



JUNE 13-15, 2024

Discover greatness.

THE BATTLE OF ATLANTA



SPONSORSHIP INFORMATION

In June, Truth Entertainment will host the 56th annual Battle of Atlanta with attendees from all 50 US states and over 15 countries. Battle of Atlanta is world renowned by its guests as the premiere sport martial arts experience.

Established in 1970, the Battle of Atlanta is an open, international, sport martial arts competition held annually at the Renaissance Atlanta Waverly Hotel & Convention Center in Atlanta, GA.

From ages 5 - 75+, competitors will test their skill and ability against the best in the world as winning at the Battle of Atlanta is considered the pinnacle achievement of an athlete's career.

In 2024, Battle of Atlanta will be "the sport karate event of the year!"

Battle of Atlanta is collaborating with its affiliate media partners to broadcast its stories including the two main event productions - Friday Night Fights & Battle Zone Championships.

Brand Collaborations

Expected Event Reach: 1,368,478
Expected Story Reach: 23,744
Expected Video Impressions: 1,313,084
Expected Video Views: 2,147,343



PARTNER & MARKETING OPPORTUNITIES

www.thebattleofatlanta.com

615.887.5478

toby.ruth@thebattleofatlanta.com

ON-SITE MARKETING OPPORTUNITIES

EVENT PROGRAM AD Unlimited spots available	\$100 \$200 \$350
BROADCAST ADS - 30 secs 10 spots available	\$500
VENDOR BOOTH 10 spots available	\$600 \$750 \$1000
RING SPONSOR 26 spots available	\$1000
PRIZE MONEY SPONSOR 26 spots available	\$1200

EVENT PARTNERSHIP OPPORTUNITIES

SILVER PARTNER Unlimited spots available	\$1500
GOLD PARTNER Unlimited spots available	\$2500
PLATINUM PARTNER 4 spots available	\$3000
BROADCAST PARTNER - PRE-SHOW 2 spots available	\$5000
BROADCAST PARTNER - LIVESTREAM 2 spots available	\$10,000
TITLE PARTNER 1 spot available	\$25,000

SPONSOR BENEFITS INCLUDE

Brand naming rights for the live event
 Commercials run on live/broadcast stream
 On-site branding
 Affiliate marketing & outreach*
 BATTLE social media marketing
 Clickable brand logo on BATTLE website
 On-stage award presentation
 Event passes/ tickets
 Event program advertisement
 Brand Logo on event t-shirts


Title	Broadcast	Platinum	Gold	Silver
X				
X	X			
X	X	X		
X	X	X	X	
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X

*AFFILIATE MEDIA PARTNERS

Point Fighter Live - 1.9 million+ viewers


Black Belt Magazine - 671k+ viewers

PITCH DECK AVAILABLE UPON REQUEST

 @BattleOfAtlanta - 12k followers | 60.4k impressions per live broadcast

 @battleofatl - 3.0k followers

 @BattleofAtlanta - 650 followers

 @battleofatlanta1834 - 4.0k views

BATTLE OF ATLANTA
TRUTH ENTERTAINMENT LLC





SPONSOR BENEFIT DETAILS

PARTNER CONTACT INFORMATION

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Email _____

Mobile Phone _____ Work Phone _____

Company Website _____

Company Logo [] received

PARTNERSHIP LEVEL (please circle)

Ring Sponsor | \$1000

Platinum Partner | \$3000

Prize Money Sponsor | \$1200

Broadcast Partner [Pre-Show] | \$5000

Silver Partner | \$1500

Broadcast Partner [Live Stream] | \$10,000

Gold Partner | \$2500

Title Partner | \$25,000

Amount to invoiced: _____

the battle

Additional notes

