

BOUT PROMOTION

SPONSORSHIP & BRAND PARTNERSHIP

A measurable fight-night platform built around
attention, experience, content and customer action.

NEW DELHI

25 OCTOBER 2026

3 PRO BOUTS
1 CHAMPIONSHIP PLANNED

Build a brand moment people can see, feel, share and
measure.

CONFIDENTIAL SPONSOR PRESENTATION



UPCOMING EVENT

25 OCTOBER 2026 • NEW DELHI

3 PRO BOUTS

1 CHAMPIONSHIP PLANNED

Bout Fight Night at a glance

A local live sports property designed to translate fight-night energy into brand value.

3

Pro bouts planned

Multiple sporting and content moments across the card

1

Championship planned

A championship bout planned within the event card

5-10L

Cash sponsorship objective

Flexible partnership architecture across tiers and categories

THE COMMERCIAL IDEA

**Not a logo sale.
A configured brand
partnership.**

- Live experience + physical activation
- Athlete-led storytelling + content
- Measured audience interactions
- Category ownership where defined

Core proposition

A measurable, content-rich Capital Fight Night platform connecting brands with fitness-oriented, digitally active consumers through live experience, athlete storytelling and direct activation.

What a sponsor actually buys

The partnership is a bundle of attention, association, experience, content, data and category protection.



ATTENTION

Repeated exposure across promotion, fight week, venue and post-event content



ASSOCIATION

Courage, discipline, transformation, performance and local sporting culture



EXPERIENCE

Product trial, demonstrations, VIP hospitality and fan / employee engagement



CONTENT

Photos, clips, interviews and branded formats that can live beyond event night



DATA

Consent-based leads, offer redemptions, QR journeys and measurable interactions



CATEGORY PROTECTION

Defined exclusion of direct competitors within the agreed category boundary

Commercial discipline: sell defined deliverables and outcomes - not guaranteed sales, attendance or vague “massive exposure.”

Why Bout Promotion?

A professional combat-sports platform designed to create value through sport, audience and brand activation.



SPORT

Performance & discipline
Resilience & transformation
Championship moments

AUDIENCE

Young, urban & aspirational
Fight fans
Fitness & lifestyle
communities

BRAND OPPORTUNITY

Awareness & visibility
Product trials
Leads & data
Content & storytelling
Hospitality & engagement

WHO CAN BUILD WITH US?

- Sportswear & equipment
- Fintech & insurance
- Nutrition & wellness
- Real estate & hospitality
- Fitness & gyms
- Grooming & lifestyle
- Healthcare & wellness
- Technology & digital
- Auto & mobility
- Consumer & local brands
- Beverages & energy

TARGET AUDIENCE

- 18–40 years
- Urban & aspirational
- Sports, fitness & lifestyle audiences
- Digitally engaged fight fans

Your brand can live across the full fight journey

Build a campaign that starts before fight night and keeps working after it.

1

PRE-EVENT

Build anticipation

- Teasers + announcement content
- Ticket / promo code journeys
- Community or gym qualifiers

2

FIGHT WEEK

Own the story

- Face-offs + weigh-in moments
- Fighter mini-series / open workout
- Media / creator touchpoints

3

EVENT NIGHT

Own the moment

- Ring + venue visibility
- Fan activation / booth / QR
- VIP hospitality + live content

4

POST-EVENT

Extend the value

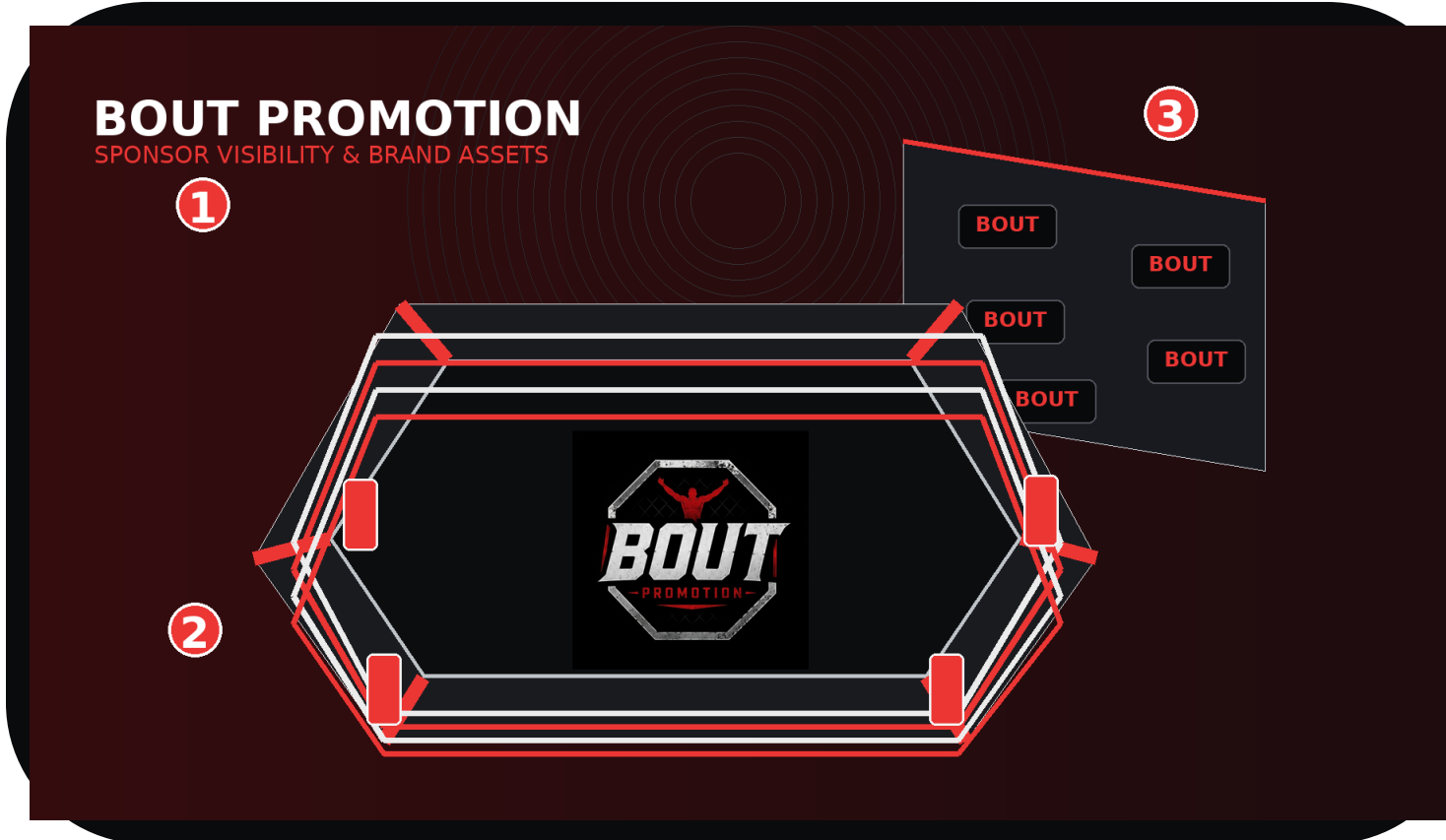
- Winner interviews + recap content
- Lead / code / scan reporting
- Content library + renewal discussion

Think campaign, not placement

Every touchpoint should have an owner, a deliverable and a proof method.

Sponsor Visibility & Brand Assets

High-impact physical branding opportunities inside the ring and across the event space.



1

RING CANVAS BRANDING

Own the most visible branded surface in the fight zone.

2

CORNER PAD BRANDING

Place the brand directly into key fight-night camera moments.

3

BACKDROP & MEDIA WALL

Create a high-visibility branded backdrop for face-offs, media and content.

Three ways to participate

Choose the commercial structure that matches your objective, budget and activation appetite.

01

CASH SPONSORSHIP

Brand pays for contracted rights

Title / Presenting / Powered-by / Associate / Category

02

ACTIVATION BUDGET

Add a campaign layer

Booth, sampling, QR, content series, fan experience, hospitality

03

IN-KIND PARTNERSHIP

Products or services replace a defined cost

Official supplier value, operational need, category-relevant support

THE PARTNERSHIP FORMULA

SPONSORSHIP RIGHTS

+

ACTIVATION

+

CONTENT

+

MEASUREMENT

= a sponsor story with a clear purpose and proof.

Partnership options

Six configurations let brands scale rights, visibility and activation without forcing a one-size-fits-all deal.

<div><div>TITLE PARTNER</div><div>INR 10L</div><div><ul style="list-style-type: none">● Naming rights● Full defined-category exclusivity● Dominant ring / venue hierarchy● 20 VIP 12 social posts/reels + stories</div></div>	<div><div>PRESENTING PARTNER</div><div>INR 7.5L</div><div><ul style="list-style-type: none">● “Presented by” association● Full defined-category exclusivity● Major canvas / prominent backdrop● 14 VIP 9 social posts + stories</div></div>	<div><div>POWERED-BY PARTNER</div><div>INR 5L</div><div><ul style="list-style-type: none">● “Powered by” association● Full defined-category exclusivity● Apron / approved ring positions● 10 VIP 7 social posts + stories</div></div>
<div><div>ASSOCIATE PARTNER</div><div>INR 2-3L</div><div><ul style="list-style-type: none">● Official Associate status● Limited / negotiated category● Shared venue visibility● 6 VIP 4 social posts + stories</div></div>	<div><div>CATEGORY PARTNER</div><div>INR 1-2L</div><div><ul style="list-style-type: none">● Official [Category] Partner● Narrow category boundary● Approved category placement● 4 VIP 2 social posts + stories</div></div>	<div><div>IN-KIND PARTNER</div><div>NEGOTIATED</div><div><ul style="list-style-type: none">● Official supplier status● Supply-category rights● Supplier / operational visibility● Benefit value tied to verified support</div></div>

Proposed rights matrix. Final quantities / placement, content dates, athlete consent, streaming and venue feasibility are locked in the final rights schedule.

Turn sponsorship into something people can do

Pick one hero activation and support it with simple digital journeys.

1 ROAD TO FIGHT NIGHT

Community / gym qualifiers

Registrations, visits, content views

2 PUNCH POWER STATION

Product demo + shareable score

Participants, leads, shares

3 FIGHTER STORY SERIES

Training / discipline mini-series

Assets, views, watch time

4 QR PREDICTION GAME

Fan interaction before / during event

Entries, valid leads, dwell time

5 VIP CORNER EXPERIENCE

Customer / prospect hospitality

Invited, attended, utilisation, NPS

6 WINNER INTERVIEW SERIES

Post-event branded storytelling

Assets, reach, completion

Activation production, talent, venue and paid-media costs are scoped separately from the sponsorship fee.

Fight week can become a content engine

Use the event to create owned content, earned moments and reusable sponsor assets.

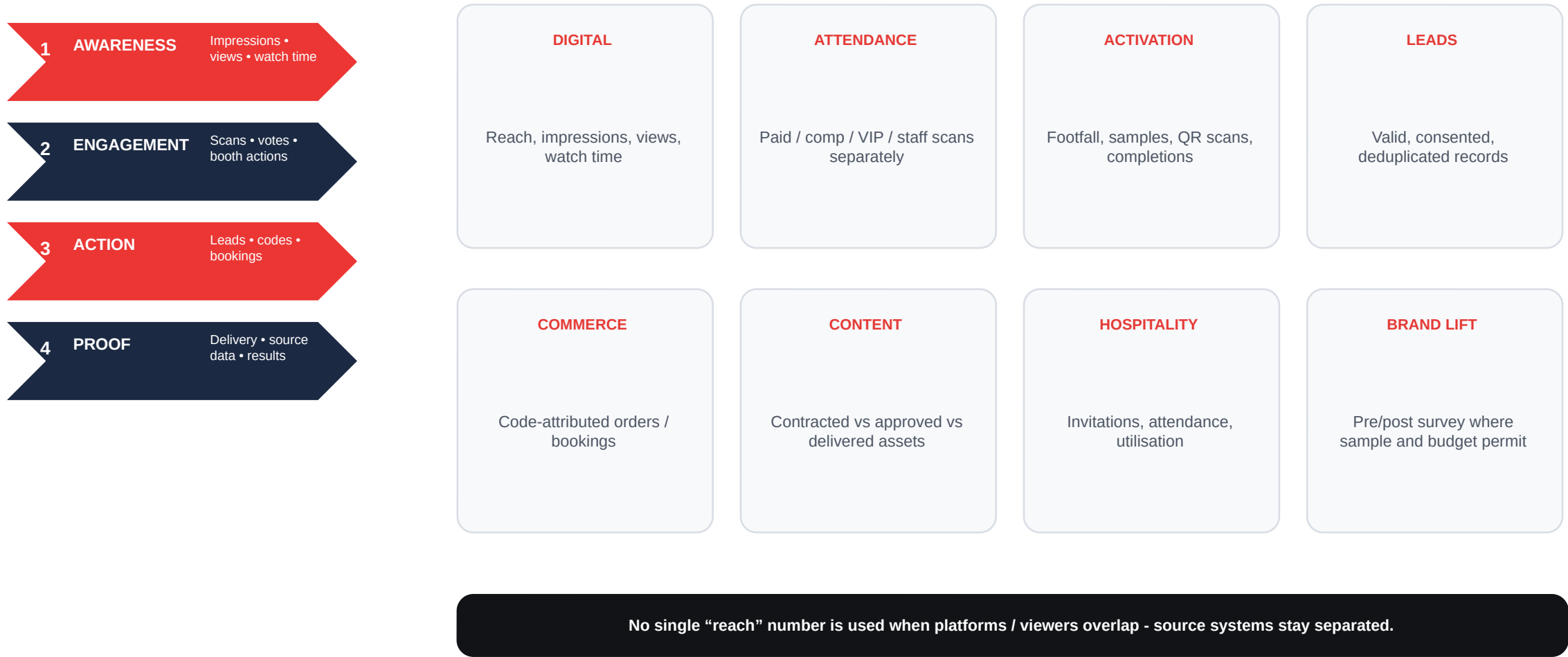


SOCIAL	Title 12 Presenting 9 Powered-by 7 Associate 4 Category 2 posts/reels + stories*
FIGHTER CONTENT	Up to 3 formats for Title; up to 2 Presenting; 1 for Powered-by; optional add-on for lower tiers*
PRESS / STORYTELLING	Face-offs, weigh-ins, press conference, interviews and media-friendly sponsor backdrops
LIVESTREAM	Graphic integration + planned mentions only where stream / commentary is contractually confirmed
USAGE RIGHTS	Defined term, territory, media and athlete permissions - no implied perpetual rights

**Proposed social/content inventory from the draft playbook; final formats, dates, collaborator status, approvals and paid-amplification rights must be scheduled.*

Every right has a proof method

Agree the KPI dictionary before signature and report source data after the event.



Commercial safeguards sponsors can rely on

Good sponsorship is defined as much by execution controls as by visibility.

1

RIGHTS SCHEDULE

Exact assets, quantities, placements, owners and dependencies

2

CARD-CHANGE TERMS

Material fighter changes handled through defined substitution / remedy terms

3

VENUE + PRODUCTION

Venue status, production plan, sightlines and run-of-show tracked

4

SAFETY + INSURANCE

Medical, ambulance, safety, security and event insurance evidence

5

BRAND APPROVALS

Artwork specs, deadlines and approval workflow before production lock

6

DATA + CONSENT

QR / lead capture designed around consent and purpose limitation

7

PAYMENT MILESTONES

Staged payments linked to signature, production lock and proof-of-performance

8

REPORTING

Photo proof, delivery log, native analytics and scorecard

SPONSOR PROTECTION

Final contracts should define cancellations / postponements, IP & content rights, exclusivity boundaries and make-good mechanics.

Build a repeatable sports property

The first event can be designed as the foundation for repeat partnerships - without promising future scale.

ONE FIGHT NIGHT

→ A REPEATABLE EVENT + CONTENT + COMMUNITY MODEL

Use each edition to learn, measure,
improve and expand rights value.

RENEWAL PRIORITY

LEARNING LOOP

PARTNERSHIP LEARNING LOOP

01

DEFINE

Objective + audience + KPI

02

ACTIVATE

Rights + content + experience

03

MEASURE

Source data + proof-of-performance

04

LEARN

What worked, what changed

05

RENEW

Refine rights for the next edition

The commercial goal: continuity and learning, not unsupported promises of audience growth.

LET'S BUILD A PARTNERSHIP AROUND YOUR MARKETING OBJECTIVE.

Choose the outcome first.
Then we configure the rights, activation and measurement around it.

SPONSORSHIP DESK

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SCHEDULE A SPONSOR DISCUSSION

