



SPONSORSHIP OPPORTUNITIES

What Action Sports Can Do For Your Brand

www.bergamosmartialarts.com



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- **Opportunity:**

To bring your product or brand a high visibility sports marketing opportunity that fits your brand image and that is unique enough to differentiate your sponsorship activities from traditional sports marketing.

- **Action Sports: Its time has come as a marketing vehicle**

Action Sports continue to gain in popularity. The sports-viewing and sports-participating public love to see exciting athletes who push themselves to the limit, in activities that have a high degree of risk. The continued success of the X-Games on ESPN and ESPN2 is proof of this popularity.



Martial Arts Power Breaking is one of the most extreme of all Action Sports. Requiring physical and mental skill and strength of the highest levels, Martial Arts Power Breaking competitions have been thrilling both live audiences and television viewers for years. Recent Martial Arts Power Breaking competitions have routinely generated a .35 to .45 rating per prime time showing on ESPN2. Viewership levels of 720,000+ people per showing plus live audience exposure, sampling and Public Relations around Power Breaking events, can equate to reaching high numbers of active consumers.



The Martial Arts Industry

- There are over 160 Nations and more than 50 million participants in the Martial Arts World-Wide.
- Karate is classified as the 10th most popular sport in the World.
- There are an estimated 28,000 Martial Arts related schools in the United States.
- Martial Arts influences many aspects of mainstream entertainment:
 - Movie blockbusters (“The Matrix Trilogy”, “Rush Hour”, “Crouching Tiger Hidden Dragon”, “The Last Samurai”)
 - Commercials (GAP, Propel Water, Gatorade, Verizon Wireless, Xyience Supplements)
 - Video games (“Mortal Combat”, “Street Fighter”, “Tekken”, “Def Jam Vendetta”)
 - Print ads
- Martial Arts are featured in many successful marketing campaigns and have become a part of everyday life.
- Martial Arts have a wide demographic, Ages 5 to 70, equally divided among men, women, and children with an average HH income of \$30,000+. The core demographic age is 15-55.



TEAM BERGAMO

Dedicated Martial Arts Masters with incredible athletic abilities who represent what a Martial Arts lifestyle means. We specialize in self-defense and breaking instruction and demonstration.

- *Team Bergamo has been one of the World's Premiere Martial Arts Teams in the United States since early 1999. We are dedicated professional athletes who understand what it means to represent your product or brand to consumers through a new channel like an Action Sports sponsorship.*
- 6 Years competing on the World Martial Arts Circuit
- 39 Titles Won by Team Members *over just the last 2 years*
- 7 World Records Held by Team Members (see details in Team Member credentials)
- *THE 2005 Feature Demonstration Team at the following events:*
 - *Black Belt Magazine's 1st Festival of the Martial Arts (attended by Martial Artists and spectators from around the World)- Hollywood, CA*
 - *The Pan-Caribbean Martial Arts Championships- Trinidad, West Indies*
 - *The Arnold Martial Arts Festival- Columbus, OH*
 - *The Battle of Columbus World Games- Columbus, OH*
 - *The New Jersey Open- Rahway, NJ*
 - *Action Martial Arts Mega Martial Arts Weekend- Atlantic City, NJ*
- Team members filled lead roles and choreographed all action scenes for the internationally distributed Film "*The Agent*"- released in 2004.



TEAM BERGAMO What We Do

Self Defense instruction and demonstration.

-Team Bergamo specializes in the instruction and technique demonstration of Filipino Kun Tao/The Rossi Kun Tao System. This system is an art in itself, but it is also very adaptable to any style of Martial Art.



- The system is based on *practical self-defense training*, the strengthening of the body and the heart of the practitioner, and the survival mentality needed to succeed in a real life confrontation.

-Team Bergamo remains open-minded to other Martial Arts styles and organizations as well.



- Most importantly there are no "egos" at Team Bergamo; we are always ready to share our art with people from all walks of who are willing to learn.





TEAM BERGAMO What We Do

Competitive Breaking instruction and demonstration.

-The discipline over mind and body required to reach a Martial Arts Master status are considerable. In no other way are all of these disciplines called upon at the highest levels than in competitive breaking. Requiring physical and mental strength and a level of focus not found in most people, competitive breaking continues to grow in its popularity as a spectator sport. Team Bergamo's most highly publicized appearances have been competitive breaking demonstrations (see detail to follow).

- Team Bergamo specializes in competitive breaking and routinely attends national level tournaments, adding to its resume of championships. Team Owner Ralph Bergamo and Team Head Coach Drew Serrano founded the United States Breaking Association (USBA) and the World Breaking Association (WBA) in 2003. These worldwide organizations of highly trained Martial Artists from across the globe continue to grow in membership.





TEAM BERGAMO What We Do

Youth and Female Self Defense and Power Breaking Experts

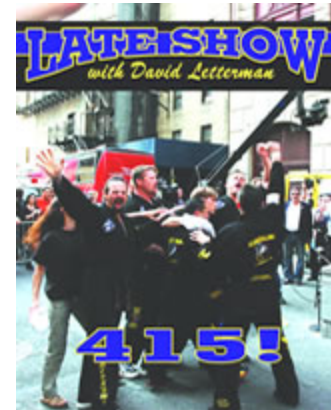
- Team Bergamo also specializes in developing young people and female martial arts athletes. If your demographic needs are such that you require a younger or more female oriented sports marketing profile, we can feature our younger team members, or our female team members. These team members are just as dedicated to the physical and mental disciplines required to become successful Martial Artists as are our senior Black Belts. Contact us for more details on featuring these team members to fit your needs.





TEAM BERGAMO EXPOSURE

Team Bergamo has been center stage since 1999 at the largest Martial Arts venues in the World, and has appeared a number of times on mainstream TV and radio including:



- November, 2005 and throughout the year- ESPN2 (TV), coverage of the 2005 US Open Martial Arts Championships
- September, 2005- NBC 30 News (CT NBC TV Affiliate), live breaking demonstration and interview
- July, 2005- Universal Walk California, part of *Black Belt Magazine's* Festival of the Martial Arts.
- July, 2005- "Good Morning LA" (TV), live breaking demonstration and interview
- June, 2005- 195-FM (CT) Morning Radio show, live interview and demonstration
- May, 2004- Late Night with David Letterman (Network TV), live interview, demonstration, and World Record setting breaking performance
- November, 2004 to present - ESPN2 (National TV), coverage of the 2004 US Open Martial Arts Championships
- 2001 to present- Most covered Martial Arts Team on ESPN2
- November, 2003 to present- Discovery Channel's "Extreme Martial Arts" Documentary (National TV), interview with team members. The most watched Martial Arts documentary ever televised
- September, 2004- The Tonight Show with Jay Leno (Network TV), live interview and breaking demonstration by team member
- 2004 to present (annually)- BOC Martial Arts World Games, live demonstration and top breaking team appearance.
- April, 2004- Mohegan Sun National Karate Championships and ISKA North American Breaking Championships. Demonstration and top breaking team appearance.
- 2002 to present (annually)- Arnold Classic World Renowned Body Building Event and The Arnold Martial Arts Festival, live demonstrations and top breaking team.

THIS POPLARITY AND CREDIBILITY EQUATES TO POTENTIAL BRAND EXPOSURE FOR YOU!



TEAM BERGAMO PLANNED EVENTS

Team Bergamo scheduled events (more events to be added to this schedule):

TEAM BERGAMO PLANNED EVENT SCHEDULE (MORE TO BE ADDED)

Atlantic City Grand International Martial Arts Championship	February	Atlantic City, NJ
Arnold Classic	March	Columbus, OH
Kumite Festival	May	Pittsburgh, PA
ISKA North American Breaking Championships	TBD	TBD
US Open World Martial Arts Championship	June	Disney World, Orlando, FL
Black Belt Magazine's 2nd Annual Festival of the Martial Arts	July	Hollywood, CA
PR Inter World	August	Puerto Rico
Pan Caribbean	October	Trinidad, West Indies



WHO ARE TEAM BERGAMO? Team Leaders



Grand Master Ralph Bergamo (Team Owner and Head Coach)- 7th degree Master in The Rossi Kun Tao System (Realistic Self Defense); 8th degree Grand Master under the Kar-Do-Jitsu-Ryu Karate Federation; 4th degree Master under the United States Martial Arts Federation (JUDO).

US Open Light Weight Power Kick Champion 2005, 2nd overall tournament ranking. 2005 US Open World Championships: 1st Place Power wood breaking- foot; 2nd Place Power concrete light weight breaking; 2nd Place creative breaking; 3rd Place Combat wood breaking. 2004 US Open World Championships: 3rd place Black Belt Combat Wood Breaking; 3rd place Black Belt Wood Power Breaking, Lightweight (kick); 5th place Black Belt Creative Breaking; 6th place Black Belt Concrete Power Breaking, Lightweight; 3rd Place Power wood breaking foot, 3rd Place Combat wood breaking, 5th Place Power concrete light weight breaking. 2003 Martial Arts World Games: 2nd place Black Belt Lightweight Power Breaking (concrete). 2002 US Open World Championships: 1st Place Self Defense; 6th Place Power concrete light weight breaking.

2004 Action Martial Arts Hall of Fame Inductee; International Jujitsu Hall of Fame Inductee.

Master Drew Serrano- (Head Coach)- 6th degree Master in The Rossi Kun Tao System; 7th degree Master under the Kar-Do-Jitsu-Ryu Karate Federation; 4th degree Black Belt under The US Martial Arts Association.

2004 US Open World Championships: 2nd place Black Belt Heavyweight Power Breaking (concrete); 2004 CT State Power Breaking Championships: 3rd place Black Belt Heavyweight Power Breaking (concrete); 2004 ISKA North American Breaking Championships: 4th place Concrete Power Breaking, Heavyweight; 2003 US Open World Championships: 2nd place Black Belt Heavyweight Power Breaking (concrete); 2nd place Black Belt Heavyweight Power Breaking (wood, hands); 3rd place Black Belt Heavyweight Power Breaking (wood, feet); 2003 CT State Power Breaking Championships: 2nd place Black Belt Power Breaking; 2003 Martial Arts World Games III: Grand Champion Black Belt Heavyweight Power Breaking; 1st place Black Belt Creative breaking; 3rd place Black Belt Self-Defense.





WHO ARE TEAM BERGAMO? Key Team Members



Raphael Velez- ISKA/USBA Light Weight World Record Holder (14 Patio Blocks), #1 Ranked USBA/ISKA Light Weight Power Breaking Champion Worldwide

Colin Thompson- ISKA Heavy Weight World Record Holder (16 Patio Blocks) and 2004 World Champion Heavy Weight Power Breaking



Fernando Camareno- USBA multiple World Record Holder (Most rebar bent in 30 seconds, most bricks broken in one minute), USBA Competitor of the Year for 2005.

Jonathan Hardwicke- Multiple World and International Championships in Self Defense and Breaking for junior divisions



Sean Anderson- Multiple World and International Championships in Self Defense and Breaking for junior divisions

Larry Fields- Most Patio Blocks broken one minute, top rated USBA and ISKA breaker, multiple World titleholder in Power and Creative Breaking



Clinton Murphy- ISKA North American Overall Top Breaker and 2005 World Champion Heavy Weight Power Breaking, USBA top rated heavyweight breaker and multiple titleholder



TEAM BERGAMO SPONSORSHIP LEVELS

There are three levels of sponsorship that we offer.

1. **Exclusive Team Bergamo Title Sponsorship** – Entire Season, All Events, All Benefits, All Media Exposure, Sampling, Signage, PR, Spokespersons, Uniforms
2. **Specific Single Event Sponsorships** - Minimum of 4 major events (major events we will be pleased to select with you)
plus you may add others as you choose to a-la-carte
3. **US Open Event/TV Sponsorship Package**- Full on-site title sponsorship of the US Open at Disney World in Orlando, FL, Opening and closing billboards on ESPN/ESPN 2 broadcasts and re-broadcasts, four :30 TV Spots to run during the event broadcast and in all re-broadcasts (domestic and international), logo prominently displayed on main stage curtain backdrop, scoreboard graphics on ESPN/ESPN2 broadcast and re-broadcasts. The US Open is broadcast and re-broadcast worldwide multiple times.

Each sponsorship provides your product or brand with increasing levels of exposure and association with a cutting edge sports marketing association that represents positive aspirational human characteristics that consumers respond to. You also have sampling rights at each event venue.



OPTION 1: TEAM BERGAMO EXCLUSIVE SPONSOR 2006

Estimated total live event attendance: 221,000+ consumers

Team promotional rights and product endorsement, meet & greet rights, sweepstakes rights, branding integration with Team Bergamo logo and identification on team uniforms

Inclusion of your logo on all Team Bergamo literature including website and affiliate website hyperlinks

A minimum of one 4' x 8' four-color banner display at every event on the Team Bergamo schedule (sponsor's creative)

Product sampling booth and staff at every event

A 4 color full page ad in the program brochure for every event on the Team Bergamo schedule, distributed to all event attendees (sponsor's creative)

A minimum of 4 VIP Passes to every Event on the Team Bergamo schedule

Presentation of awards by your corporate representative at every event on the Team Bergamo schedule

Inclusion on all media coverage for events, including TV



OPTION 2: TEAM BERGAMO MAJOR EVENT SPONSORSHIP PACKAGE

Core Sponsorship at this level is for four high visibility Major Events.

You receive full team sponsorship rights as outlined on the previous page, but only for these events.

Also provides you with sampling booth space and personnel at every venue at which you select to sample and an opportunity to increase your brand presence through additional signage and merchandising at the venues you select.

Inclusion in media coverage these events, where possible including TV

You may also add additional events from the following pages as you wish



OPTION 3: TEAM BERGAMO US OPEN EVENT/TV SPONSORSHIP

Our unique relationships and impeccable reputation in Martial Arts opens doors to your brand not normally accessible at this cost.

You receive full team and event sponsorship rights as outlined on the previous pages, plus total title sponsorship benefits to the most watched event in the entire Competitive breaking season- the US Open.



- Complete ESPN2 T.V. coverage and logo spots, including Team interviews, Disney World Resort TV, Florida local TV
- Four :30 spots to run in broadcast and rebroadcasts; scoreboard logos, title sponsor logo on main stage
- Event live attendance: 50,000, plus Disney World demos
- 10' x 10' Booth for Product Sampling- sponsor coordinates sampling details, Team Bergamo provides staffing including:
 - 2 Booth Coordinators, 10 hrs/day, 2 days
 - Travel Administrator
 - 2 Booth Coordinators travel & lodging, 2 nights
- 4' x 8' four color banner to be displayed at the Event (sponsor's creative)
- Full page 4 color ad in the brochure for the event (sponsor's creative)
- 4 VIP Passes for the Event
- Listed as a sponsor on 30,000 mailers sent in advance of the event

Competitions generate a .35 to .45 rating per prime time showing on ESPN2. Viewership levels of 720,000+ people per showing plus live audience exposure, sampling and Public Relations around this event equate to reaching high numbers of active consumers.



SUMMARY

- **Team Bergamo can offer your product or brand an optimal sports sponsorship that is appropriate because it appeals to and represents characteristics that many of your target consumers relate to.**
- **Team Bergamo is also the type of sponsorship that will help differentiate your marketing efforts from more traditional sports sponsorships.**
- **We would be pleased to discuss this opportunity further, answer questions and provide a cost overview. Please feel free to contact Ralph Bergamo at 203 272 3113 and visit our website at www.bergamosmartialarts.com then (click on the Team Bergamo logo)**
- **Thank you for your consideration.**