

CAGED STEEL AFFILIATE PARTNERSHIP

Join our affiliate program 'Caged Steel Affiliate Partnership' be a part of an exciting event, start earning cash rewards, donating funds to worthy causes whilst raising your brand profile with a new, fast growing audience of MMA fans. In addition this program will present opportunities for direct strategic marketing of your brand.

On this winning this battle, you as 'the affiliate' will be in the Orange Corner and Caged Steel in the Black Corner. Purely for role illustration purposes we are not going to ask you to fight!

- Provide toolkit; bespoke ticket link, blog, posters, e-mail marketing, video, images for social media and banner ads. This complete toolkit removes content creation for you, making the process fast and simple.

- Announce the Affiliate Partnership across our social media platforms.

- Progress report of affiliate partner ticket sales.

- Goals will be set at the start of the partnership, for reaching the goals, we will provide rewards your choice of merch or brand marketing for exposure.

LIVE EVENT

- Display Banner to advertise all Caged Steel Affiliate Partnerships.

- Plan and schedule debrief.

ROUND 1

- Use marketing toolkit to promote ticket sales to your employees or customers.

- Interact with Caged Steel on social media platforms.

ROUND 2

- Ticket sales. Earn £5 from every sale.

- Higher sales unlock levels of marketing support from Caged Steel.

ROUND 3

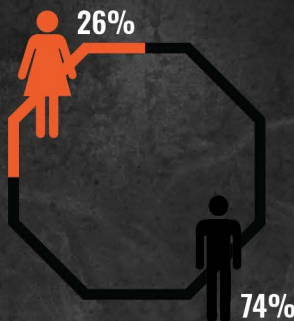
- Commission pay-out & Charity donation published – we are matching your commission and donating this to the Not for Profit charity.

- Debrief and return to round 1 for our next show.

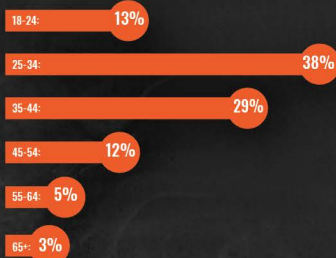
CAGED STEEL AUDIENCE

We've worked hard to produce entertaining content that attracts a large, high engaging audience.

Caged Steel attracts a young, well established, high-tech consumer, 74% male with an active increase in female fans.



AGE*



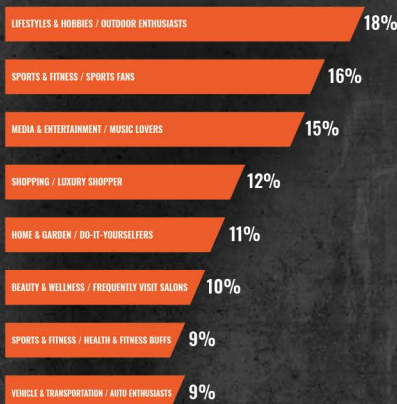
*AVERAGE AGE OF BOTH MALES AND FEMALES



We are proud to have an audience that covers not only sports fans but corporate companies, families and groups of friends.

Out of this audience we have also identified their marital status below:

AUDIENCE INTERESTS



AUDIENCE GEOGRAPHIC

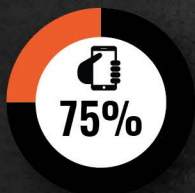


- YORKSHIRE
- MERSEYSIDE
- LANCASHIRE
- TYNE AND WEAR
- LINCOLNSHIRE
- NOTTINGHAMSHIRE



Engaged
Married
Relationship
Single

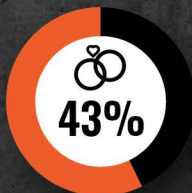
ADDITIONAL STATS



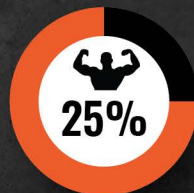
Our audience display frequent engagement with our brand and associated pages via mobile devices.



Our audience continued education after high school.



Our audience display a in relationship status with 23% showing an engaged status.



MMA fans attend fitness training and follow healthy lifestyles.