P1

Image & Name of each main event fighter and weight

London Live Fight Night

A Contest For the Super-middleweight Title of the Southern Area

Darryll Williams (Forest Hill) v Richard Horton (Harlow) & pics of 4 main fighters 10rds

Elliott Matthews (Watford) v 8rds

On Friday 2nd October 2015, London's Camden Centre will be the stage for championship boxing. Darryll Williams will take on Harlow's Richard Horton for the British Southern Area Super-Middleweight Title.

Graphics of each event partner & sponsor Eventim, Hellraiser, London Live, Warriors, Limehouse Marina Elite

At bottom of page, 'Sponsorship Information Pack'

P2

Images of Venue 3 (-2 at top & 1 at bottom).

London's own television channel, 'London Live', will be broadcasting 10 of leading promoter Mickey Helliet's 'Hellraiser Fight Nights' over the coming 12 months.

The first event will mark the long awaited return of regular free-to-air boxing on television and offer all associated parties a premium branding opportunity over a number of media platforms.

This event will primarily showcase a Southern Area title fight, involving two London based boxers, and will be the inaugural 'London Live Fight Night'. The main broadcast events will be supported by a full bill of boxing featuring a host of up-and-coming boxers from the capital city.

A live broadcast will be aired on 'London Live' at peak viewing times (Fridays and Saturdays, 8pm-10pm or 9pm-11pm) with repeat and 'on demand' showings over the following 28 days. In addition to this much of the undercard (supporting contests) will be broadcast as part of the popular TVKO series on channel 5. The main events will also be broadcast internationally on a number of channels worldwide in Africa, Europe and North America.

London Live is London’s first TV channel, offering Londoners the latest in arts, news, current affairs and events. Since being launched on 31st March 2014, London Live has shown 15 months of consistent growth across the key measures of reach and share of viewing and was watched by 2.3 million Londoners in July 2015, that's 24% of all Londoners. In the same month London Live outperformed many channels in London, to mention a few:- Bigger than Comedy Central, FOX, Spike, Sky Atlantic and Discovery. London Live's weekly reach is about the same size as Absolute Radio' which is the 5th biggest London station in terms of weekly reach, The 960k weekly reach is more than twice as big as BBC London 94.9 and higher than the combined reach of XFM, Capital Xtra and Gold. London Live is owned by ESTV which is 100% owned by Lebedev Holdings.

A hidden gem in the London entertainment scene, Hellraiser Fight Nights are at the forefront of a boxing revolution. With a reputation for evenly matched fights between boxers that the public want to see, diehard fans and casual spectators alike can relish this unmissable experience.

Previous events have even been televised on Eurosport, ESPN, Channel 5 and BoxNation, which just goes to show the high demand for these exciting fight cards.

As well as superbly matched fights, Hellraiser Fight Nights are renowned for their all-round entertainment and VIP guest lists, making Hellraiser Fight Nights incredibly popular, with high viewing figures across all platforms.

Tickets will go on sale to the public on Tuesday 1st September 2015 and are available through Hellraiser Boxing's official ticketing supplier Eventim priced £60 ringside and £35 unreserved seating. Events are normally 'sold out' well in advance.

P3

Image viewer % chart & share of viewership pie chart & number of anticipated viewers chart

Viewing data

London Live has enjoyed 18 months of continual growth in viewing numbers and viewer share.

Share of total TV viewership

Viewer & social media demographic

66% of tickets sold to people living inside the M25

78% of our social media following is male

Ages of viewers 13-17 = 2.5%, 18-24 = 16.8%, 25-34 = 46.3%, 35-44 = 19.8%, 45-54 = 8.4%, 55-64 = 3.4% 65+ =2.8%

Hellraiser Boxing has a history of marketing its events successfully, achieving high viewing figures whichever platform it has been on, including;

Scoring the highest viewing audience for boxing of the year on Hatton TV in 2011

2nd highest on Eurosport 2011

2nd highest on Eurosport in 2012

In 2014 Hellraiser's live February Eurosport event drew 270,000 viewers.

P4

Graphic (central) depicting the media plan

5 sections

Media Opportunities

1. Press

2 press conferences per event (20 per season)

National and Pan European press coverage

Articles featured in Evening Standard?

2) Signage

Signage around the venue 500 posters distributed around London in various sites, pubs, cafes, sports clubs and restaurants.

3) Digital

Home page and banner on the home page of [www.hellraiserboxing.com](http://www.hellraiserboxing.com)

Signage around the ring and fight venue to be placed on-line

Editorial (written and photographic) coverage of the event in the boxing press

Inclusion in social media campaigns on Facebook, Twitter, Instagram directed at Hellraiser Boxing's 53K 'Friends' and 'Followers'

CRM on YouTube & [DailyMotion.com](http://DailyMotion.com)

Signage on the event literature (tickets, posters, souvenir program)

Press conference back drop

Weigh in backdrop

Re-runs of main event and undercard fights

Branding on teasers trailers & pre-fight interview backdrops

London Live coverage of the weigh-in

Sponsors logos to feature on all online advertising (campaigns on Facebook & Twitter)

4) Television

Televised MC's announcements on London Live

'Fighting Talk' Twenty minute magazine style show to build interest in the forthcoming live event

2 hour live broadcast of the sporting action with commentary and post fight interviews

Footage from press conference

Footage from pre & post fight interviews

Footage from weigh-in

2 hour live broadcast on 'London Live' and several re-runs on the same channel with additional Highlights shown on KOTV ('Channel 4' & 'Five') after 30 days

Magazine show

P6)

Sponsorship signage spaces

Graphic depicting ring with all possible sponsorship spaces.

3 boxing photographs across the bottom

Ring posts A, B, C, D,

Toblerone cushions 1, 2, 3, 4, 5, 6, 7, 8

Ring rope straps A, B, C, D, E, F, G, H

Advertising slots in the ring 1, 2, 3, 4, 5

Media

'Media' 'Volume' 'Value'

20 Trailers on 'London Live' TV station £5,000

Distribution of press conference footage (2 press conferences per even- includes interviews etc) £5,000

Weigh in footage broadcast on London Live £5,000

Banner on [HellraiserBoxing.com](http://HellraiserBoxing.com) £2,000

Press articles released daily in London, UK and sporting press £5,000

Signage and mentions throughout 2 hour LondonLive peak hours 2 hour live broadcast £30,000

Signage and mentions throughout re-runs of main events and undercard £15,000

Broadcast of summarisation of events £5,000

Signage on post fight interviews £5,000

Public workout £5,000

Articles in press in all media £5,000

CRM & video on DailyMotion, YouTube £5,000

Display advertising, value of all methods united £92,000

P7

**Gold sponsorship package**

£60,000

Central branding signage on ringmatt

Signage on 2 cornerposts

Branding on one of the ring ropes

Signage in corners on ringmatt

Presence of logo on all media

Presence and participation at event promotional meetings

Tickets per event -15 front row ringside

10 ringside

50 unreserved seating

Hospitality VIP Access

Cocktail +25 VIP bracelets

**Silver sponsorship package**

£35,000

Signage on 1 corner post

Signage on 'Toblerone' cushions

Presence of logo at press conferences

Tickets per event

8 front row tickets

4 ringside tickets

30 unreserved seating

Hospitality VIP Access

Cocktail +12 VIP bracelets

**Bronze sponsorship package**

£20,000

Signage on 'Toblerone' cushions

Presence of logo at press conferences

Tickets per event 4 front row ringside tickets

4 ringside enclosure tickets

20 unreserved seating tickets

Cocktail & 8 VIP Bracelets

P8

Picture of wrapped fighters hands