



# **FIGHTER SPONSORSHIP PROGRAM**

## **WHAT DRAGON IMPACT EXPECTS FROM SPONSORED FIGHTERS**

- Dragon Impact has been in business since 1991 and fully believes in honour, respect, loyalty, truth and honesty and Dragon Impact expects sponsored fighters to illustrate these qualities at every fight event as well as outside of the combat arena. Be a role model at all times.
- The sponsored fighter should be a spokesperson for the companies that sponsor the fighter. As a sponsored fighter, you are also assuming the role of a brand ambassador. Prove that you can positively promote Dragon Impact by promoting yourself and building a solid following.
- You must have a large social media fan base. This includes Facebook, YouTube, Instagram and Twitter to name a few. The more legitimate followers the better. Engage your fans on social media. Promote Dragon Impact via your social media, word of mouth, and in media appearances. Use your unique personality to market Dragon Impact to your fans and friends.
- Be consistent and frequent. One Tweet or one posting on Facebook a month is NOT considered frequent. Some fighters will throw up one tweet while others throw up 20 on all forms of social media. When these guys come back for round two we are more inclined to sponsor the guy who gave us more exposure.
- Be loyal. Do not promote or accept sponsorship from competing businesses.



## **HOW TO GET SPONSORED BY DRAGON IMPACT**

- You must already be a loyal customer of Dragon Impact.
- Already have purchased product from Dragon Impact.
- Represent Dragon Impact positively prior to asking for sponsorship.
- Be a follower on our social media network.
- Take pictures of yourself wearing and using products purchased from us.
- Use #dragonimpact and make mentions and links to our media.
- Retweet, share and comment on Dragon Impact's social media posts.
- You must have a large or very active and engaged social media following.

As of September 2015 Dragon Impact's following is :

- Facebook Boss Page : 4,213 Friends
- Facebook Fan Page : 7,146 Likes
- Instagram : 5,203 Followers
- Twitter : 2,986 Followers
- YouTube : 739 Subscribers and 1,228,121 Views
- Plus accounts on Tumblr, Google+, Vine, FourSquare & more.
- We will give you exposure, but what can you do for Dragon Impact?

\*\*\* Fighters that are discovered to use fake followers will not be accepted. \*\*\*

- Prove that you can increase Dragon Impact's popularity, following and sales.
- No criminal history.
- Must be a minimum of 18 years old.
- Have a great work ethic. We are not interested in lazy promoters.
- Do not ask us to sponsor you, tell us what you can do for Dragon Impact.
- Be involved in the community. Tell us about your volunteering.
- Have a plan. We want to know the outcome of sponsoring you.

**For us to help you, you have to show us how you intend to help Dragon Impact.**



## WHAT SPONSORED FIGHTERS GET

- **FREE Gear.** This may include handwraps, t-shirts, gear bags, shorts, gloves, mouthguards and more. The gear given will be branded Dragon Impact. We will not give other brands we carry, such as Kimurawear and Hayabusa, as free gear. You are to represent and promote Dragon Impact. If you want other brands you must contact those manufacturers directly.
- **FREE membership card,** good for 1 year starting from the date of the sponsorship being approved. This membership card will grant you 10% off all Martial Art and MMA related products.
- **FREE promotion.** We will advertise you as fighter on all our social media outlets. The more exposure for you the better.
- **FREE mention and link to your website on our sponsorship page.**  
See [www.dragonimpact.com/sponsorship](http://www.dragonimpact.com/sponsorship)  
You may direct the link to any page you like.
- **MAKE MONEY.** Each fighter will be given a unique on-line coupon code that can be used on our website [www.DragonImpact.com](http://www.DragonImpact.com). This coupon code will give the purchaser 5% off their purchase (prior to taxes), additionally another 5% will be given as a commission to our sponsored fighter.

Example :

Customer purchases \$300 worth of product from our website.

Customer enters your unique coupon code and receives \$15 off.

Another \$15 is allotted and set aside to be paid to the sponsored fighter.

- Each coupon code is good for 50 uses and the sponsored fighter will be paid by cheque once all 50 coupons have been used.



## **CODE OF CONDUCT**

Discontinuation of sponsorship may occur for misconduct, which includes without limitation, the following examples:

- Criminal offenses including, but not limited to, those involving: the use or threat of violence; domestic violence and other forms of partner abuse; theft and other property crimes; sex offenses; obstruction or resisting arrest; disorderly conduct; fraud
- Criminal offenses relating to performance-enhancing and prohibited substances, or substance abuse
- Unlawful possession of a gun or other weapon
- Conduct that imposes inherent danger to the safety or well being of another person
- Violent, threatening or harassing behavior
- Derogatory or offensive conduct, including insulting language, symbols, or actions about a person's ethnic background, heritage, colour, race, national origin, age, religion, disability, gender or sexual orientation
- Inappropriate physical, verbal, and online behavior (such as inappropriate statements made via e-mail, text messaging or social networks)
- Conduct that undermines or puts at risk the integrity and reputation of Dragon Impact.

Print Name : \_\_\_\_\_

Signed Name : \_\_\_\_\_

Date : \_\_\_\_\_



# FIGHTER SPONSORSHIP APPLICATION

( Please Print Clearly )

First Name : \_\_\_\_\_

Last Name : \_\_\_\_\_

Nickname : \_\_\_\_\_

eMail : \_\_\_\_\_

Association : \_\_\_\_\_

Phone : \_\_\_\_\_

Record (W/L/D) : \_\_\_\_\_

Height : \_\_\_\_\_

Weight : \_\_\_\_\_

Waist Size : \_\_\_\_\_

T-Shirt Size : \_\_\_\_\_

Age : \_\_\_\_\_

City/Province : \_\_\_\_\_

Website : \_\_\_\_\_

Twitter : \_\_\_\_\_

Instagram : \_\_\_\_\_

Facebook : \_\_\_\_\_