



# GLADIATORS

*UNLEASHED*



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# GLADIATORS UNLEASHED



## FIT FOR THE OUTDOORS... AND YOUR ADVERTISING DOLLARS

From Africa to the Siberian Steppes to the Great Plains, powerful beasts once roamed the forests, valleys, and mountains. But, our story begins with what tirelessly pursued them — our upright, alpha-predator ancestors. Then, “survival of the fittest” was more than theory or metaphor. For those who endured, living and training were the same thing. Man learned to study his prey: he learned how it ran, what ground it could cover, when it would turn and fight, and how it attacked.

Time and technology created a more antiseptic, less violent life for those who

were not enlisted into martial endeavors. Yet, they gathered together in fields and stadiums to watch a show of the combat from which they were spared. For the combatants, training and living were the same thing. Every day, those gladiators practiced; they sparred, and they trained to be the fastest, strongest, most clever, and most skilled warriors they could be. They studied their opponents: learned how they moved, what techniques they would use to defend, to feint, and to attack.

These things — hunting and combat — are not just part of our legacy, they shaped

our bodies and minds. They are an intrinsic part of the human experience.

Hunting’s next frontier isn’t sitting in a tree. It’s hitting the trail and going in deep, high, tough, and fast. It’s going to places where those extra 30 pounds are 40 pounds too many. If you want to hunt there, it helps to be fit — and our fighters are some of the fittest people around. They have the heart, the lungs, and the grit. It will be up to our host — lifelong hunter and mixed martial arts coach and ex-fighter Luke Caudillo — to help them find the skills to step away from the cage, and become Gladiators Unleashed.



## **FIGHTING FOR YOUR ROI**

***FOLLOWING A 2015*** which brought in a record \$600 million in revenue, the UFC, and by extension MMA, is as popular as ever. The UFC also scores big with the coveted 18-49 demographic. Imagine what that breath of fresh air, that new audience, could do for the outdoor industry.

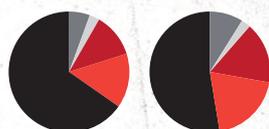


U.S. Pop. UFC Viewer

## AGE SHARE 18+

- 18-29  
US: 19.9% | UFC: 36.5%
- 30-44  
US: 27.3% | UFC: 37.1%
- 45-64  
US: 34.7% | UFC: 21.7%
- 65+  
US: 18.2% | UFC: 4.7%

Source:  
U.S. Census & Scarborough Research



U.S. Pop. UFC Viewer

## ETHNICITY

- White, Non-Latino  
US: 65.3% | UFC: 52.6%
- Latino  
US: 14.6% | UFC: 19.6%
- African-American  
US: 11.8% | UFC: 16.4%
- Asian  
US: 2.7% | UFC: 2.5%
- Other  
US: 5.6% | UFC: 8.9%

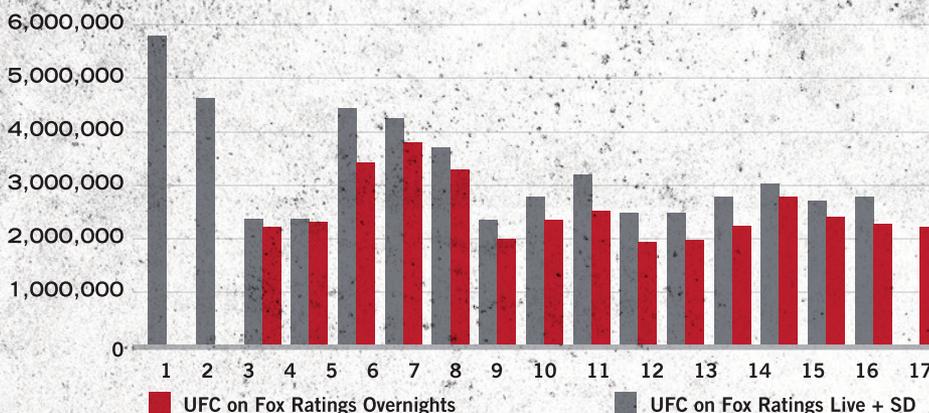


U.S. Pop. UFC Viewer

## 2010 U.S. HHI

- \$0 - \$49,999  
US: 49.9% | UFC: 40.9%
- \$50,000 - \$74,999  
US: 17.6% | UFC: 23.4%
- \$75,000 - \$99,999  
US: 11.5% | UFC: 16.3%
- \$100,000 - \$249,999  
US: 18.7% | UFC: 17.8%
- \$250,000+  
US: 2.3% | UFC: 1.6%

## UFC ON FOX RATINGS 1-17



## A SOCIAL AUDIENCE IS AN ENGAGED AUDIENCE

Beyond the ages-old power of story with intriguing characters and high stakes, we live in a time when audience engagement has the power to advertise like never before. One need only to look at the over 292 million combinations of Powerball, to understand the exponential power of numbers, and our gladiators have social networks like few seen in the outdoor industry.

## TOP 5 ON TWITTER

### OUTDOOR

- | Name             | Handle             | Follower Count |
|------------------|--------------------|----------------|
| Willie Robertson | @WillieBossHog...  | 2.36M          |
| Ted Nugent       | @TedNugent.....    | 271K           |
| Michael Waddell  | @BoogerBottom..... | 126K           |
| Jeff Foxworthy   | @FoxOutdoors ..... | 114K           |
| Tiffany Lakovsky | @TheCrushTV.....   | 109K           |

### MMA

- | Name             | Handle             | Follower Count |
|------------------|--------------------|----------------|
| Anderson Silva   | @SpiderAnderson... | 7.36M          |
| Dana White       | @DanaWhite .....   | 3.43M          |
| Ronda Rousey     | @RondaRousey....   | 2.14M          |
| Joe Rogan        | @JoeRogan .....    | 1.78M          |
| Rodrigo Nogueira | @Minotauomma...    | 1.29M          |



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## HOST: LUKE CAUDILLO

**Born and raised** in the railyard town of North Platte, Nebraska, Luke “Lil’ Hulk” Caudillo, like a lot of rural Americans, began hunting with brothers, cousins, and other family members at the age of twelve.

After high school, Caudillo got involved in mixed martial arts (MMA). “I was a wrestler my whole life, and I missed the competition ... I thought it would be fun trying mixed martial arts, and the next thing you know, it was my career.”

MMA was good to Caudillo, who has made coaching a big part of his life. “It keeps me around the game ... I want to give the younger athletes a chance to experience everything that I got out of it, the character-building, discipline, and ability to take the challenges, the ups and downs. Keep them out of trouble and on a positive path.”

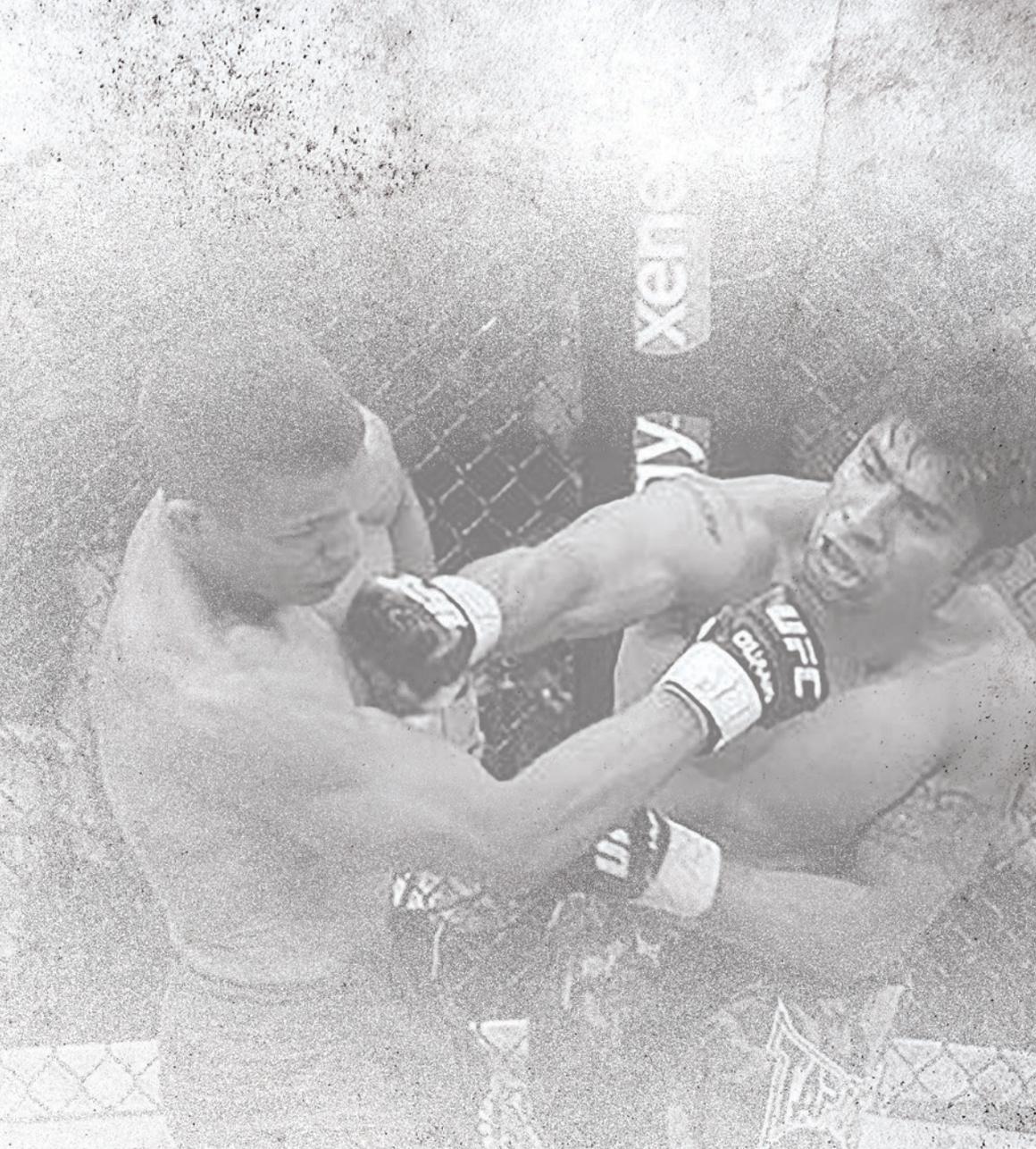
The parallels between fighting and hunting might not be obvious to some, but for Luke, the essentials are the same. “You go out there with a picture in your mind, but you never know what you’re going to come across,” says Caudillo.

In hunting, or in fighting?

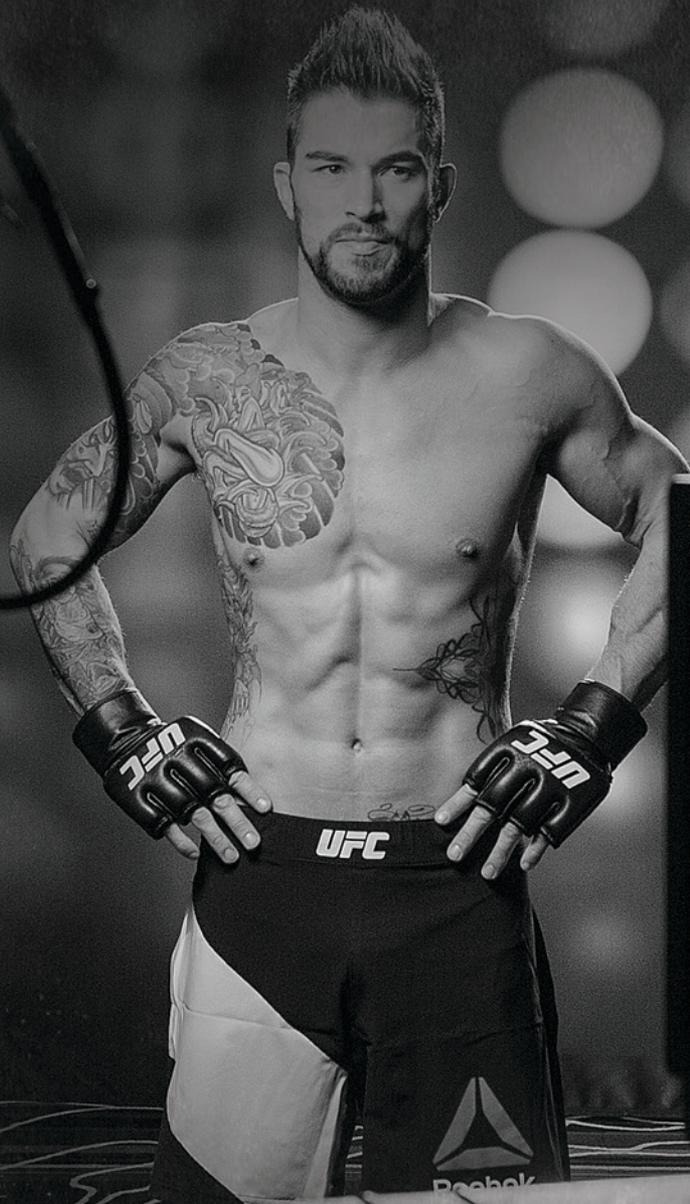
“In either one! You’re going to lose – either a fight, or a hunt – but you have to come back and get that win.”

And you have to pass it along. “Amen. Hunting was always about family and friends. It’s the best daddydaughter time for me and my little girl, Eva,” says the husband and father.

“I’m eager to share hunts with my MMA family. Show them how skills they built up over the years can go right out of the octagon, out the back door, and into the woods. And I’m looking forward to a grizzly. Maybe some moose and caribou.”



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## RECOGNIZED GUESTS:



**Cat Zingano**

*UFC #3 Bantamweight*

115,000

155,000



**TJ Dillashaw**

*UFC #1 Bantamweight*

109,000

55,000



**Shane Carwin**

*Former UFC Heavyweight*

148,000

38,000



**Justin Gaethje**

*WSOF Lightweight Champion*

3,500

6,100



**Rose Namajunas**

*UFC #3 Strawweight*

68,000

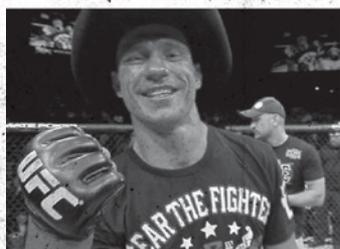
11,200



**Pat Barry**

*Kickboxing Legend*

121,000



**Donald Cerrone**

*UFC #3 Lightweight*

263,000

120,000



**Leonard Garcia**

*Former UFC Featherweight*

38,000



**Brandon Thatch**

*UFC Welterweight*

9,200

9,500





INSTAGRAM

FACEBOOK

TWITTER

YOUTUBE

@gladiators\_unleashed

@GladiatorsUnleashed

@UnleashedMMA

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# GLADIATORS UNLEASHED

## PARTNERSHIP OPPORTUNITIES

*Perhaps you're thinking,* "But everyone knows the future is in digital," that it's just so hard to control ROI in linear.

We hear you.

For a price that's comparable to our rate card, your company could create its own Web-focused content — and retain total control, shaping the content perfectly to meet your company's brand objectives. But just like the products you sell, the best media product lacks value if it can't find the right address.

During our participation in the Addy Award-winning Behind The Tradition campaign for Field & Stream, we learned that even accolades won't necessarily equate to eyeballs. For this reason alone, we would warn against giving up the impressions that linear television brings.

But why not do both?

For select ambassador brands, we will create a unique hunt, and will leverage our gladiators' social numbers solely to promote your objectives.

Valued at as much as \$50,000, and combined with the perks of a high-performing, linear sponsorship, there may be no greater potential for ROI in outdoor television.

## AMBASSADOR SPONSORSHIP:

- One exclusive episode, edited short form for digital
- Category exclusivity
- One :30 commercial spot broadcast per airing
- Opening & closing billboards in every episode
- Social media mentions +500,000 impressions
- Strategic product integration in 5 eps – *otherwise as available*
- 5 trade show appearances

## TITLE SPONSORSHIP:

- Presenting sponsor of Gladiators Unleashed
- Logo integration into show graphics
- Integration into all series marketing & promotions
  - On-air promos
  - Print advertisements
  - Digital (*web banners, e-newsletters, e-mail blasts, press, etc.*)
- One exclusive episode, edited short form for digital
- Category exclusivity
- One :30 commercial spot created
- One :30 commercial spot broadcast per airing
- Social media mentions +1,000,000 impressions
- Opening & closing billboards in every episode
- Strategic product integration in 7 episodes – *otherwise as available*
- 7 trade show appearances

## CATEGORY SPONSORSHIP:

- Category exclusivity
- One :30 commercial spot broadcast per airing
- Opening & closing billboards in every episode
- Social media mentions +250,000 impressions
- Strategic product integration in 3 episodes – *otherwise as available*
- 3 trade show appearances

## BILLBOARD SPONSOR:

- Opening & closing billboards in every episode
- Product integration – as available
- Social media mentions +100,000 impressions

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