



EXECUTIVE SUMMARY

ULTIMATE FIGHTING CHAMPIONSHIP™ "ULTIMATE" ADVERTISING AND PUBLIC RELATIONS CAMPAIGN

"Ultimate" is a Spring 2011 campaign celebrating both the spirit of determination and the arrival of the Ultimate Fighting Championship in Canada. In coordinated effort with Labatt Blue, The Keg Restaurant and Wind Mobile popular Torontonians urban music stars Drake, P. Reign, Kim Davis and rising R&B sensation Zeyon have collaborated with music producers Boi 1da and Neko of the '88 Renegades' production team to celebrate the motive of relentless drive with their UFC theme song titled "Fighting". The April 5th, 2011 release of the song will mark the beginning of the three month public relations and event marketing campaign which will provide much multi-media publicity for the three rising artists all scheduled to release debut albums this autumn. The campaign which shares the ideals of rigorous preparation, tireless dedication and boundless energy between the UFC Fighters and the urban music artists who are also in that stage of non-stop work in anticipation of their international breakthrough into the music industry, beyond the borders of their growing Canadian fan-bases.

The campaign will encompass the components of a multi-media publicity blitz and a corporate sponsored Greater Toronto Area nightclub tour showcasing the campaign and the songs of the artists. These events will feature special appearances by UFC Fighters and other Canadian urban and rock music artists. The "Name your Fight" social media and public relations element of the campaign will encourage fans to visit the UFC website or the social media sites of the artists and write a paragraph about a cause, position or situation in their lives which requires great dedication, ambition and drive for them to achieve their goal or alternately overcome a disposition or adversity. Compelling stories will be read in short form by our radio partners Flow 93.5FM and Z103FM. Fans will also be granted the opportunity to share a short form of their stories on air with their favorite UFC Fighter or participating urban music or rock star during the television and radio interviews which are a part of the three month multi-media publicity blitz. The publicity initiative will also entail human interest stories in major Ontario circulated newspapers and magazines illustrating the lives of dedication and drive as well as the messages of motivation behind these UFC Fighters and the campaign's music stars; these stories will also be commingled with the inspiring stories submitted by fans through our campaign. These stories also provide Facebook and magazine branded content opportunities for our campaign sponsors who will benefit from the media exposure granted through our season long initiative.

The three most compelling stories submitted by fans as decided by online votes and radio show call-ins will stand a chance to win \$3,000 each in cash and prizes courtesy of campaign sponsors and UFC Canada. Beyond being granted website advertising space, event marketing promotional booths and poster/banner exposure, transit co-branded advertising allowing fans to use specified Wind Mobile text codes to text the location of the ads and the UFC Fighter or musician featured on the ad for a \$100 prize; all this along with ticket back space for retail redeemable coupons which will all support return on marketing investment (ROMI) evaluation complemented by online click through rate as a success metric; our campaign sponsors will be granted the public relations opportunities of strategic mentions and campaign co-branded merchandise and apparel.

"Ultimate" is the story of determination, "Ultimate" is the product of rigorous preparation, "Ultimate" is the actualization of dreams, drive and raw passion. UFC CEO Dana White had to fight for the realization of his dream in both the United States of America and Canada and like his rocky journey to the top, such is the obstacle filled fight for glory or these Toronto artists and their growing fan-base who also have their tumultuous tales of tantrum to share with the world.

"Fighting" in *creative brief* is a strategically abrasive revolutionary song for our time, it is an empowering and engaging mantra and sub-campaign, representing the will and dedication of our soldiers in combat, cancer survivors, our activists, protestors and the oppressed all fighting for change and recognition for their respective causes.

UFC Canada has arrived. Join the fight on April 5th, 2011!

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