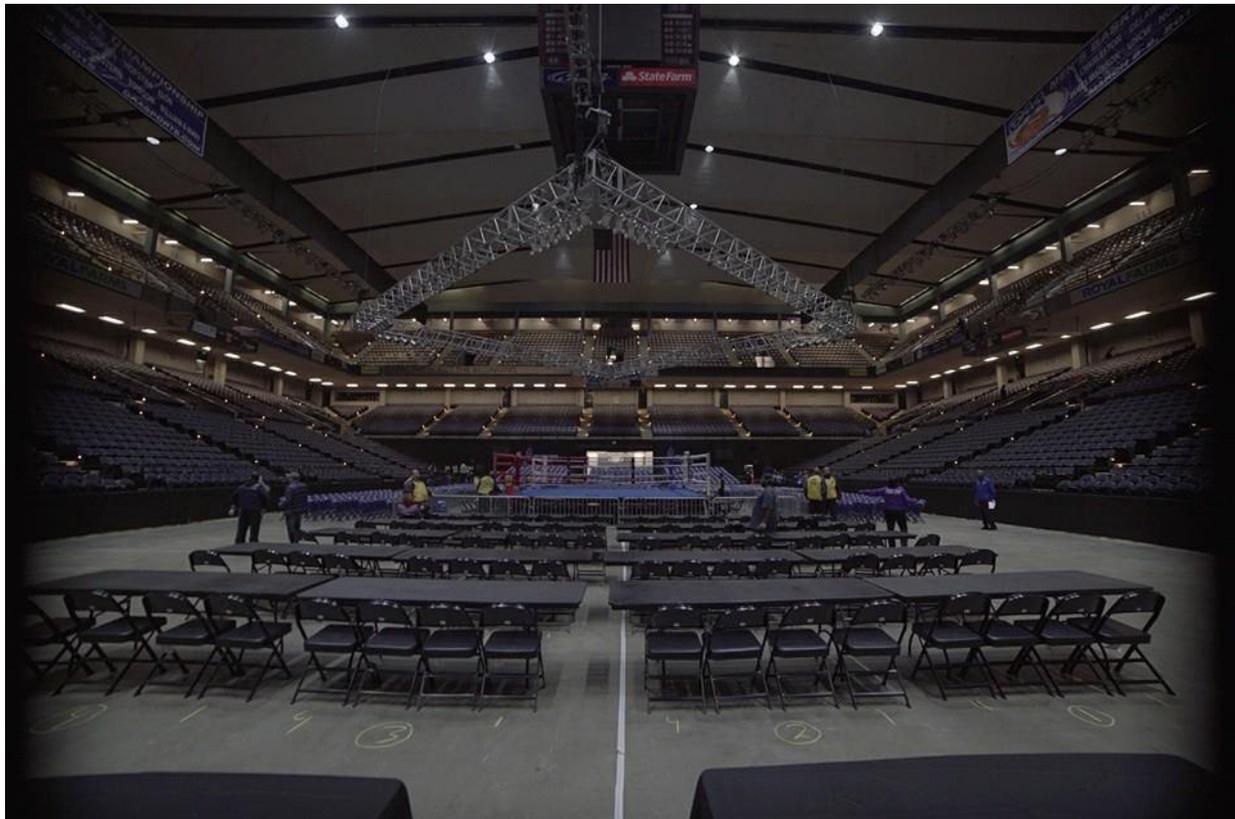
The Feather Weight sponsorship level will includes the following benefits:

- A quarter page advertisement in official event program book or Pop-up banner display at arena to showcase your organization's message or products
- Your Organization's name/log included on all Shawstyle Productions print and internet advertisements

## Fly Weight Sponsorship \$500

The Fly Weight sponsorship level will includes the following benefits:

- Your organizations name in the official event program book in Sponsors section
- Your Organization's name/log included on all Shawstyle Productions print and internet advertisements





## About Our Team

Shawstyle Productions and Shabazz Brotherz have partnered to bring this grand vision of a Boxing Renaissance to light. The Team has over 20 years of experience in the following industries: **Boxing/ Music Production / Sound and Stage Production / Promotion / Marketing / Public Relations / Concerts / Events / Publishing / Security / Community Activism / Business Consulting / & Philanthropy**. The partnership was established to provide a high level of expertise in music, live entertainment, live sporting events, promotion, management, and marketing. All while giving back to the community. Our mission is to produce memorable events for all ages while broadening the scope of entertainment events in the Baltimore, MD area.

If your organization would like to take advantage of the opportunity to utilize this Grand Baltimore event to showcase your organization please contact the undersigned below. You may also contact the Representative that contacted you concerning this sponsorship opportunity. Thank you, and hope to see you on March 20<sup>th</sup> at Martin's West Manor.

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