

FIGHTBOOK

PRESENTS

BUTTERFLY BRAWL

SANTA MONICA PIER

SATURDAY, AUGUST 22ND

AN UNFORGETTABLE NIGHT OF BOXING, MUSIC & PURPOSE

In Honor of Yassy Hosseini · Benefiting Teen Cancer America

EVENT OVERVIEW

A ONE-OF-A-KIND NIGHT WHERE BOXING MEETS **MUSIC + PURPOSE**

Experience the energy, excitement, and impact of **Butterfly Brawl** , a one-of-a-kind event where elite boxing meets live music and entertainment — set against the iconic backdrop of the Santa Monica Pier.



MAIN EVENT

Professional boxing



STAGE

Live musical performances



TALENT

Celebrities, influencers & athletes



VIP

Hospitality & oceanfront experience

Every punch thrown and every ticket sold helps raise critical funds to support teens and young adults battling cancer.

→ This event is held in honor of Yassy Hosseini, those still in the fight, and in remembrance of the lives lost to cancer.

A TRIBUTE

IN HONOR OF YASSY HOSSEINI

Yassy Hosseini courageously battled cancer for seven years with strength, grace, and resilience. Her journey inspired everyone around her, leaving a lasting impact on her family, friends, and community.

This event is dedicated to honoring Yassy's life, her unwavering spirit, and the fight she carried with dignity and courage. Butterfly Brawl also stands as a tribute to:

- Those who are still fighting
- Those who have overcome
- And those whose lives have been lost to this disease

Through this event, we come together not only to remember Yassy, but to support others facing similar battles and to help ensure that **no one fights alone**.

—— *Her legacy lives on through every life we impact.*



THE VENUE

SANTA MONICA PIER

Global Icon. Unmatched Setting.



 OCEANFRONT

UNDER THE STARS

Pacific horizon, ferris-wheel skyline, neon boardwalk.

 ICONIC

WORLDWIDE LANDMARK

One of California's most photographed locations.

 REACH

BUILT-IN AUDIENCE

Tourism + influencer footprint amplifies activations.

 BROADCAST-READY

STREAMING + TV

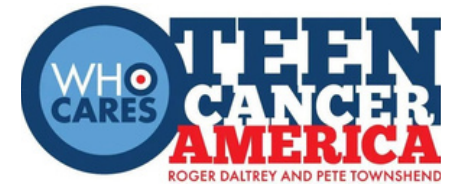
Cinematic angles for fights, music, and crowd.

IN HONOR OF YASSY HOSSEINI AND ALL THOSE IMPACTED BY CANCER.

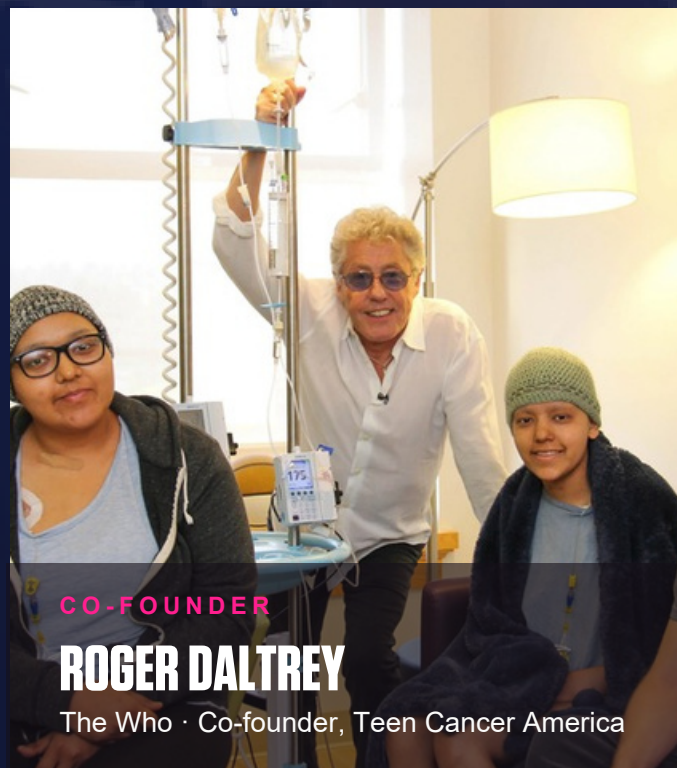
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THE CAUSE

TEEN CANCER AMERICA



90,000 young people are diagnosed with cancer each year (ages 15–39). Teen Cancer America bridges the gap between pediatric and adult care — founded by **Roger Daltrey & Pete Townshend** of The Who.



CO-FOUNDER

ROGER DALTRY

The Who · Co-founder, Teen Cancer America

90K

DIAGNOSED ANNUALLY
young people aged 15–39

200K+

LIVES REACHED
young people & families supported

\$14M

INVESTED
in age-appropriate hospital programs

73

HOSPITAL PARTNERS
creating dedicated TYA care

→ Your sponsorship directly impacts lives.

MEDIA & EXPOSURE

NATIONAL REACH. DIGITAL AMPLIFICATION.

BROADCAST & DISTRIBUTION

-  Broadcast across NBC LA & Telemundo platforms
-  Social amplification via fighters, influencers & media
-  FightBook platform integration
-  Press + PR coverage

BROADCAST PARTNERS



AUDIENCE

- Sports fans
- Entertainment audience
- High-income LA demographic
- Celebrity & influencer crowd

→ Massive visibility + meaningful alignment.

WORLD-CLASS TALENT. UNFORGETTABLE ENERGY.

Butterfly Brawl is more than a fight night — it’s a premium entertainment experience that brings together iconic music talent, celebrity culture, and live sports on one unforgettable stage. A major celebrity headliner for Butterfly Brawl 2026 will be announced soon.

PREVIOUS PERFORMANCES



→ Bigger stage. Bigger energy. Bigger moments.

★ TITLE / PRESENTING SPONSOR

PRESENT THE **MAIN EVENT**

★ PRESENTING SPONSOR

**"BUTTERFLY BRAWL
PRESENTED BY [YOUR BRAND]"**

\$100K

1 AVAILABLE

INCLUDES

- Naming rights across **ALL** branding
- Center ring logo placement
- Broadcast mentions (NBC / Telemundo)
- Step & repeat, signage, digital assets
- Verbal mentions throughout the event
- 2 VIP tables (20 guests total)
- Premium activation space on-site
- Gift bag inclusion + social/PR integration

→ **Highest visibility. Maximum impact.**

PREMIUM BRANDING **INSIDE THE RING**

■ RED CORNER

CORNER SPONSOR

\$50K

1 OF 2 AVAILABLE

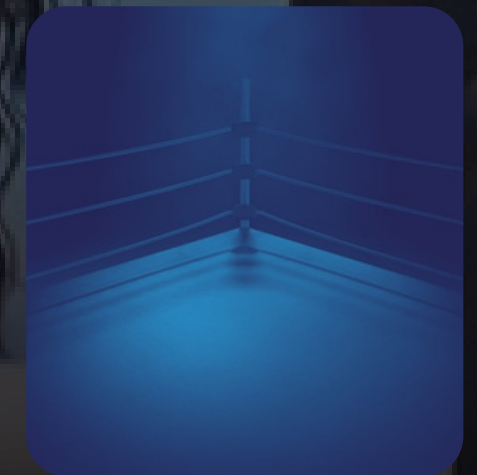


■ BLUE CORNER

CORNER SPONSOR

\$50K

1 OF 2 AVAILABLE



RING CANVAS

Logo on ring canvas (secondary placement)

BROADCAST

Visibility across broadcast feeds

VIP TABLE

Reserved table for 10 guests

ACTIVATION BOOTH

On-site brand activation space

SOCIAL + DIGITAL

Promotional content rollout

GIFT BAG

Inclusion in attendee gift bags

OWN A KEY **MOMENT** OF THE NIGHT

\$25K · 4 Available · Choose one branded moment

 MOMENT

FIGHT OF THE NIGHT
\$25K

Includes
VIP table for 10 guests

 MOMENT

RING ANNOUNCER
\$25K

Includes
Logo on signage & website

 MOMENT

REPLAY SPONSOR
\$25K

Includes
Verbal recognition on the night

 MOMENT

MUSIC STAGE
\$25K

Includes
Gift bag inclusion

STRONG PRESENCE. ACCESSIBLE ENTRY.

SILVER

EVENT SPONSOR

\$15K

6 AVAILABLE

INCLUDES

- Logo on event signage
- VIP table for 10 guests
- Gift bag inclusion
- Logo on FightBook event page
- Social media mention

DIRECT FAN ENGAGEMENT

\$8,000 – \$12,500

📢 ACTIVATION GLOVE SPONSOR Includes On-site branding	🗣️ ACTIVATION FAN ZONE SPONSOR Includes Interactive activation	📷 ACTIVATION PHOTO BOOTH SPONSOR Includes Logo placement	🍷 ACTIVATION VIP LOUNGE SPONSOR Includes Stage announcements
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BEST WAY TO ENTERTAIN CLIENTS + GUESTS

★ VIP TABLE

RINGSIDE TABLE \$10K

10 GUESTS

INCLUDES

- Ringside table for 10 guests
- Dedicated VIP service
- Premium food + drinks
- Brand name displayed at table

WHERE BRAND MEETS IMPACT

UNIQUE VALUE

A PREMIUM HYBRID PROPERTY

- 🏟️ Live sports + entertainment hybrid
- 📺 Broadcast exposure
- 🌴 Iconic LA venue
- 💼 High-value audience

BRAND IMPACT

VISIBILITY THAT CONVERTS

- In-ring visibility (rare)
- Direct audience engagement
- Social + media amplification
- Press + PR coverage

PURPOSE

ALIGN WITH A REAL CAUSE

- Supports Teen Cancer America
- Honors Yassy Hosseini's legacy
- Tribute to those still fighting
- Meaningful storytelling

→ This is where brand meets impact.

☎ SPONSORSHIP INQUIRIES

LET'S BUILD SOMETHING ICONIC

CONTACT

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IN HONOR OF **YASSY HOSSEINI** AND ALL THOSE IMPACTED BY CANCER.

