

#CYBORG NATION & CRIS CYBORG

NAÇÃO CYBORG FIGHTS PROMOTIONS

SPONSORSHIP OPPORTUNITY



NAÇÃO CYBORG FIGHTS - NCF
MIXED COMBAT SPORTING EVENT

NAÇÃO CYBORG FIGHTS OVERVIEW ^[1/2]

ABOUT NAÇÃO CYBORG FIGHTS PROMOTIONS

Nação Cyborg Fights Promotions is the leading Mixed Combat Sporting event in the South of Brazil. Owned by MMA Grand Slam Champion Cris Cyborg in partnership with her brother Rafael Justino and his team in Brazil the event broke a 10 year record for fans attending a non UFC promoted fight in the state of Parana Brazil at NCF 6 before the Covid Health Pandemic brought an end to live sports around the globe.

Returning with additional safety measures which include no fans in attendance, NCF7 was broadcasted live on BAND SPORT TV to over 10 different countries in South America and Africa reaching a total broadcast network of more than 80 million homes. NCF 8 & 9 will be part of our Digital Series broadcast live on verified youtube of MMA superstar Cris Cyborg Channel.

ABOUT NAÇÃO CYBORG FIGHTS (NCF)

After successfully Co promoting the first CAMO Female MMA Championships in Orange County, USA in 2016 Cris Cyborg wanted to continue helping other aspiring athletes progress towards their goals with opportunities to compete. Looking to help foster the growth of Combat Sports and the Athletes in Brazil seeking opportunity, Cyborg partnered with her brother Rafael Justino to launch the Nação Cyborg Fights Promotions featuring Pro/Am bouts in Grappling, BJJ, Boxing, K1, Muay Thai, and MMA that creates a platform for many of the top combative prospects in the South of Brazil to showcase their abilities.

In 2019 NCF set a live attendance record becoming the second most attended combat sporting event in the Brazilian state of Parana falling only behind the UFC 198 debut of Cris Cyborg in Curitiba which had a live arena of over 45,000 fans.

Nação Cyborg Fights is available throughout South America and Africa with Broadcast partner BAND SPORT TV to over 80 million homes. Proving itself a Ratings success, NCF 7 drew a .9 ratings in Brazil which translates to just under 2 million live viewers who watched the Main Event.

NAÇÃO CYBORG FIGHTS BANTAMWEIGHT ROAD TO BELLATOR MMA GRAND PRIX

Since becoming Bellator MMA FeatherWeight Champion Cris Cyborg has partnered Nação Cyborg Fights with Scott Coker and Bellator MMA to promote a BantamWeight Grand Prix tournament. Taking place over 3 events participants will advance with a victory and be eliminated after a loss crowning a Tournament champion who will be awarded the Grand Prix belt and a Bellator MMA contract.

NAÇÃO CYBORG FIGHTS OVERVIEW [2/2]

ABOUT CRIS CYBORG

Having captured the Bellator MMA, UFC, Invicta FC, StrikeForce Featherweight World Championships; Brazilian Jiu Jitsu Black Belt, Cristiane 'Cyborg' Justino is considered the only Grand Slam Champion in the sport of Mixed Martial Arts.

Cris Cyborg has established herself as one of the most popular names in MMA by entertaining her fans with exciting fights, and being known in her communities as a humanitarian.

ABOUT RAFAEL JUSTINO JACKAL

With professional MMA fights in Brazil, Peru, and the USA Rafael Justino changed his focus from competing into the promotional aspects of Mixed Martial Arts. Working with Nação Cyborg Fights Justino has successfully promoted 7 events featuring many of the regions top talents establishing the promotion as a TV ratings success and must attend live sports entertainment.

NAÇÃO CYBORG FIGHTS DEMOGRAPHICS

DEMOGRAPHICS

Combat Sporting fans are a passionate fan base which allows for perfect acquisition and retention for companies looking to expand into the demographic as they admit to regular recommending products, brands, and services they enjoy to others. Made up of mostly males, the sport has witnessed an increase in female fans thanks to star female athletes such as Cris Cyborg.

According to Imgarena 88% of Combat Sporting fans are between the ages of 18-44 with 95% of the fan base having used a social media app within the last month and more than 48% of them spending more than 2 hours a day on social media. Nearly 80% of Combat Sports fans consume live sports or highlights online making it a true global Audience attracting fans in major markets such as the USA, Brazil, Russia, UK, Australia, Ireland, Mexico, South Korea, China, and more.

NACÃO CYBORG PROMOTIONS

With 7 successful events Nação Cyborg has established itself as a must attend live sporting event with setting an attendance record for a combat sporting event in the Brazilian state of Parana at NCF 6. Generating over 2 million live viewers during the main event of NCF 7 the promotion proved its popularity on BAND SPORT TV and is excited to reach a new audience via digital broadcast live on Cris Cyborg's verified Youtube Channel.

 facebook.com/nacaocyborg
6,500 FOLLOWERS

 instagram.com/nacaocyborg
8,000 FOLLOWERS

 twitter.com/nacaocyborg
1,000 FOLLOWERS

CRIS CYBORG

Cristiane Justino 'Cyborg' has proved herself as one of the top female stars in all of professional sports. With a demographic that includes a larger female following than most brands associated with Combat Sports, Cyborg has been a star on several platforms including Streaming services, Cable TV, traditional PPV and live attendance making her one of the most influential brands in the industry and a star for promotions such as Bellator MMA, UFC, StrikeForce, Invicta FC and Lion Fight Muay Thai.

 facebook.com/criscyborg
2M+ FOLLOWERS

 instagram.com/criscyborg
1.2M FOLLOWERS

 twitter.com/criscyborg
230K FOLLOWERS

 youtube.com/criscyborg
85K SUBSCRIBERS

* all accounts are verified!

CRIS CYBORG YOUTUBE CHANNEL

Launched in 2016 the Channel has become home to some of MMA's most viral moments capturing almost 24 million views with over 900,000 hours of total watch time, making it one of the sport of mixed martial arts more successful combat sports channels managed and run by a current professional fighter.

Leading the channel demographics are the USA, Brazil, UK, Canada, Russia, Mexico, India, Indonesia, Philippines, and Germany. 74% of the channels 90,000 subscriptions are between the ages of 18 and 54 years of age.

UPCOMING NCF SCHEDULED EVENTS

- March 6TH 2021
- May 8TH 2021
- August 7TH 2021
- December 11TH 2021

NAÇÃO CYBORG FIGHTS SPONSORSHIP PACKAGES

Advertising will be completed within 90 days after agreement signed.

LEVEL 1 - \$3,000

- a) [1] corner post logo placement.
- b) [1] main card fight "presented by" (all rounds) digitally during broadcast.
- c) [5] licensed photos from the event featuring your logo.
- d) logo placement official fight poster.
- e) logo placement official event staff shirt.
- f) logo placement on event media backdrop.
- g) logo placement an in- arena banner.
- h) In-arena partnership announcement.
- i) [3] Nacão Cyborg social media posts (IG, FB, Twitter).
- j) [2] Cris Cyborg IG swipe up or tweet.
- k) [1] Cris Cyborg social post (IG, FB, Twitter).
- l) [1] main card fight "presented by" uploaded on Cris Cyborg official youtube.

LEVEL 2 - \$5,000

- a) [1] corner post logo placement (red/blue).
- b) [1] superfight "presented by" (all rounds) digitally during broadcast.
- c) [8] licensed photos from the event featuring your logo.
- d) logo placement official fight canvas.
- e) logo placement official fight poster.
- f) logo placement official event staff shirt.
- g) logo placement on event media backdrop.
- h) logo placement an in- arena banner.
- i) In-arena partnership announcement.
- j) [5] Nacão Cyborg social media posts (IG, FB, Twitter).
- k) [3] Cris Cyborg IG swipe up or tweet.
- l) [2] Cris Cyborg social post (IG, FB, Twitter).
- m) [1] superfight "presented by" uploaded on Cris Cyborg official youtube.

LEVEL 3 - \$10,000

- a) [1] corner post logo placement (entry door).
- b) [2] main & co-main fight "presented by" (all rounds) digitally during broadcast.
- c) [12] licensed photos from the event featuring your logo.
- d) ring card girls with Logo branding.
- e) [1] logo placement on "athlete" uniform appearing in main event.
- f) premium center logo placement official fight canvas.
- g) logo placement official fight poster.
- h) logo placement official event staff shirt.
- i) logo placement on event media backdrop.
- j) logo placement an in- arena banner.
- k) In-arena partnership announcement.
- l) [8] Nacão Cyborg social media posts (IG, FB, Twitter).
- m) [4] Cris Cyborg IG swipe up or tweet.
- n) [4] Cris Cyborg social post (IG, FB, Twitter).
- o) [2] superfight "presented by" uploaded on Cris Cyborg official youtube.



NACÃO CYBORG FIGHTS VALUES EXPLAINED

[CANVAS LOGO PLACEMENT] Putting your logo on the cage canvas is one of the best ways to ensure premium exposure. Fights will be broadcasted live on the verified Youtube channel of MMA super star Cris Cyborg with additional digital uploads and social media content guaranteeing the events content goes viral. Placing your logo on the Canvas ensures fans associate your brand with NCF as a premium partner.

[CORNER POST LOGO PLACEMENT] Nacão Cyborg will take place inside an Octagon with 8 corner posts supporting the structure, each of these "corners" provide dedicated marketing space perfect for advertising your product, logo, or brand on digital broadcast from the verified youtube channel of MMA icon Cris Cyborg. Guaranteed exposure is available with Red and Blue corner (fighters location between rounds) and the cage door entrance/exit.

[DIGITAL "PRESENTED BY"] These are digital images created and included into the broadcast that proudly display your company as an official presenter of specific fights, or rounds depending on your level of partnership. These graphics will be created around important information such as the round and time limit which the viewer will need to focus on during key moments of the bouts giving you premium exposure in a professional format.

[CRIS CYBORG SOCIAL POSTS] with over 2 million followers Cyborg is considered one of the most influential female athletes in the world and having her promote your product or brand builds it's reputation with endorsement helping your brand reach key demographics needed to convert into any successful sales cycle.

[NACÃO CYBORG SOCIAL POSTS] posts allow partners to target specific demographics through dedicated campaigns creating traffic and brand awareness capable of being translated into sales.

[VERIFIED YOUTUBE UPLOAD] Fights will be uploaded to Cris Cyborg's verified Youtube Channel with key SEO terms targeted to ensure residual exposure to your product or brand long after the event has concluded giving global exposure with residual broadcast opportunities.

[ATHLETE LOGO BRANDING] Supplement your event sponsorship with including your logo on a fighter competing in the Main Event.

[LICENSING PHOTOS] with a team of professional photographers working every NCF event we will provide you with photos displaying your logo placement on the night of the fight, giving you the ability to use that content in dedicated marketing and social campaigns proven to create traffic capable of being converted into sales.

[FIGHT POSTER LOGO PLACEMENT] Event poster will be both digital and print. The print version will be distributed in key high traffic areas associated with fans likely to attend the event while the digital version will be shared by the promotion and the individual athletes across their social networks promoting brand awareness and anticipation for the upcoming event.

[MEDIA BACKDROP LOGO PLACEMENT] The media backdrop will be used for pre fight media day, event weigh in's, and post fight interviews showcasing premium partners in licensed photos and event media.

[STAFF SHIRT, IN-ARENA BANNER PLACEMENT AND PUBLIC ANNOUNCEMENTS] This allows your brand to be associated to the live event including key target demographics and VIP's attending the live event.