



TRULY STAND OUT

**FASTEST GROWING
PROMOTION IN
CANADA**

**POPULARIZE YOUR
NETWORK**

**BENEFIT FROM
DEKADA'S QUALITY**

**UNPARALLELED
BRAND IN CANADIAN
BOXING**

DEKADA
CONTENDER
SPONSORSHIP & INFO PACKAGE

Grow with Dekada

DEKADA CORP.

Dekada Corp. (Dekada) is an innovative and forward thinking Canadian based promotion and production company that specializes in Boxing events. We continue to use creative approaches to host events that build the brand Dekada, our partners/sponsors and athletes.

Dekada is attracting the attention of networks throughout the world as the next big thing in boxing promotions.



DEKADA CORP.

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Follow us On Facebook

INTRODUCTION

Dekada is gaining international recognition in the Boxing world.

Our events are grand and include all the same fanfare and excitement you would experience at major shows throughout the world. We want our shows to tell a story and build excitement around our fighters and events. We feel it's important that our fan base know our fighters as we do and feel energized by the theatrics and overall experience.

As a sponsor we want your brand to envelope the narrative we are building around Dekada and our fighters. Our graphic 3D animation, creative writing and video production offers you the opportunity to profile your product and/or company with high quality only found on network television. Our team of experts will maximize exposure of your logo and brand through strategically placed televised commercials and animated on-site ads. This involves using the latest digital and social media technology.

The partnerships we establish with our sponsors are built on mutual benefit and respect. We are committed to working collaboratively with you so that we understand how to best profile your brand and leverage our respective networks to reach a wider audience.

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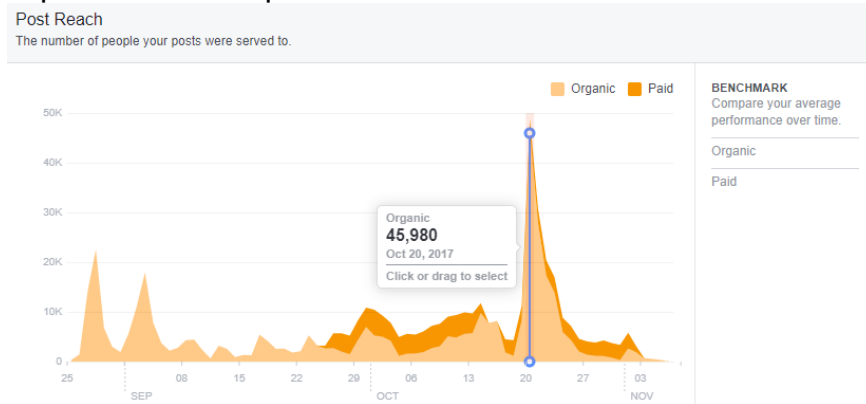
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ANALYTICS

We base our decisions on detailed analytics to improve our offerings. Dekada bases our decisions using data analytics, and carefully monitors our networks to ensure we understand the impacts of these decisions. We then apply these results to our sponsorship offerings while demonstrating the value of each package.

EXPOSURE

We maximize your exposure. Below are real-time analytics from our social media platform for 2017, which show a large number of viewers for videos and posts - all of which are opportunities to increase exposure for our sponsors.



The spike represents the number of people reached in one day on our Facebook platform alone. This was mainly due to the full fight videos we uploaded from our October 14, 2017 event in Calgary, Alberta.

From October 1, 2017 to November 6, 2017, our page had over 112,000 minutes of video views with over 61,000 total videos viewed.

Video Insights: Oct 1, 2017 - Nov 6, 2017

Daily data is recorded in the Pacific Time Zone

This quarter

Performance METRICS FOR ALL YOUR VIDEOS FROM 10/1 - 11/6 COMPARED TO THE PREVIOUS 37 DAYS

112.4K

Minutes Viewed
▲ 902% from previous 37 days

61.7K

Video Views
▲ 141% from previous 37 days

Video Insights: Jan 1, 2017 - Oct 31, 2017

Daily data is recorded in the Pacific Time Zone

Jan 1, 2017 - Oct 31, 2017

Performance METRICS FOR ALL YOUR VIDEOS FROM 1/1 - 10/31 COMPARED TO THE PREVIOUS 304 DAYS

231.2K

Minutes Viewed
▲ 1670% from previous 304 days

200.4K

Video Views
▲ 194% from previous 304 days

Full fights have the highest average of people who view the entire video which on average is around 20 to 30 minutes long, depending on the length of the match. This means that a brand attached to this video with links and/or watermarks, will get significant exposure.





From January 1 to October 31, 2017, Dekada's Facebook page videos alone reached over 200,000 views with over 231,000 total minutes.

The benefit of Facebook analytics over the conventional television rating system is that Facebook provides exposure stats that illustrate exact numbers associated with any given post

VIDEO REACH

Our video reach is long...and growing. Dekada believes in providing value to our sponsors and fan base, and ensures that our fight cards are populated mainly by high level fights and fighters that attract a large number of viewers. There at least two fights per card that draw around 15,000 views each, with the remainder drawing around 5-10K each. And this number is growing.

As seen in this screen shot, Alvin Tam has a very large number of 'viewed minutes'. He is very popular in the local Filipino community and brings large exposure to Dekada.

Video	Published	Minutes Vie...	Video Views
 Alvin Tam vs Jesus Perez - Dekada Premier Fight Night Oct 14, ... ALVIN TA...	10/19/17 6:30PM	64.9K	14.3K
 Dwayne Lewis vs Lee Mein - Dekada Premier Fight Night Oct 14, ... DWAYNE...	10/20/17 7:30AM	12.6K	13.2K
 Kandi Wyatt vs Heidy Martinez - Dekada Premier Fight Night Oct... KANDI WYAT...	10/19/17 8:12PM	12.3K	7.4K
 Jordan McNaughton vs Abdi Mohamed - Dekada Premier Fight Night...	10/22/17 5:30PM	4.8K	3K

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
 Hard Knocks Boxing <i>Hard Knocks Promoting No Longer Promoting</i>	1.1m	0%	2	97
YOU 2  Dekada	2.5K	▲0.4%	3	71
3  Global Legacy Boxing	2.1K	0%	0	0
4  KO Boxing Canada	1.7K	▲0.7%	1	73

SOCIAL MEDIA COMPARISONS

We are proven leaders in social media. Dekada's Facebook page surpassed the number of likes from the longest running boxing promotion company in Western Canada for a 12-month period, and has recently surpassed the number of Likes of Global Legacy Boxing, co-owned by Lennox Lewis.

DEKADA'S GROWTH

We are the fastest growing promoter in Canada. Dekada has achieved exceptional growth by providing a fresh brand and quality in our field. In addition to our existing fan base, we have attracted the attention of the international boxing community, and are now negotiating deals with A Level fighters – a first in Western Canada in over three decades where the highest levels have typically been C to C+.

Since 2015, the number of tickets sold has grown consistently with each event; our last three events at Genesis Centre in Calgary, Alberta were completely sold out. To meet this growing demand, Dekada has negotiated a deal with the Deerfoot Inn & Casino to feature the new Dekada Contender, an event allowing more up and comers to work towards getting on a Dekada Fight Night event. It also serves as grounds for the existing members of the roster to build their careers in preparation for championship fights.



AVAILABLE EXPOSURE

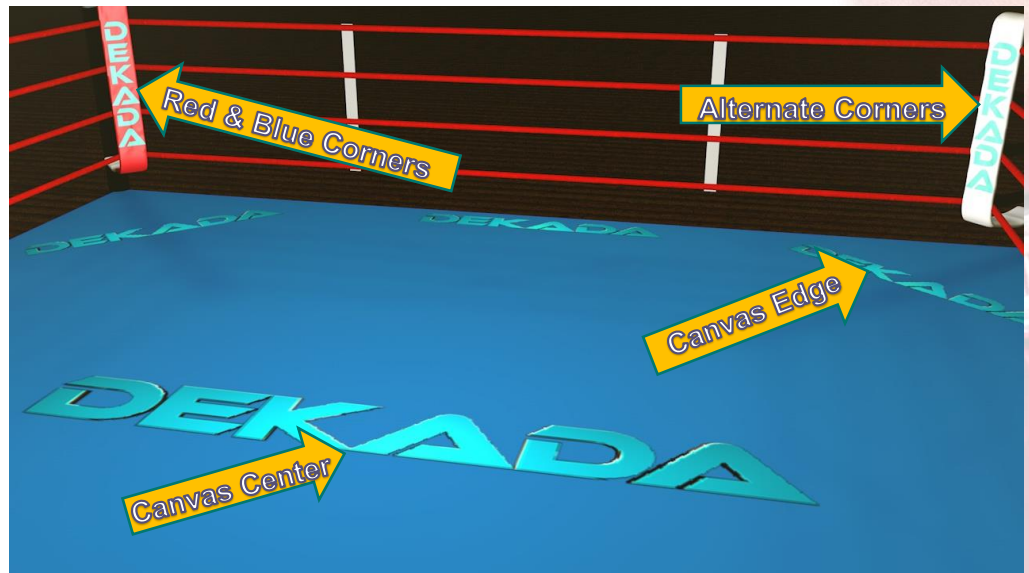
There are various options available to our sponsors to ensure visibility of your brand and logo.

RED AND BLUE REP CORNERS – Two of the four corners, opposite each other, are designated to fighters and their representing color, whether red or blue. Due to the location and elevation, these corners are visible to the fans from all vantage points in the building and in the frame of the camera for the majority of the match.



The ring announcer will also introduce the fighter and sponsor out of each corner.

ALTERNATE RING CORNERS – Similar to the Rep Corners, these are also visible to the crowd at all times and in a majority of televised camera angles.



RING CANVAS MAJOR – The ring canvas center is the largest logo available for the surface and is seen by the cameras throughout the event.

RING CANVAS MINOR – The outer edge of the ring canvas is available for a smaller version of the logo. These are available in packages of four, one on each side of the ring, directly opposing each other to increase the chance of visibility from one or the other camera. This is only available once per season (five fights).

BIG SCREENS – The event will have two to three large screens, making at least one visible from any angle in the establishment. The big screens are used for providing fans the camera's perspective of the match, replays, promo videos, sponsor commercials and sponsorship logo animations. This is also an opportunity to play material that the company may already have, such as commercials and ads.

BANNER – The banner is used as the back drop for the press conference and weigh-ins.

RING GIRL CARDS



Before the match commences and in between rounds, one of our beautiful ring card girls traditionally presents the next round with a large card. These cards can feature a company logo which will be seen at the event and on television.

The frequency of the use of the cards is dependent on the number of rounds each fight is sanctioned for and the length of the match.

The ring cards also serve a secondary purpose where people may pose with the ladies and the cards after the event or during intermission.

REPLAY LOGO

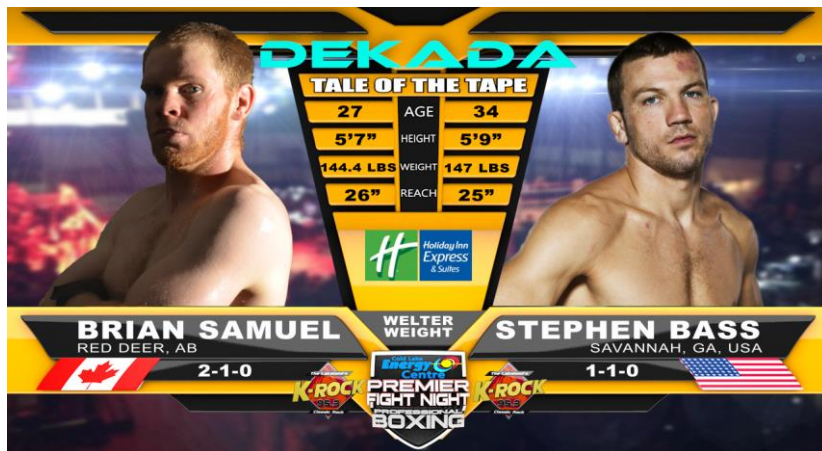
Between rounds and after matches, the production team will be playing replays of the highlights on the big screens and for the television network. These are exposed by a transition graphic from live to replay. This graphic will feature the Dekada logo along with the word replay and a sponsor's logo, which will be seen every time the producers transition to the replay from the live shot.

COUNTDOWN CLOCK (on TV & at the event)

The countdown clock is featured in the bottom right hand corner of the screen, showing the round and time left. This provides the most visual exposure as it is present for the duration of each match.

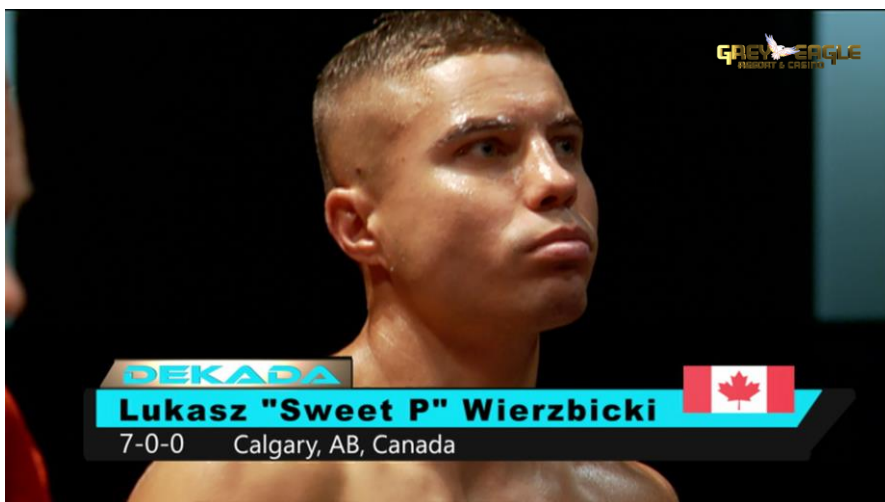


TALE OF THE TAPE – The tale of the tape is featured on the big screens of the event and on the television program prior to each match and will highlight the stats of opposing fighters, along with their picture on each side of the graphic. The graphic used for the text can be bordered with a sponsor logo.



NAME BARS (TV & at Event)

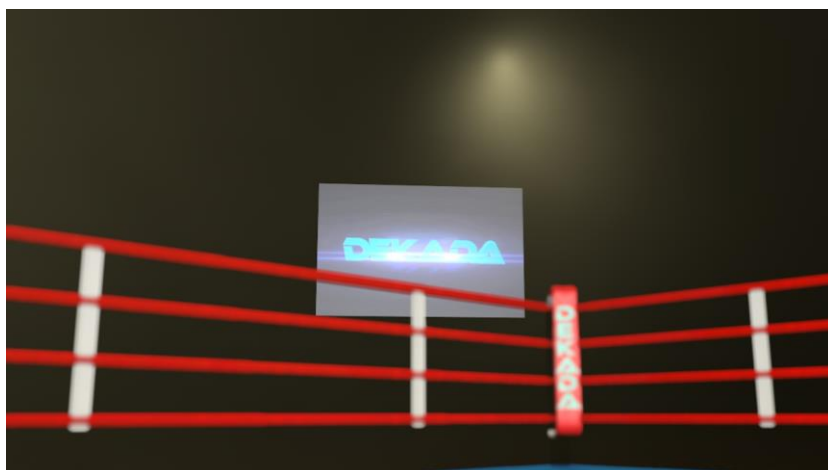
The name bars are shown under a fighter or personality being featured. For fighters they include stats and records and for special guests, their name and what they represent. These are only available for the entire event. The sponsor logo would be in place of the Dekada logo, as seen in this image. The exposure is as follows: once when walking down the aisle for each fighter,



once in the ring during introduction of each fighter and once for the winner with the updated win record. This provides a total minimum of five times per fight. Additional features include and interaction/interviews with personalities at the event that may be interviewed or shown among the crowd by the cameras.

BIG SCREEN ANIMATION DURING SEATING AND INTERMISSION

– From the time the doors open until 15 minutes to show time (Generally 1.5 hours) and the intermission (around 15 minutes), the big screens will feature high quality animations of sponsors, notices and promo videos. These will be looped for the duration of these two time periods. On average, your circa 8 second ad will be played 50 to 60 times during seating and 8 to 11 times during the intermission. This would only be visible to the fan of the live event.



LOWER THIRDS

During the television program, between rounds and matches, the footage will feature an animated graphic that appears in the lower third of the screen.

Lower thirds can be utilized for special announcements, upcoming events, sales and general messages.

Each Lower Third Graphic lasts between 8 to 12 seconds.



PRESENTER – You may choose to have your company be the presenter. In this case your logo will be on all printed marketing material and the event will be named “X-Company Presents Dekada’s Premier Fight Night”. With the pre purchase of tables at a discount rate or the alternate options package outlined in the Itemized Costs below, you have the opportunity for Dekada to theme the event(s) based on your brand. You may choose to request Dekada to provide your guests with gift packages you have prepared and handle any logistics surrounding the specialized services you wish to provide such as limo service. The presenter package is a negotiable package as it can consist of all or any of the other sponsorship packages below.

PROMO VIDEO SPONSORSHIP

The promotional videos are visually stunning productions created and rendered by Dekada.

While your company logo is superimposed on the corners of the entire video, it will be followed by an animation of your logo with narration, “The preceding was brought to you by....” These videos will be played on social media and possibly on the Fight Network.



The finished video will also be released to you for use on any media you choose.

30 SECOND COMMERCIAL

Dekada is able to produce and feature 30 second commercials within our 41 minute TV time slot or at the event. If a company already has a produced commercial, this is a great opportunity to repurpose it. Pricing for this is based on a quote based on variables set forth by the customer's requirements.

BILLBOARDS

With careful consideration toward quality, definition and location, a billboard can be a very powerful tool to building a brand to a "Household Name" level. By sponsoring the cost of a billboard, your logo, slogan and brand will be incorporated into the design.

The billboard is then strategically chosen in an area that best matches demographic with the subject touching on the strongest interests of that region.



DEKADA COMPANY CONTACT INFORMATION

For any questions or concerns regarding Dekada Sponsorship or any other promotion related matters, please feel free to contact us at any time.

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DEKADA WEBSITE:

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Existing and Past Sponsors

