

Behind the Fight **Sponsorship Opportunities**

The *Behind the Fight* documentary is a story about my life. From being on top to hitting the bottom, never giving up, and getting back to where I want to be.

This story started before my last Bellator fight with Douglas Lima and continues to my return to the UFC. See the ups and downs in my personal life, the struggles with my family, and my own mental pressure to be the best. Follow along as things change dramatically for both good and bad and learn how I was able to keep focused and persevere through the hardest of times.

This video will give you insight into all the variables behind the scenes that you don't see when you turn on the fight. Most people see the battle and the victory, but never know the struggles fighters go through with our families, teammates, and opponents, through injuries, diets, weight cuts and even surgeries. It takes a certain type of mentality to want to continuously do this but that mentality can be applied to anyone in any situation. Come along with me and see

Behind the Fight.....

-Ben Saunders

Documentary Sponsorship Packages:

Champion Sponsor - \$25,000

- **Executive Producer Credits.** This sponsor will receive executive producer credit for the documentary. Credit will remain in all versions of the documentary.
- **Company recognition** including the following:
 - *Filming Footage to be included into the documentary of Ben wearing Shirts, Shorts or other banners and other material bearing the Sponsor's logo will be incorporated into and filmed in the documentary. **These images will be embedded***

in the documentary for all versions.

- **Sponsor Logo on Ben's shorts leg [right side front] during next fight**
- **Branded Version of the Documentary.** Sponsor will be provided with digital copy and 100 DVD's each containing a version of the documentary, having Sponsor's logos and branding in the beginning, throughout, and at the end of the documentary. Sponsor may utilize this version of the documentary on its website, social media, and otherwise online to promote its business.
- **Five 30 second commercial spots within the branded documentary.** Sponsor must provide. One commercial to be utilized in the five commercial spots.
- **Interview with sponsor representative in the documentary concerning sponsor prospective.** We will interview sponsor representative at the TSM Studios facility (or via Skype) and film then produce an interview into the beginning of their branded online documentary version. Sponsor will also receive a copy of the completed interview video.
- **Sponsor Logo and 1000x200 Banner Advertisement** on the home page of www.bensaundersmma.com and www.bensaundersdocumentary.com.
- **Sponsor promoted by Ben on social media for 6 months.** Minimum 1 post per week on each of FB, Twitter or Instagram. Sponsor can provide suggested posts. (minimum 24 social media posts)
- **Press Release.** After the project is completed, but prior to full launched, a press release about the documentary will be sent and the sponsor will be named as the sponsor.
- **Personalized Donor Plaque.** The sponsor will receive a personalized donor plaque identifying the sponsor as sponsor and his, her or its Executive Producer credit.
- **Special guest at the next fight.** The sponsor will receive two tickets to Ben Saunders next fight and Ben will take photos and spend time - before or after the fight – with the sponsor fight attendees.

- **Personal Video shout out** for your company from Ben. Ben will film himself talking about your company and it will be used on his, yours and any other social media and sponsorship outlets.
- **Original Movie poster signed by Ben**

Contender I Sponsor- \$10,000

- **Associate Producer credits in the documentary. "Behind the Fight"**
- **Company recognition to include**
 - *Filming Footage to be included into the documentary of banners and other material bearing the Sponsor's logo will be incorporated into and filmed in the documentary. **These images will be embedded in the documentary for all versions.***
 - *Sponsor Logo and 400x400 Banner Advertisement on the home page of www.bensaundersmma.com and www.bensaundersdocumentary.com.*
 - *Sponsor Logo on Ben's shorts leg [side to be determined] during next fight*
 - *Branded Version of the Documentary. Sponsor will be provided with digital copy and 100 DVD's each containing a version of the documentary, having Sponsor's logos and branding in the beginning, throughout, and at the end of the documentary. Sponsor may utilize this version of the documentary on its website, social media, and otherwise online to promote its business.*
- **Your company promoted by Ben on social media for 3 months**
Minimum 1 post per week on each of FB, Twitter or Instagram. Sponsor can provide suggested posts. (minimum 12 social media posts)
- **Press Release:** after project completion before it is fully launched (a press release will be made about the documentary and you will be named as "sponsored by")
- **Personalized Donor Plaque** (Naming you as the sponsor and your credits as Associate Producer)

- **Personal Video shout out** for your company from Ben. Ben will film himself talking about your company and it will be used on his, yours and any other social media and sponsorship outlets.

- **Movie poster signed by Ben**

Under Card Sponsor- \$5,000

- **Sponsor credits in the documentary. "Behind the Fight"**

- **Company recognition to include**

- *Sponsor Logo and 200x200 Banner Advertisement on the home page of www.bensaundersmma.com and www.bensaundersdocumentary.com.*

- *Branded Version of the Documentary. Sponsor will be provided with digital copy and 50 DVD's each containing a version of the documentary, having Sponsor's logos and branding in the beginning, throughout, and at the end of the documentary. Sponsor may utilize this version of the documentary on its website, social media, and otherwise online to promote its business.*

- **Personalized Donor Plaque** (Naming you as the sponsor)

- **Personal Video shout out** for your company from Ben

- **Your company promoted by Ben on social media for 1 months**
Minimum 1 post per week on each of FB, Twitter or Instagram. Sponsor can provide suggested posts. (minimum 4 social media posts)

- **Movie poster signed by Ben**