



CBS SPORTS PRESENTS
CHAMPIONSHIP
THE BOXING

LIVE EVENTS SERIES



IN ASSOCIATION WITH



180 SOUTH



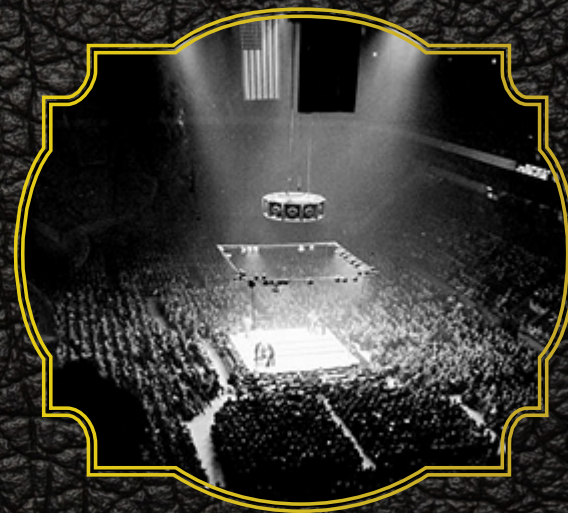
SPORTS

OVERVIEW

Championship Title Boxing is an exclusive series of live events featuring world-class athletes in prestigious title bouts, broadcast LIVE on CBS Sports Network



World-class fighters



Premier venues



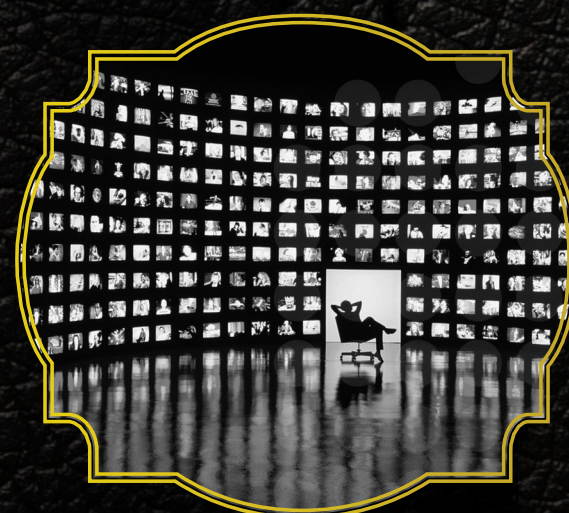
Powerful VIP demographics



Performances by
top industry talent



Coverage through the
largest media outlets
on the planet



Integrated content and
media-driven publicity

OVERVIEW

ORIGIN

DEMOGRAPHICS

OPPORTUNITIES

PACKAGES

SUMMARY

CONTACT

ORIGIN

- ▶ The premiere broadcast of Championship Title Boxing aired on February 14th, 2015 from 10:30p - 12:30a EST, LIVE on CBS Sports
- ▶ The televised bouts were delivered to 56 million US subscribers, and featured sanctioned title fights including the *IBF North American Heavyweight Championship*, and the *UBF All America's Title*
- ▶ Major media coverage included the front page of USA Today, LA Times, as well as a rigorous press release campaign through Associated Press, CBS Sports radio, and iHeartMedia stations such as Power 105.1 in New York

LINKS

[The IBF North American Heavyweight Championship](#)

[The UBF All-America's Title](#)

[The Breakfast Club on Power 105 with DJ ENVY](#)

With combined television and digital ratings, Championship Title Boxing has reached over **11M** impressions, and is projected to eclipse **20M** impressions by the 3rd broadcast

OVERVIEW

ORIGIN

DEMOGRAPHICS

OPPORTUNITIES

PACKAGES

SUMMARY

CONTACT

DEMOGRAPHICS



MALE - 73% FEMALE - 27%

Average Age

49.2

Average Individual Estimated Income	\$61,656
Average Household Income	\$88,370
Average Household Net Worth	\$359,650
Average Number of People in Household	3
Average Value of Owned Home	\$247,053

Affluent Viewers

A viewer is:

92%

...more likely to have an individual expected income of \$150,000+ per year than the average American

26%

...more likely to be asked for advice about products they buy than the average American

37%

....more likely to have a household net worth of \$1,000,000+ compared to other Americans

14%

....more likely to have a college degree than the average American

74%

....more likely to have a C-level job (CEO, CFO, COO, etc.)

71%

....more likely to own or lease two or more cars (and 13% more likely to replace one)

OVERVIEW

ORIGIN

DEMOGRAPHICS

OPPORTUNITIES

PACKAGES

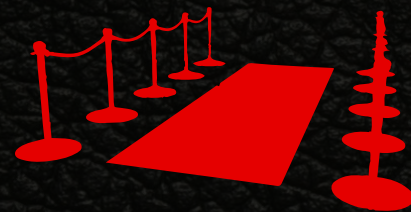
SUMMARY

CONTACT

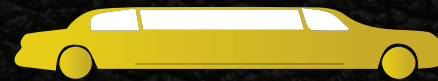
OPPORTUNITIES

Championship Title Boxing brings exclusive integration opportunities to weave your brand into the fabric of world-class content, creating unparalleled exposure for your business

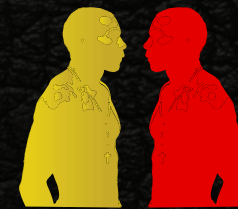
VIP Sponsor



Welcoming Sponsor



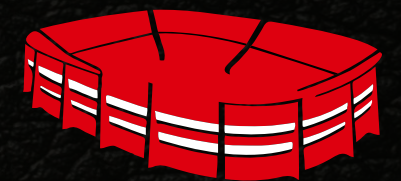
Weigh-In Sponsor



Press Sponsor



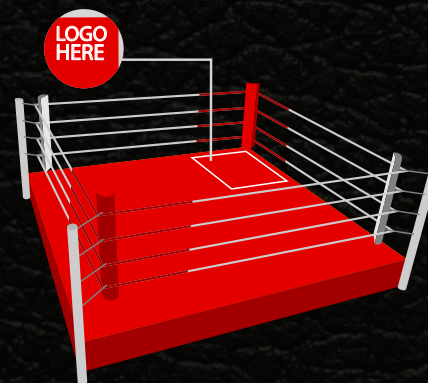
Venue Sponsor



Fight Gear Sponsor



In-Ring Branding



Round Card Sponsor



Merch Sponsor



Ad Sponsor



OVERVIEW

ORIGIN

DEMOGRAPHICS

OPPORTUNITIES

PACKAGES

SUMMARY

CONTACT

PACKAGES	General Sponsor	Supporting Sponsor	Welterweight Sponsor	Middleweight Sponsor	Heavyweight Sponsor	Production Partner
VIP Sponsor Full integration including ringside announcements, red carpet step & repeat, gift bag inclusion, and all digital media	✔	✔	✔	✔	✔	✔
Welcoming Sponsor Official CBS Sports broadcast sponsor, including prominent banner at venue entrance		✔	✔	✔	✔	✔
Weigh-In Sponsor Official sponsor for the weigh-in event, including announcer and press release mentions		✔	✔	✔	✔	✔
Press Conference Sponsor Official sponsor for the press conference, media welcome kit inclusion		✔	✔	✔	✔	✔
Fight Gear Sponsor Your logo featured on fighters, trainers or boxing-related gear			✔	✔	✔	✔
Ring Girl / Round Card Sponsor Your logo featured on round cards or ring girl apparel			✔	✔	✔	✔
Merchandise Sponsor Co-development of merchandise in conjunction with brand goals & initiatives			✔	✔	✔	✔
In-Ring Branding Your logo featured on the mat canvas, corner posts, ropes, and broadcast banner				✔	✔	✔
The Influential Network Exclusive program designed to drive 1.5B digital impressions to your brand					✔	✔
(2) Digital Billboards during primetime CBS Broadcast [“this knockout brought to you by...”]					✔	✔
(2) National 30-sec ad spots during primetime CBS Broadcast					✔	✔
Commerical Production Full-scale advertising production, editing & delivery						✔
Estimated impressions	(30k)	(250k)	(750k)	(11M)	(18M)	(18M)
	\$15,000	\$35,000	\$60,000	\$125,000	\$225,000	\$300,000

SUMMARY

- ▶ Championship Title Boxing provides a platform to harness the power of the CBS Sports viewing audience
- ▶ Access to the most exclusive demographic in network television history
- ▶ Customizable packages designed to meet the needs of today's brands
- ▶ Currently accepting sponsorship and advertising partners for multiple dates and venues throughout 2015-2016



“ By participating in Championship Title Boxing, your brand will be positioned alongside the most influential taste-makers and thought leaders on the planet, including those at the forefront of creative and production-based entertainment ”

OVERVIEW

ORIGIN

DEMOGRAPHICS

OPPORTUNITIES

PACKAGES

SUMMARY

CONTACT

OVERVIEW

ORIGIN

DEMOGRAPHICS

OPPORTUNITIES

PACKAGES

SUMMARY

CONTACT



180 SOUTH

1370 Broadway 5th fl.
New York, NY 10018

180southgroup.com
646.380.1936

KYLE KANE

kyle@180southgroup.com
973.970.5638