



# UNDERGROUND KINGS OF THE MMA

Directed by Bobby Razak



# UNDERGROUND KINGS OF THE MMA

 Director Bobby Razak and F.O.F. Productions has teamed up with Ripe Digital Entertainment to produce and direct “Underground Kings Of The MMA”, 22 hard hitting episodes delving into and exposing a side of the sport rarely seen until now.

 Underground Kings Of The MMA will feature the up-and comers of the sport and follow them through the back alley gyms of the world as they continue through the professional ranks and show the pain, suffering and dedication that goes into being a contender in The MMA.

# UNDERGROUND KINGS OF THE MMA

☠ Throughout the series Bobby will interview and profile stars of the MMA, such as Chuck Liddell, Kimbo Slice, Rashad Evans, Gina “Crush” Carano and Tito Ortiz, just to name a few, as they carve out their own place in the brutal History-turns-mainstream MMA

☠ Innovators of the martial arts from around the world will be showcased from Bruce Lee’s first student to the early pioneers of Brazilian Jiu Jitsu



# UNDERGROUND KINGS OF THE MMA

☠ In episodes one through four we follow Hollywood club bouncer and doorman Heman Gipson and his mentor the rapper NAS through his training and work schedule in Hollywood CA to his first international debut fight in Glasgow Scotland. NAS lends his street knowledge and shows Heman how to turn his fighting skills and street cred into a business.



# UNDERGROUND KINGS OF THE MMA

In future episodes we will see -

☠ Sean “Rockin” Rowe an aspiring rapper from the streets of Houston TX make his way to his first MMA pro fight at the 40,000 seat Verizon Center

☠ Profile former Pride/UFC Champ John Lewis on his move from competitor to trainer, promoter and entrepreneur

☠ Follow Brian “Mr. Unbreakable” Warren as he takes his belief in God and builds a team of Christian Warriors at his gym in San Bernardino CA and leads them into battle.



# UNDERGROUND KINGS OF THE MMA

☠ Follow Herschel Walker as he trains pro athletes to cross-over to MMA

☠ Meet an aspiring MMA fan and former Boxing World Heavyweight Champ Riddick Bowe on his quest to hold belts in two sport disciplines



# UNDERGROUND KINGS OF THE MMA

## Sponsorship

☠ Through product placement on the set we can offer visibility and awareness for your product and/or company with the fastest-growing sport in the world.



Logo placement on product packaging

## Commercials & Ads



Magazine  
Sunglass  
Watch  
Placement



Beverage sponsor



Celebrity Appearance

# UNDERGROUND KINGS OF THE MMA

## Sponsorship

☠ Through banner, post and mat placements we can offer brand awareness during The actual fights. This show is scheduled to be shown on Cable TV, PPV, VOD, via mobile applications and is sold in DVD format. The branding Lifecycle far outlasts most Live events.

Arena banners & signage



Rim Placement



Mat and post placement

# UNDERGROUND KINGS OF THE MMA

Cross-brand website advertising opportunities with producers and distribution partners



ELEMENT	CATEGORY	DESCRIPTION
A	application	navigation breadcrumb
B	show - branding / advertising	show banner / advertising placement
C	show - programming	main viewing region
D	network - branding	network logo (fixed)
E	network - branding / advertising	network logo (video overlay)
F	show - branding	show background image
G	show - programming	show episode list
H	show - branding	half banner

# UNDERGROUND KINGS OF THE MMA


## Sponsorship levels :

 Title Sponsor: Premium Logo/Brand/Pkg Positioning \*inquire

 Cage, Banner Sponsor \$25,000 - \$75,000 per segment\*

*Cage Art deadline for Gladiator Challenge Cahuilla CA Apr 12 is April 1 2008*

*Cage Art deadline for Ultimate Warrior Challenge DC Apr 26 is April 12 2008*

 Callout placement \$500 - \$1000 per episode

 Product placement \$250 - \$1000 per episode

\*Segments may be 1-4 episodes in length, e.g., featured fighter stories leading to event

Programming airs May 1 through July 31 and may be extended

Total syndication across VOD, Broadband, Mobile and External reaches 60million/mo

22 episodes run 30-45 minutes and are available by free download 24/7

Contact: Niki Faldemolaei 310-270-3293

## Example of a Product Placement Sponsor: Ed Hardy Watch, Interscope Records and Simon & Schuster

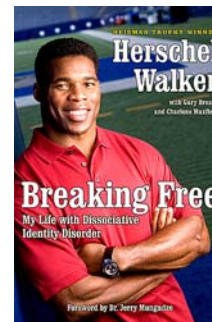
Segment One/Episode Three: Behind the scenes footage shows Hollywood bouncer Heman Gipson and his mentor, rapper NAS chatting it up during a release party for his new album “HipHop is Dead” [product is played in the background, displayed at the event and is heard in conversation]. When Gipson [sporting an Ed Hardy Watch] describes his new MMA training regime in preparation for his Cage Wars fight against Michael Kita in Glasgow, NAS interrupts and says “Yo, you need to meet someone who’s into the same thing. He’s here tonight.” NAS walks Heman over to Herschel Walker who is currently filming a Mark Burnett MMA documentary and is releasing his book on Dissociative Identity Disorder. After introductions and trading training stories Heman says, as a bouncer in Hollywood I thought I had heard it all. I have actually seen Paris Hilton and Britney Spears show some crazy shit but YOU are a stand up guy. I would never suspect the world’s greatest athlete to have a split personality! [Simon & Schuster callout pops up showing three MMA topical books released in Q1 2008].



Interscope Records



Ed Hardy Watch



Simon & Schuster



Ripe

Digital Entertainment<sup>®</sup>

***RDE  
Media & Programming Partnerships  
2008***

*RIPE Digital Entertainment (RDE)  
The Leader in Digital Media*

- RDE produces high quality, professional short form programming
- RDE has distribution/syndication partners to reach millions of consumers daily
- RDE's targeted networks offer relevant entertainment to highly targeted audiences
- RDE's Capital Raise is with A-list media partners: Time Warner and Hearst Argyle Television.



*"Marketers have more opportunities than ever in digital content and media"*

# Multiplatform Digital Distribution

## Tier 1 Branded Distribution Ripe Network Syndication

### Video On Demand



### Broadband



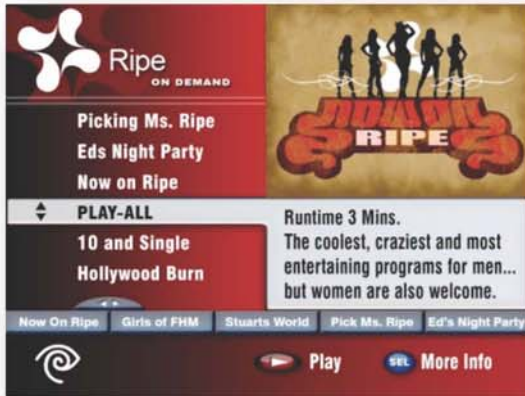
### Mobile



## Tier 2 Branded Distribution External Network Syndication



## Digital Networks for Targeted Audiences



## **BOBBY RAZAK**

As a young boy growing up in Tottenham, London, England, Bobby Razak found himself extremely inspired by the art of film. Movies such as "Spartacus," "Enter the Dragon," and "Casablanca" triggered Bobby's dream to become a filmmaker. Determined not to let his dream go, Razak moved from England to Los Angeles, CA to pursue his career in film. Once in L.A., Bobby began working for various production companies until he was able to raise the money to produce and direct the critically acclaimed documentary, "**Rites of Passage**." The film explores the world of mixed martial arts (MMA) and enters the minds of the athletes featured providing a one of a kind, thoughtful, and introspective view of the MMA world. "Rites of Passage," was screened at Sundance Film Festival and appeared on In-Demand PPV across the USA. Pushing the boundaries, Bobby's next film, "**Pit Fight**," was shot on 35mm film and contains real bare-knuckle fighting. "Pit Fight" was premiered in the Los Angeles International Short Film Festival, was screened at the Berlin Film Festival, and won numerous visual awards from around the world. He then produced "**Invincible Warrior**" and "**Underground NHB**" that is still in stores today. Switching gears, Bobby's next film, "**Love, Pain, Eternal**," explores the concepts of love, friendship, and self using his own life experiences. The powerfully emotional film will premier at Sundance 2008 and screened in several other film festivals worldwide. In April 2008, Bobby will be directing a brand new MMA reality show called "**Underground Kings of MMA**". Still passionate about his work, Bobby continues to seek out new ideas to capture on film. Often fueled by the experiences in his own life, you never know where Bobby's next film will lead its viewers.

# **BOBBY RAZAK**

## **Executive Producer**

### COMPLETED PROJECTS

Rites of Passage (Director/Producer)

Pit Fight (Director/Producer)

Sparring chronicles (Exec Producer)

Love Pain Eternal (Director/Producer)

Invincible Warrior (Exec Producer)

Underground NHB (Exec Producer)

### CURRENTLY FILMING FALLEN SOLDIER: (Director/Producer)

A boxing documentary showing the  
history and current state of former  
Middleweight champion of the world

Gerald McClellan after his fight  
with Nigel Benn which left

Gerald severely brain damaged.

Featuring Nigel Benn, Iran Barkley and Riddick Bowe.

**Niki Faldemolaei**  
**Associate Producer**

COSMA Sport Management Accreditation, Publicist, Business Development

Associated Production Companies:

Showtime, ProElite, EliteXC, Fight Entertainment Group,  
West Coast Productions, Independent Hollywood

Completed Projects

Destiny, DynamiteUSA, Shamrock vs Baroni, ShoXC1, 2, 3, 4,  
Uprising, Renegade, Official NFL Training Program with Herschel Walker

Post Production

Red Canvas with Frank Shamrock

Blood and Bone with Gray Maynard, Gina Carano, Kimbo Slice, Bob Sap

NUI Water Nutrition Programming

HopSports Circuit training with Herschel Walker and Gina Carano

Caged for Life with Gina Carano, KrazyHorse Bennett, Joey Villesenor, Paul Daley

Contact: Niki Faldemolaei 310-270-3293