

A Boxing/MMA Promotion company

# Extreme Fighting Alliance (EFA)

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27 April Monday 2020

## Who we are:

Extreme Fighting Alliance (EFA) is a Boxing/MMA promotion company that creates boxing events internationally. We feature amateur and professional boxers from the United States and throughout the globe.

Extreme Fighting Alliance (EFA) was founded by former Professional Boxer Tony “The Hammer” Abrams, a native of Columbus, Georgia. He has been in sports and entertainment for the past 35 years. EFA has a roster of 1,500 Boxers, including the 10 time World Champion Kick Boxer, Rick “The Jet” Roufus.

EFA is quickly becoming the premiere Boxing/MMA promotion company for amateur and professional boxing events. The company prides itself on having the best qualified diverse staff to ensure that every event is a complete success. Under the leadership and vision of Tony “The Hammer” Abrams, the company will continue to bring the best Boxing/MMA events every month globally.

## Our Broadcast Vendor:

Fite TV Broadcast & Live Streaming to 199 Nations

Access to 148 million households in the U.S.

Access to 42 million households in Mexico

Access to 30 million households in Canada

Fite TV Broadcast & Live Streaming reaches more than 500 million viewers globally. The above represents a sampling of its reach throughout the globe.

### **Our proposal:**

We are seeking an exclusive partnership with Hard Rock to produce a live-streaming MMA/Kick boxing world championship fight night sanctioned by the International Kickboxing Federation (IKF). We plan on doing the event in a few months. We will have 10 sanctioned fights live-streamed over a 4 hour period. If the social distancing is still in place then we will have an empty location with only the fighters and their teams present.

The goal is to get a MINIMUM of 100,000 subscribers to the fight at \$20 per subscriber which will produce a \$2 million in revenue. We want Hard Rock to cover the marketing costs of the event in terms of marketing dollars, setting up the cage, provide the venue for the fights and fighter and team fees. This will come to about \$100,000 as our partner sponsor.

Our role (EFA) will be to provide all the matchmaking of the fighters, schedule the date, produce all of the marketing material, coordinate all of the media blitzes and run all the promotions with MMA friendly outlets to get subscribers.

The long-term goal is to produce at least quarterly live or live-streamed events at the Hard Rock Casino moving forward and having a loyal base of subscribers. These subscribers could also be parlayed into other Hard Rock related events.

### **The Payout:**

We will give Hard Rock back ***\$100,000 plus reasonable interest***, and a ***20% of*** the subscriber fees for the fight which at minimum will amount to ***\$400,000***.

The ideal date for the fight night will be in August or September