



## EVENTS PROMOTED BY LOU NEGLIA

HE IS A THREE-TIME WORLD KICKBOXING CHAMPION, AND HAS PERFORMED IN SOME OF THE LARGEST ARENAS IN THE WORLD. IN 1984, HE WAS NAMED "FIGHTER OF THE YEAR," INDUCTED INTO THE KARATE HALL OF FAME, AND WAS THE CHOICE OF EVERLAST TO OFFICIALLY ENDORSE THEIR PRODUCT LINE. LOU IS THE NUMBER ONE KICKBOXING PROMOTER IN THE USA.



LOU HAS HELD MARTIAL ARTS KICKBOXING EVENTS AT THE TAJ MAHAL, CAESERS PALACE, AND THE TROPICANA IN ATLANTIC CITY, THE MARIOTT INTERNATIONAL, MADISON SQUARE GARDEN IN MANHATTAN, THE MEADOWLANDS CIVIC CENTER (NJ), THE VANDERBUILT (NY), CROWN PLAZA HOTEL, THE CAPITALE (NYC) MOHEGAN SUN CASINO (CT), COPACABANA (NYC), THE HILTON HOTELS, WWF NEW YORK AND MANY VENUES THROUGHOUT THE UNITED STATES.



LOU NEGLIA'S EVENTS HAVE BEEN TELEVISED ON THE MADISON SQUARE GARDEN CABLE NETWORK, TELEMUNDO, SPORTS CHANNEL, ESPN2, AND PAY PER VIEW.

THE POPULARITY OF THE MARTIAL ARTS IS WORLD-WIDE AND THE SPORT OF KICKBOXING IS PARTICULARLY FAVORABLE AMONG BOTH MALE AND FEMALE, DEMOGRAPHIC AGES 18-45.



# LOU NEGLIA



EVENT PROMOTER    WORLD CHAMPION    HALL OF FAME

WWW.LOUNEGLIA.COM



## BRONZE PACKAGE:

8 VIP SEATS, FRONT ROW  
FULL PAGE AD IN EVENT PROGRAM BOOK  
BOUT SPONSORSHIP/ FIGHTER TROPHY PRESENTATION  
(SPONSOR REP. AWARDS TROPHY TO WINNER)  
PACKAGE PRICE: \$1,500.

## SPONSORING AN EVENT

THIS UNIQUE SPORTS PROMOTIONAL EVENT IS A NEW AND INNOVATIVE WAY TO ATTRACT ATTENTION TO YOUR COMPANY'S PRODUCTS AND SERVICES. THE THOUSANDS OF MEN AND WOMEN ATTENDING THE EVENT WILL ASSOCIATE YOUR COMPANY'S NAME WITH A DISCIPLINED, HEALTHY, WHOLESOME, EXCITING NEW KICKBOXING SPORT THAT IS GAINING PRESTIGE.

CORPORATE SPONSORS CAN HAVE A POSITIVE ASSOCIATION FOR THEIR BRANDS FROM ALIGNING WITH KICKBOXING BECAUSE IT IS A HIGH ENERGY, ACTION PACKED AND ONE OF THE MOST EXCITING AND ENTERTAINING SPORTS IN EXISTENCE TODAY.

## PROGRAM PAGE ADVERTISEMENT RATES

BACK COVER - \$1,200.  
INSIDE COVER - \$1,000.  
FULL PAGE - \$500.  
1/2 PAGE - \$350.  
1/4 PAGE - \$250.

## SILVER PACKAGE:

10 VIP SEATS, FRONT ROW  
FULL PAGE AD IN EVENT PROGRAM BOOK  
BOUT SPONSORSHIP/ FIGHTER TROPHY PRESENTATION  
(SPONSOR REP. AWARDS TROPHY TO WINNER)  
COMPANY NAME ON ALL FLYERS  
COMPANY BANNER/ SIGN ON ARENA WALL  
PACKAGE PRICE: \$2,500.

## GOLD PACKAGE:

12 VIP SEATS, FRONT ROW  
INSIDE COVER PAGE IN EVENT PROGRAM BOOK  
ROUND CARD ADVERTISEMENT (COMPANY NAME/LOGO)  
BOUT SPONSORSHIP/ FIGHTER TROPHY PRESENTATION  
(SPONSOR REP. AWARDS TROPHY TO WINNER)  
COMPANY NAME ON ALL FLYERS  
COMPANY BANNER/ SIGN ON ARENA WALL  
VENDOR TABLE (DISPLAY AND SHOW COMPANY PRODUCTS)  
PACKAGE PRICE: \$5,000.

## ELITE GOLD PACKAGE:

20 VIP SEATS, FRONT ROW  
BACK COVER PAGE IN EVENT PROGRAM BOOK  
ROUND CARD ADVERTISEMENT (COMPANY NAME/LOGO)  
BOUT SPONSORSHIP/ FIGHTER TROPHY PRESENTATION (TELEVISED)  
(SPONSOR REP. AWARDS TROPHY TO WINNER)  
COMPANY NAME ON ALL FLYERS  
COMPANY BANNER/ SIGN ON ARENA WALL (TELEVISED)  
VENDOR TABLE (DISPLAY AND SHOW COMPANY PRODUCTS)  
SPONSOR LOGO ON RING CORNER BUCHE (TELEVISED)  
SPONSOR LOGO ON RING FLOOR CONE (TELEVISED)  
COMPANY T-SHIRT WITH LOGO & EVENT INFORMATION  
(SUPPLIED BY SPONSOR)  
2 - 30 SECOND TELEVISION COMMERCIALS  
(SUPPLIED BY SPONSOR)  
PACKAGE PRICE: \$10,000.

## DEMOGRAPHIC INFORMATION



**GENERAL DEMOGRAPHICS:** KICKBOXING POPULARITY HAS POURED ONTO THE GENERAL MASSES WITH EXCEPTIONAL STRENGTH IN THE MALE/FEMALE AUDIENCE 18-45 AGE GROUP. CURRENT EVENTS ATTRACT A COMPARABLE AMOUNT OF MALE AND FEMALE SPECTATORS.

**FEMALE AUDIENCE:** WOMEN ARE PRESENTLY MAKING UP FORTY PERCENT OF THE SPECTATORS AT KICKBOXING FULL CONTACT SPORTS. KICKBOXING HAS BECOME A POPULAR SPORTS TREND, A MEANS OF SELF DEFENSE AND IS GREAT FOR BODY CONDITIONING AND EXERCISE WORKOUT.

**HOUSEHOLD INCOMES:** FORTY ONE PERCENT OF ALL KICKBOXING VIEWING HOUSEHOLDS SHOW AN INCOME IN EXCESS OF \$50,000 PER YEAR, MAKING KICKBOXING SPECTATORS SOME OF THE MOST AFFLUENT OF ALL SPORTS ENTHUSIASTS.

**PAST EVENTS:** RECENT MARTIAL ARTS EVENTS HAVE ATTRACTED ENTERTAINMENT AND SPORTS CELEBRITIES SUCH AS JOE FRAZIER, FELIX TRINIDAD, DONALD TRUMP, CINDY CRAWFORD, VIN DIESEL, CARMEN ELECTRA, EMILE GRIFFITH, MAGIC JOHNSON, JAMES CAAN, PAT COOPER AND A HOST OF OTHERS.