

young
MMA

SPONSORSHIP PROPOSAL



DarkHorse Direct

THE OVERVIEW

Dark Horse Direct MMA management is an agency priding itself on managing and promoting upstanding individuals from all corners of South-Africa in the amateur as well as professional division.

The ultimate stage for South-Africa's top Mixed-Martial Arts (MMA) fighters is EFC and FIGHTSTAR, MMA events are loud, fast-paced, exciting, and surprisingly affordable, making them the ideal venue for a night out you won't soon forget.

Fresh off the immensely successful "EFC 71" event held on the 23rd of June 2018, it has been noted that thousands were in attendance and with EFC partnered with Kwese Sports (a LARGE player in the Africa market) as well as SABC 3 -you can be sure that your brand will be represented on a large platform.

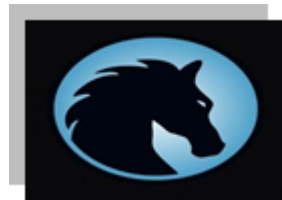
Besides TV showings, we promote athletes on social media and they represent sponsors on interviews etc. as well. MMA is a booming sport and our numbers show that popularity is steadily increasing year on year.



OUR MISSION STATEMENT

WE STRIVE TO UPLIFT THE LIVES OF MIXED MARTIAL ARTS ATHLETES THROUGH A DEDICATED DRIVE TO MARKET EACH INDIVIDUAL ATHLETE AND EVENT THEY ARE AFFILIATED WITH. WE MANAGE FIGHTERS TO ENSURE THEY ARE EQUIPPED WITH THE FOLLOWING SKILLS: LONGEVITY IN THE GAME, EDUCATION AGAINST EXPLOITATION AND MARKETIBILITY.

BECAUSE MMA IS A NICHE SPORT AND NOT YET AS MAIN STREAM AS SOCCER, CRICKET AND RUGBY -WE ENFORCE OUR VISION THROUGH THE ASSISTANCE OF SPONSORS.



MEET THE TEAM



ARNOLD DE WET
FOUNDER -JHB BASED



SEAN JORDAAN
REPRESENTATIVE -PTA BASED



CURRENT SIGNED FIGHTERS



ELVIS NGWALANGWALA

PRO EFC FIGHTER

HUMBLE, CHARISMATIC,
LOYAL, GREAT STRIKING.



STORM COELHO

GREAT BOXER

FRIENDLY NATURE
WORKHORSE

SAUL MUJOKERI

FEARLESS

RELENTLESS
GREAT PERFORMER



THE AUDIENCE

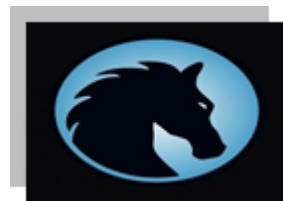
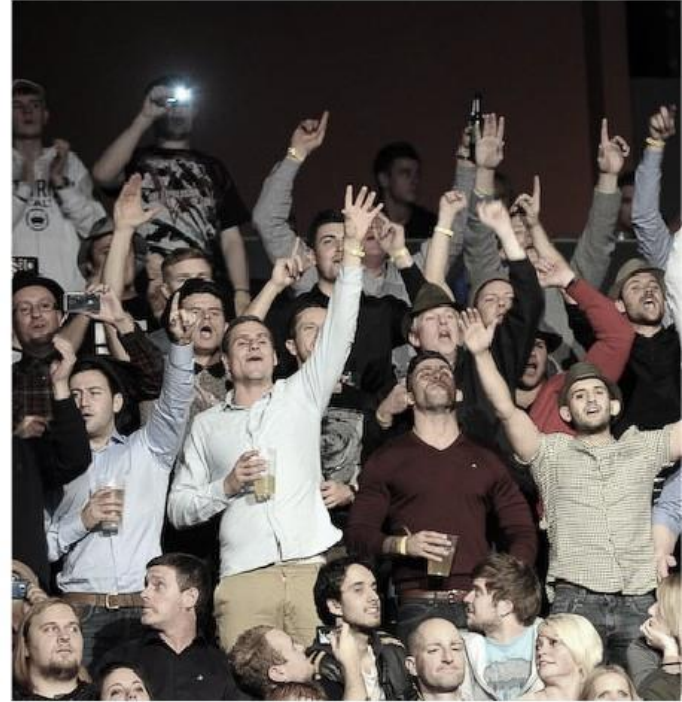
For years, MMA has been dubbed "the fastest growing sport on earth". How has this exponential growth seen at all levels of MMA been possible? Simple: the passion of its audience.

The MMA fan is young. They're active. They have discretionary income and they're not afraid to spend it. It's an audience unlike any other fanbase in sports.

In fact, if you were to take 100 average South-Africans and 100 MMA fans and put them side by side in a room, the 100 MMA fans would be...

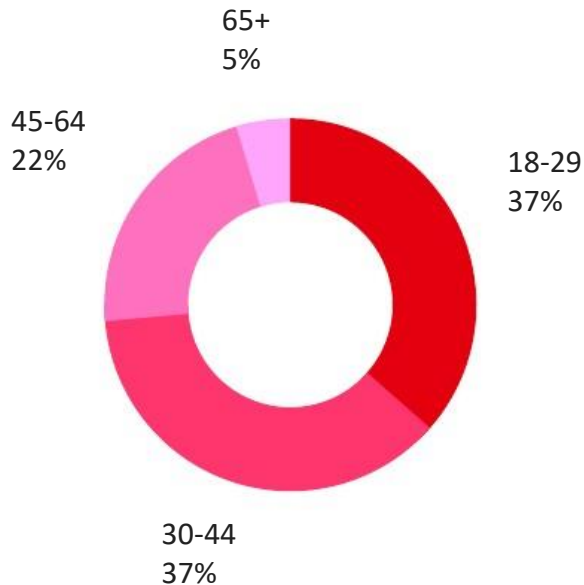
- ...54% more likely to be male
- ...56% more likely to be between the ages of 18 - 44
- ...8% more likely to have started college
- ...26% more likely to have children

MMA fans are hard-working achievers, leading households and making major purchasing decisions to support their families and their active lifestyles. This combination makes them the perfect group to engage through well thought-out sponsorship activations.



AGE

Age Breakdown | MMA Fans



73.6%

MMA fans are between the ages of 18-44, making them one of the youngest audiences in all of sports.

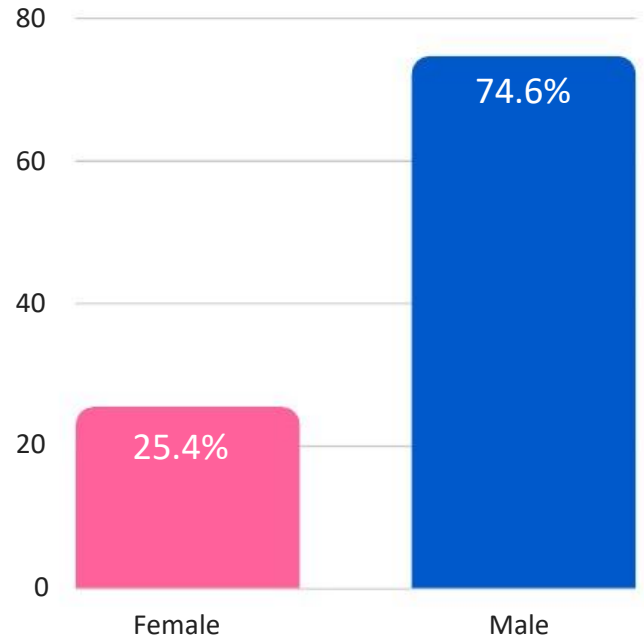


GENDER

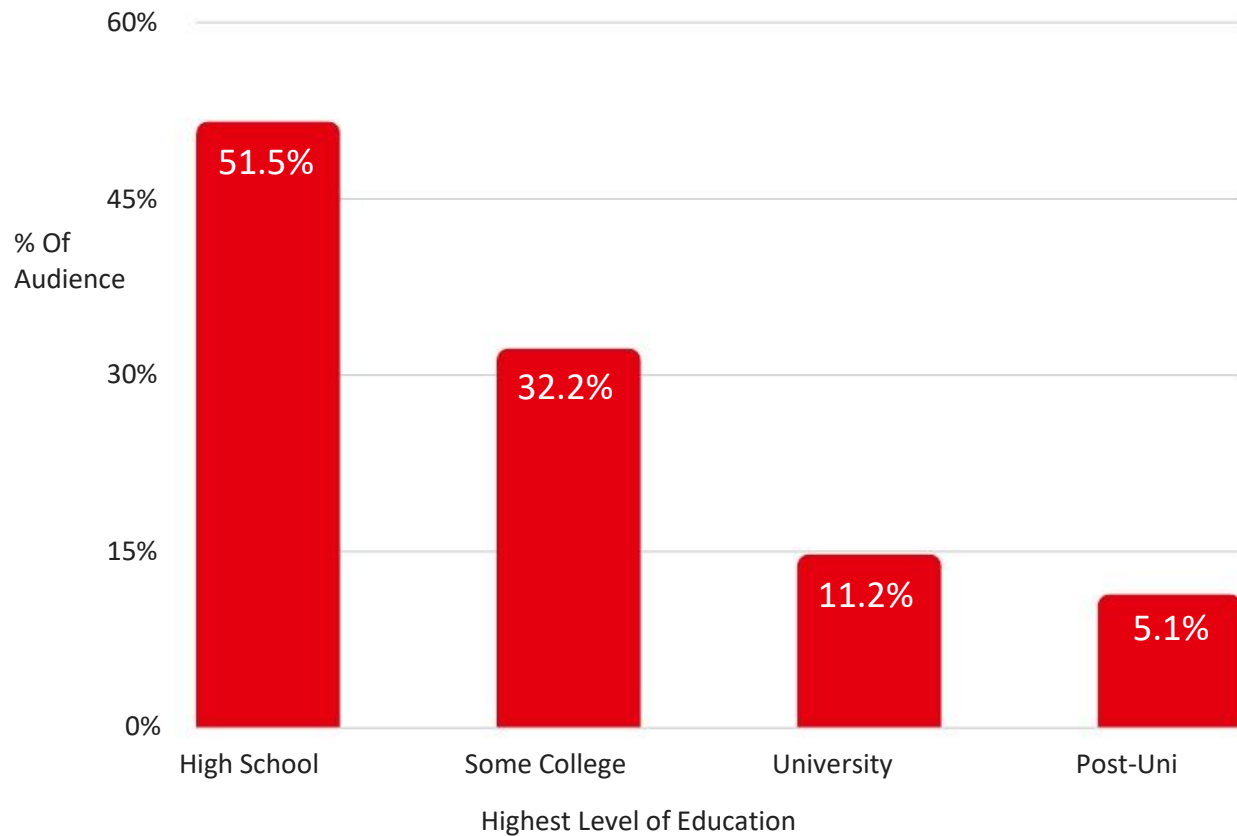
74.6%

of our fans are male, one of the highest concentrations of male fans across all professional sports.

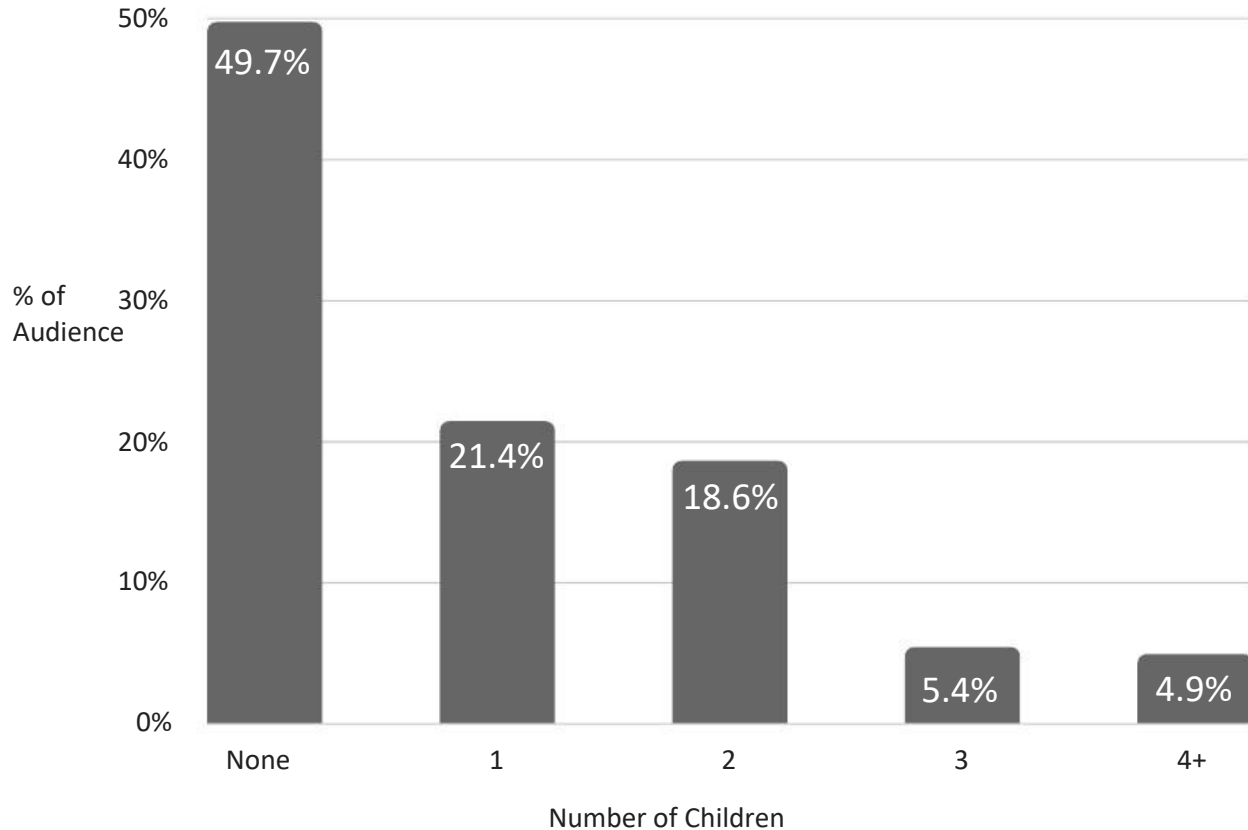
Gender Breakdown | MMA Fans



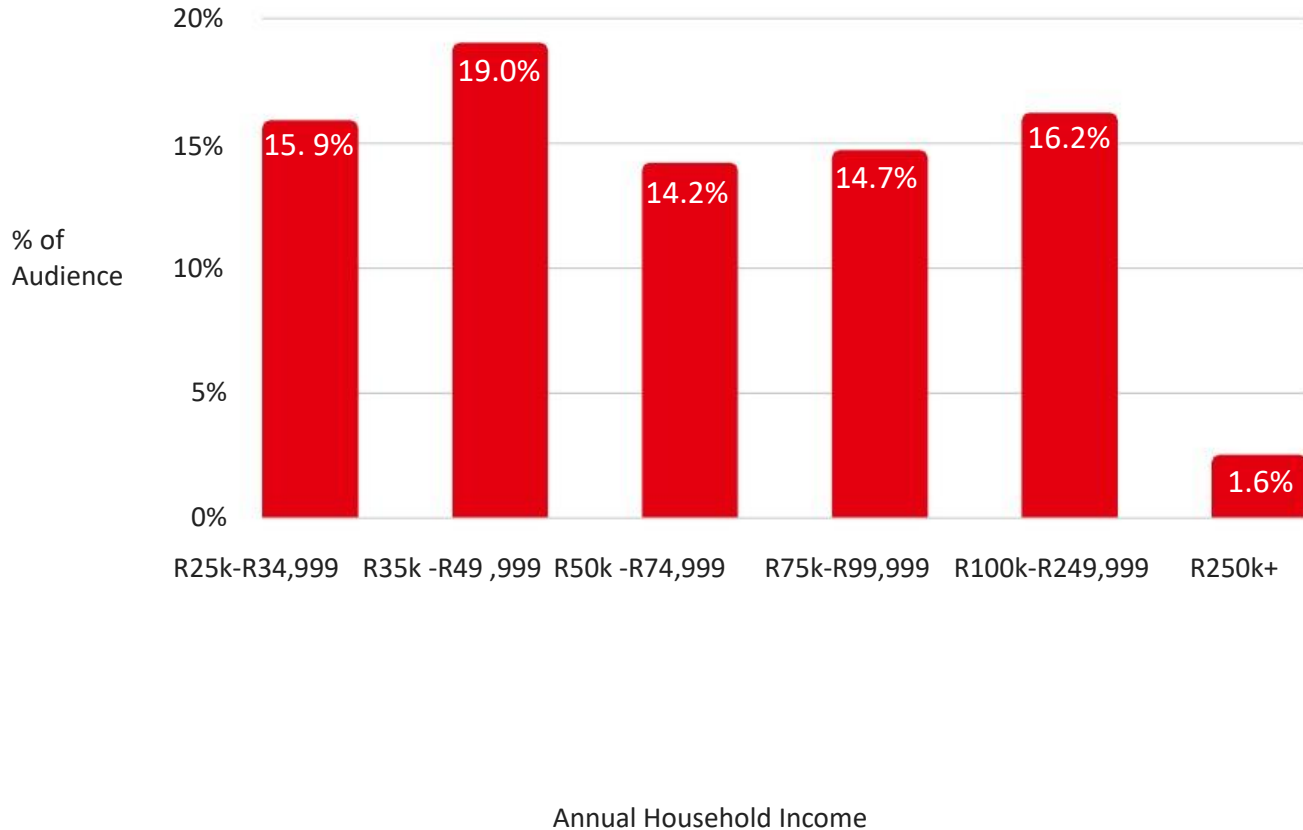
EDUCATION



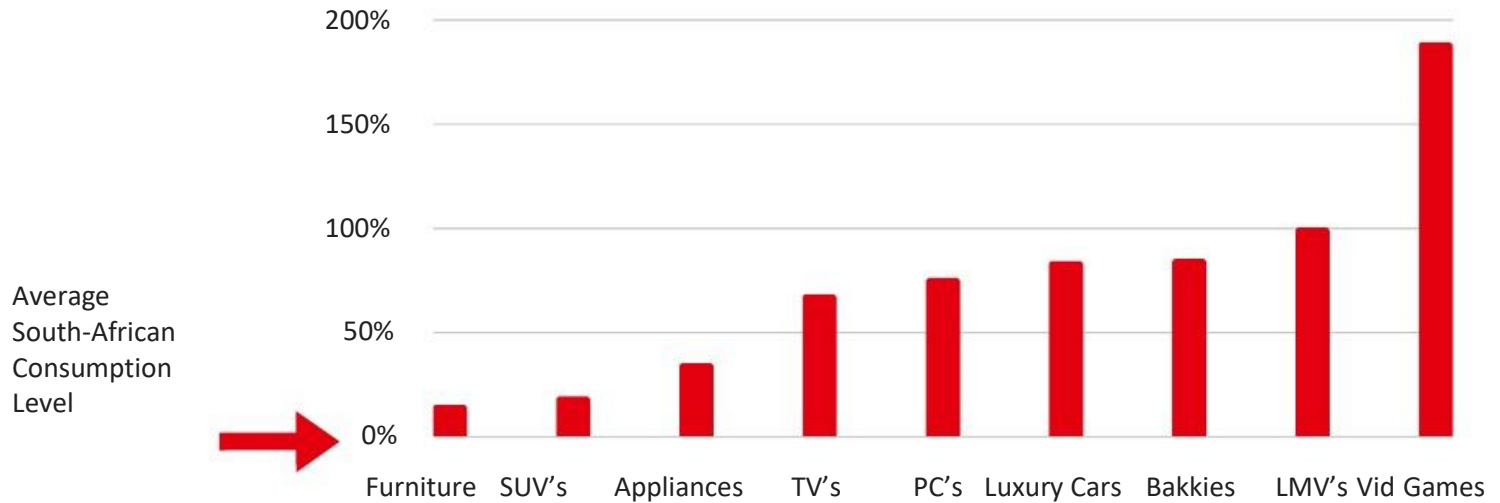
PARENTAL STATUS



HOUSEHOLD INCOME



CONSUMPTION HABITS



EFC fans have disposable income and have no problem with it being spent. This graph shows how much more likely the fans are to purchase certain types of goods over that of the average South-African consumer.



“No advertising campaign will get you the kind of credibility that a meaningful experience will.”

-Geoff Cotrill, CEO-Converse



THE OPPORTUNITY

Partners of Dark Horse Direct MMA Management have the unique opportunity to engage their audience directly, and create meaningful, lasting impressions on current clients and prospects alike.

Dark Horse Direct MMA Management understands that any marketing or advertising investment is a major decision. As such, we are focused on building activations for our sponsors that contain a custom mix of assets and initiatives specifically designed to help you achieve your objectives. There are no generic "take it or leave it" packages here. No choosing between "Silver", "Gold", or "Platinum" options.

We only succeed when our partners succeed, which is why we are so focused on creating the perfect activation to fit your needs and budget. We would request to meet in person to discuss and break down a worthy strategy. Our stable of fighters are available upon request.

After initial conversations regarding your company's main objectives and budget, we will outline a few suggested sponsorship activations with your goals in mind. Of course, these options may be customized to ensure they align directly with your desired outcomes.





DarkHorse Direct

THANK YOU!

There is tremendous opportunity for you to create a strong, lasting impression on thousands of potential customers through a partnership with Dark Horse Direct MMA Management and their talent.

We welcome any questions or comments you may have about this proposal, and look forward to continuing our conversation soon.

Arnold de Wet | Head of Sponsorships

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