



Are you technically ready to stay fit for life? Add the Warrior Mindset, DivaGrit Women's Self-Defense and Fitness, Call 2 Action Talent Competition, and Street Combat Safety Program



Collaborative  
Sponsorship Kit  
Profitable Disrupted Change  
for our Youth Culture, Family,  
and Communities

Hello,

My name is Kimber Johnson and I am writing on behalf of my husband, Willie “The Bam” Johnson. Willie “The Bam” Johnson is a family man committed to helping a generation of kids live happier and healthier lives. I want to introduce you to his unique approach of applying the traditional martial arts principles of commitment, sportsmanship, and fitness, towards empowering and motivating young people to reach new heights of achievement. We are committed to learning and working with everyone who wants to work together to battle childhood obesity, peer pressure, violence and other problems that our young people face.

“**The Bam!**” as he is known by thousands of lives he has touched is a:

- Motivational Coach and Speaker
- 7-Time World Martial Arts Champion
- Black Belt Magazine Instructor of the Year
- Two-Time “Baltimore’s Best” Winner
- Featured positive role model on A&E TV’s “The Martial Arts” narrated by George Takei.
- Recipient to the honor of having September 28th proclaimed as “The Bam’s Day” in Baltimore by Former Mayor Martin O’Malley.
- Star on the hit TV show *WMAC Masters* with Bruce Lee’s daughter, Shannon Lee.

Maryland State Senator, Barbara Mikulski flew a flag over the White House to honor my husband’s dedication to improving our nation’s youth.

Over the years, we have also heavily supported the community-driven efforts of our local government:

**Mayor Stephanie Rawlings-Blake** in community festivals by providing programs dedicated to combating obesity.

**Mayor Craig A. Moe** of Laurel, MD by creating well received, youth health-related fitness programs.

The instrument that we used to accomplish all of the above is a medium that I have been passionate about my entire life, the **Martial Arts**. We have been extremely successful using the principles of Martial Arts to empower youth to avoid the path of abuse, bullying, drug dealing, violence, gang wars, addiction, homelessness, helplessness, incarceration, and obesity.

Through a path of difficult life challenges and adversities, my husband has found opportunity and what has also become my own personal life calling. He has taught what we call “**The Warrior Mindset**” to our family, and thousands of others. I feel



blessed, especially when I see one of my own black belt students, Ryan Pinkston, win his second Emmy Award for television by employing the principles we have taught. Bam's son, Marco Johnson - through commitment and perseverance in the martial arts - was recently offered a movie role in an independent film (The Beast) released in 2016. Marco has worked hard to remain a positive role model by working with teens and speaking/performing at public schools throughout Maryland.

There are many other success stories out there, from college graduates, top-ranked Special Forces Rangers, FBI agents, police officers and many others who have been influenced to do positive things through the stick-to-it and giving-back philosophies of the Warrior's Mindset. I have taken a deep breath and thank God for His Many blessings. Willie was a poor 6-year-old kid in the Baltimore City projects that took inspiration from films, posters and magazines of Bruce Lee, fueling his passion for the martial arts. It still blows my mind that fate would allow him to later star on the hit 90's TV show WMAC Masters with Bruce Lee's daughter Shannon. Ironically, the end of each show was topped off with a positive thought or moral to help kids stay on the right track with life, family, and friends, something that Willie seems born to do.

Together, we are dedicated to combating the monster of obesity, making sure our kids have the right character traits to avoid desires, behaviors, and actions that lead to issues with weight and other unhealthy habits. We work with communities through local and national events as well as by seeking funding- from sponsorships to fundraisers-to make our program, Point MMA - Krazy Athletic, more than just an idea or curriculum. Point MMA - Krazy Athletic is a movement that goes beyond the dojo, gym, or school. To participants (of all races, ages and backgrounds) it is more of a passion like baseball, basketball or football. It develops a great skill set that builds the foundation of good character, overall fitness, mental toughness, a healthy lifestyle, camaraderie and athleticism.

Thank you for your time, we look forward to discussing this with you further.

Sincerely,  
Kimber Johnson



## Introducing Point MMA

Martial arts power couple Willie “THE BAM” Johnson and Kimber Johnson both World Sports Karate Champions and Hall of Famer, have created the next evolution of MMA in the traditional martial arts industry.

As successful sports karate promoters and entrepreneurs, they have created a family friendly safe sport and curriculum for the entire family called Point MMA. By taking the best of old and new point Karate the era of Chuck Norris, Bruce Lee, Billy Blanks and many others, they have fused it with today’s fast-growing sport of MMA, it allows our industry to tape back into good wholesome values for the entire family in a quick, empowering, hard-training atmosphere.

Point MMA is a complete program and sport tapping into the fitness industry, the martial arts sports industry, and the traditional martial arts industry.

As Point MMA helps the teacher, athlete, and fans rediscover the magnificent exhibition of technical perfection, creative expression and good sportsmanship. Sports karate had always served as the foundation registering the skill of the sensei, sifu or coaches as well as their students. Point MMA is the testing ground. It not only shows the traditional skill set of a creative fighter’s control, but also their strength and character. It helps develop the complete martial artist in mind, body and spirit.

- The most exciting and entertaining component to be added to the martial arts and fitness industry in years by teachers and leaders.
- Incredible global entrance, appeal, and support.
- The performance of a profit center for Martial Arts and Fitness entrepreneurs, and decision makers.
- The final declaration for all Qualifiers, participants and their family and friends.
- The most successful collaboration of martial arts and fitness, fitness promoters, entrepreneurs, entertainment industry professionals and athletes.
- Empowering the next generation of leaders!



## The National Tour

**For the best teachers, coaches, athletes and their families and friends.**

Willie “The BAM” Johnson, Kimber Johnson and Sports Karate Legacy is poised to start the movement and fire up the teachers, athletes and fans for our next cast of World Championships, All American Championships and U.S. Championships. Leveraging our National tour and regional events allows all of our sponsors to gain access into this fast-growing industry.

**We are the developer of tomorrow’s leaders and the new league of Youth MMA and Athletic Fitness Sports.**

## Mission Statement

Our mission is to earn a perfect win from within, while raising the standards of Sports Karate Legacy. We do this by paying meticulous attention to every detail of our character in order to achieve technical perfection. Our celebration is not from external glory but from internal growth. Through our martial life style, we push to be an example of mind, body and spirit. Through this comes excellence.

## Target Market

Point MMA targets children, teens and adults with extra attention to mothers and their children. As seen in course enrollment trends, adult men shortly follow. This is achieved by targeting the fan base of the world’s fastest-growing sport, MMA, as well as youth athletic programming and fitness and the children’s enrichment life enfranchising industry. The Bam’s Krazy Martial Athletic Championship and Warriors Mindset obstacle course were designed to focus on the obstacle run, mud run and cross fit demographics. The Call 2 Action Martial Arts competition connects the target markets to the entertainment industry dictating the changes in American pop-culture.

The martial arts industry has been known for empowering youth and their families. In way with that we successful blueprint use to capture this we number more in the fitness market, including running obstacle course market and MMA market. We are the safe house sport that builds the traditional martial arts rules, but with a new athletic approach. Created to be the next big thing as stated by Billy Blanks, founder of Tai Bo Kickboxing. And UFC Champions and pioneers like Anthony “Showtime” Pettis and former UFC Champion, Frank Mirs.

We’ve invested time in television shows like *Inside The Dojo* on Laurel TV providing the forward-thinking ideas that make Point MMA more than a sports karate fitness brand or an entertainment company.



The final declaration for all Qualifiers, participants and their family and friends:

**To Benefit The Grassroots Community Engagement  
Warrior Mindset Foundation Program**

*“Profitable Change”*

**To Combat Childhood Obesity**



This amazing tournament is held in celebration of “The Bam’s Day”, a special day in Baltimore, MD awarded by former mayor, Martin O’Malley.



## **Revealing a New Grassroots Community Engagement Warrior Mindset Foundation Program – “Profitable Change”**

Born and raised in the tough inner city Lafayette Projects, anything that could happen to someone in that environment has happened to Willie “The BAM” Johnson. However, he was able to beat the odds through the guidance of Martial Arts. Through this scholarship program Mr. Johnson would like to help others defeat the odds just as he did, making a difference in our communities. This scholarship program is designed to offer the families struggling with adversity to train at one of the best martial arts schools in the country. We at Point MMA know the true benefits of the martial arts and how valuable it is to start training kids and adults. The tools of martial arts will give the courage to say no to unhealthy situations when they are confronted with negative peer pressure.

### PEOPLE AND ORGANIZATION THAT QUALIFY:

- Families struggling with life and adversity
- Behavioral problem kids
- Kids who try very hard to reach their goals
- Kids with low self-esteem
- Kids who are suffering from peer pressure

### YOU CAN QUALIFY IF:

- Complete the entire program
- You and your guardian must volunteer during your program time and help us spread the values of Martial Arts



# Tour Components

## Point MMA Cares

- Point MMA life skills and fitness to combat obesity seminars and lectures designed for school and community center with Willie “The BAM” Johnson, Kimber Johnson and Point MMA champions.
- Meet and greet with community leaders, families, martial arts schools, gyms and local CEO’s.
- Special training sessions on the sport of Point MMA and branding one’s skills, open to ages 4 and up.
- Announce free giveaways to empower each community.
- Private networks and joint collaboration meetings (by invitation only).
- All events covered by Fu-Yah Legacy Magazine and Inside the Dojo TV on Laurel public television.
- The Point MMA Skills tour connects to a broad/diverse fan base.
- Cross producing of more than a million competitors and fans in the martial arts and fitness world through our Point MMA Krazy Athletic Tour.
- Portion of the proceeds will be awarded to the McKim Community Center of Baltimore. [www.mckimcenter.org](http://www.mckimcenter.org) - which is a 501(c) 3 organization.
- Portion of the proceeds will be awarded to Under Armour Hall Living Classrooms of Baltimore.





## Sports Karate Legacy Preparing for Millennials

The Sports Karate Legacy League is the governing body of Point MMA. In conjunction with our sponsors and network, we will empower our youth, families and community about the true value of Point MMA - which is to develop complete martial artists in mind, body and spirit; which produces balanced human beings and in return helps to develop a more balanced society.

The founder and champion will search far and wide to do the sports philanthropy work by offering scholarships, toy drives, and clothing drives, book donations, taking back weapons, bully prevention, childhood abduction, **combat obesity** and so much more.

We will ingrain the true meaning of “technically readiness” which will be reflected in every part of their being through our examples. We will change the world with Point MMA.

Just as the great competitive martial artists who have come before us were recognized and honored for their abilities, the Sports Karate Legacy League will also honor the rising stars in martial arts today with the first ever awards event of its kind, specifically for the youth: The Kidz Action Martial Arts Choice Awards.

Nominees from around the nation come together in fellowship and recognition of their talents, abilities and unique qualities that we want to encourage in tomorrow’s leaders - the future of martial arts. They will also have the opportunity to meet the martial arts heroes and legends of the past.



# **A Recession-Proof Licensing and Franchising Investment Building Character and Empowering Lives**

## **Point MMA: Are You Technically Ready?**

Point MMA was created by Willie “The BAM” Johnson and his wife Kimber Johnson in order to provide solutions for families to combat all things negative and unhealthy. By using a version of today’s fantastic growing sport of MMA, Point MMA offers the first curriculum of its kind geared toward the entire family; which focuses on the child first, then teens, as well as moms and dads. The secret to this fast-growing family sports is integration training that combines the most effective moves for extreme muscle memory and total transformation on all levels, mind, body and spirit. The musical background of each workout helps to keep it fun, fluid and explosively beneficial while training like a warrior for battle but in a safe yet effective manner.

This combination helps keep you motivated through the high and lows of each workout that prepares you for those points in life. The “technically ready” concepts in this sparring only curriculum accompanied by 10-minute blast fitness components are also designed to compete with fitness challenge divisions along with a controlled safe point sparring division. We have prestigious events like Action Magazine Hall of Fame Qualifier, The Rise of the Master Qualifier, The Arnold Schwarzenegger Fitness Expo Qualifier, Mr. Olympia Qualifier, Las Vegas, Grand Slam Qualifier, NBL Super Grand Qualifier, Battle of Atlanta Qualifier, Tiger Claw Elite Championship Qualifier, and the U.S. Capitol Classics Qualifier in Washington, DC, Urban Action Film Festival, Call 2 Action Talent Grand Champions, NY.

This unique one-of-a-kind martial arts fitness and competition youth legacy program, can be purchased as a lease-to-own property to begin profiting from add-on class inside the school or gym or even day care centers, after school activities or community centers. There are also revenue streams from quarterly belt progress checks, mandatory equipment, birthday parties, parents’ night out, camps and league competition events.

So, if you are of the entrepreneur spirit with a desire to change the world through our youth and their family then this is the business to invest in. Once you invest through your training, you will be provided with all you need for training, marketing and starting a business, even with just \$20.00, no matter the obstacle. You can do it, Willie did!

Request for a business plan is available with a name disclosure form and agreement. Willie “The Bam” Johnson’s Point MMA Krazy Athletic takes the complexity of Kung-Fu and Wushu to create a simple, successful, and effective recipe for life-changing results.



## Lead-Generated Tools

- Yearly marketing calendar concepts
- Empowering school talk in order to become a community hero
- Demonstration team concepts in order to become the most sought after community performance team
- Belt testing and progress check—lead generator concepts
- Monthly Buddy Day Concepts
- Bring a friend VIP ambassador concepts
- DVD business card concepts
- Birthday party program concepts
- Point MMA Camp, Kung Fu Hip-Hop camp, Call 2 Action, DivaGrit, at other locations.
- Free life skill and attributes seminar for family and friends
- Our new Point MMA online university website to reach people beyond the dojo



## Retention Tools

- Belt Ranking system based on 12 semesters from Intro Class to 1st level Black Belt
- Sports Karate Legacy League; competitions for fun, non-political competition to empower them under the pressure positively
- Cool uniforms and merchandise for in and out of the class
- Cool music to help develop rhythm and swagger
- Champ camp, Point MMA camp, Kung Fu Hip-Hop Camp
- Belt Graduation
- Youth Parents Nights out with monthly themes
- Family Fun Day
- Summertime Weekly Themed Curriculums that are fun but educational
- Weekly give away themes like Ice Cream Day, etc.
- Seminars with superstar instructors
- Inner school competitions
- Youth age appropriate curriculum teaching concepts for ages 6 & under, 7-12 and 13-17
- All curriculums teach proper technical skills, life skills, health and nutrition skills, safety skills and end on a fun note with a game
- Grass roots business partnerships with movie theaters, health-conscious food establishments, sport and active wear suppliers, and magazine and book outlets
- The Warriors Mindset Business Network is a business seminar event that promotes communication between business owners and entrepreneurs
- Consulting and continuing education and quarterly meetings
- Our new Point MMA online university website to reach people beyond the dojo



## Community Service and Leadership Tools

Part of Point MMA's mission is to create a massive movement at the end of the year starting with Back to School up until January. We want to create movements with gyms, martial art schools, and various facilities to push for food, school supply, and toy drives to help their communities and teach our children how to become leaders.

- Stronger Than Drugs Cause
- Food Drives, Toy Drives, Clothing Drive, Back Pack Drive
- Fundraising show, tournaments for community centers PTA, etc.
- Scholarships for training to family and youth in need 10 a year
- Competition, Demo Team/SWAT leadership doing what they do for a cause
- Helping out Hurricane Katrina, Sandy, etc.
- School talks based on life skills
- Free community-based life skill reality-based seminars
- Warrior Mindset Men seminar for mentors and more
- Little leagues in the community
- DivaFest for Women consent month and domestic violence



## Event Activation

- Exclusive category sponsor of the Sports Karate Legacy events “Point MMA \* Fitness \* KFH2\*: Call 2 Action, Warrior Obstacle Challenge
  - Call 2 Action Film and Stunt Competition
  - Warriors Mindset Obstacle Course
- Mention during ward radio morning show interviews
- Speaking and seminar opportunity at each event
- Check presentation at select events
- Event signage at each event
- Logo inclusion on closed circuit promotional streaming video
- Inclusion in more than 1,000,000 viral emails and social media connector messages to include EVIP list (300,000), Twitter (350,000), Facebook friends (10,000) and 5,000 personal list invite
- Total media impressions of over 20,000,000
- BONUS: Private office event with motivational leadership speech delivered to staff or corporate partner and community events.
- Sponsoring the World Karate Team/the Street team for grassroots marketing and promotion sponsoring the reality-based TV show, public access and beyond



## Purpose

Willie “The Bam” Johnson, like everyone else, loves to be involved with innovative things. His only caveat is that it must be aligned with a good cause. Since his first entrepreneurial venture that ignited his thrill for running a business and assisting others, he wants to pay it forward and is excited to partner with selected brands to reach his goal of 5 Sports Karate Legacy grants raised on each stop of the tour to help get kids motivated and to empower them as tomorrow’s leaders.

## New & Fresh

For this celebration with a purpose, all event attendees will be asked to “bring a book to get a book” that motivated their life’s journey. With their donated book, each person will receive a copy of the *Fu-Yah* mixtape and free admission to the exclusive events. All donated mixtapes will be given to designated community centers, locations involved with our cause. Each month we will ask the supporters fans, teachers, coaches, and students to support the causes through our licensed associate and Warrior’s Mindset business network to empower their communities on a grass root level.

## Benefits

In addition to many other partnership benefits, selected corporate partners will be the exclusive “category” sponsor of Sports Karate Legacy events.

## Brand Equity

Brand equity refers to a value premium that a company generates from a product with a recognizable name, when compared to a generic equivalent. Point MMA creates brand equity for their products and services by making it memorable, easily recognizable, and superior in quality and reliability. Major events that will increase you equity include:

- **The Arnold Sports Festival** is an economic engine unmatched in Central Ohio, bringing 18,000 athletes to the region. Organizers estimated that 200,000 visitors attend.
- **Mr. Olympia Fitness & Performance Expo** is a 2-day event held at the Las Vegas Convention Center in Las Vegas. Mr. Olympia is 150,000 visitors.
- **Action Martial Arts Magazine Hall of Fame Event and Expo** at the Tropicana Casino in Atlantic City, NJ is attended by over 2,500 guests and celebrities.



- Go to PointMMA.com to see more information on additional locations that are party of our qualifier yearly tour.

## Our Sponsorship Goal, Plans and Mission

We need to have our own program and banner inside All American Games.

Local Sponsor Involvement

Kids Goodie Bags \$500, \$1,000

Kids 1<sup>st</sup> Place Scholarship Bond \$100.00 25

SKLL: Stronger Than Drugs Youth of the Year Plaque \$350 Donation

SKLL: Stronger Than Drugs Parent of the Year Plaque \$350 Donation

SKLL: Stronger Than Drugs Mentor of the Year Plaque \$350 Donation

Elite Krazy Martial Athletic Challenge 1<sup>st</sup> Place \$500 x 2 = \$1,000

Elite Point MMA Fighter \$200 x 8 Divisions = \$1,600

Grand Champion \$500 x 4 = \$2,000

Program Sponsor - \$1,000

Food and Beverage for volunteers - \$1,000

Shirts for volunteers - \$1,000

Ultimate Gold event sponsor

\$50,000.00 Gold (for full promotion as a major sponsor at all Qualifiers)

Presenter of the All American Games on all marketing and promotional tools

Silver Event sponsor \$30,000 - for 5 events

Bronze Event sponsor \$14,000 - for 3 events

***\*All sponsors and partners will be mentioned at our touring events and will be represented by our Warriors Mindset competition team, Warrior Mindset Point MMA Team, linking your brand to the wholesome and traditional values of martial arts and fitness.***





## Our Sponsorship Goal, Plans and Mission Cont.

We need to have our own program and banner inside KAMACA.

Local Sponsor Involvement

Kids Goodie Bags \$500, \$1,000

Kids 1<sup>st</sup> Place Scholarship Bond \$100.00 25

Awards Donations:

YOUTH HUMANITARIAN AWARD - \$100

YOUTH RISING STAR AWARD - \$100

YOUTH ACADEMIC ACHIEVER AWARD - \$100

YOUTH LEADERSHIP AWARD - \$100

OUTSTANDING FITNESS AWARD - \$100

OUTSTANDING KATA/WEAPONS AWARD - \$100

OUTSTANDING SPARRING AWARD - \$100

OUTSTANDING POINT MMA AWARD - \$100

OUTSTANDING IMPROVEMENT AWARD - \$100

YOUTH ENTREPRENEUR AWARD - \$100

YOUTH MVP AWARD - \$100

YOUTH COURAGE AWARD - \$100

LITTLE DRAGONS AWARD - \$100

(\*\$1500 For each honored name to present the award to the winner)

\*JHOON RHEE YOUNG ENTREPRENEUR AWARD - \$350

\*DON & CHRISTINE BANNON-RODRIGUES TEAMWORK AWARD - \$350

\*CYNTHIA ROTHROCK FEMALE EMPOWERMENT LEGACY AWARD - \$350

\*MICHAEL JAI WHITE CALL 2 ACTION LEGACY AWARD - \$350

\*WARRIOR MINDSET COMMUNITY ENGAGEMENT AWARD - \$350 (\$2500 to PRESENT)

\*KAMACA AMBASSADOR OF THE YEAR AWARD - \$350 (\$2500 to PRESENT)

Program Sponsor - \$1,000

Food and Beverage for volunteers - \$1,000

Shirts for volunteers - \$1000

Ultimate Gold event sponsor

\$25,000.00 Gold (for full promotion as a major sponsor at all Qualifiers)

Presenter of KAMACA on all marketing and promotional tools

Silver Event sponsor \$15,000 - for 5 events

Bronze Event sponsor \$7,000 - for 3 events



## Summary of Total Program

### Branding and Outreach Opportunities

- Exclusive Category Sponsor
- Radio mentions and promotional items
- Stage Mentions
- Exclusive Speaking Engagement by Willie “The BAM” Johnson, Warrior Mindset, Sports Karate Legacy Ambassador or Diva Grit Women Empowerment
- Private Session with World Champions
- Access to Sports Karate Legacy Influencers
- Inclusion in TV, Radio, Internet and other event promotional materials



## Media Campaign



Proposed Media Mix/Outdoor and Heavy Digital Campaign

TV	Inside the Dojo TV Show Morning News
Radio	Urban Radio Tour Digital Radio
Print	Black Belt Magazine Martial Art Success Martial Art Super Show Eagle Express EFC Summit
Online	PointMMA.com WillieTheBamJohnson.com youtube.com/PoinMMAtv facebook.com/BamsPointMMA <a href="https://twitter.com/BamsKungFu">twitter.com/BamsKungFu</a> <a href="http://pointmmaonline.com">pointmmaonline.com</a>
Live Tour	Arnold Show Mr. Olympia Capitol Classics Community Lectures with G.E. KAMACA A Call 2 Action Boot Camp Warrior Mindset Business Network

**Total Anticipated Impressions: 20,000,000**



## Influencer Events

Baltimore, MD – Living Classroom UA House

All American Martial Athletic Championship Games - NASKA AA

Event: Official Tour Launch for 2016

The All American Championship Games Warriors mindset business seminar will include successful business owners discussing best practices in the business world.

6 pm – 9 pm, Friday: Call 2 Action Screening from the Ring to the Screen or Point MMA Krazy Athletic free certification and registration for school owners and staff.

9 am – 6 pm, Saturday: This is a high-energy event filled with music, competitions and family fitness-related activities that are designed to inspire positivity and promote the American battle against obesity in order to live a healthy lifestyle.

Attendance: Over 10,000 in attendance

Dates: April 22 – 23, 2016

Theme: Martial Unity

Video Opening

Program Host (greetings and purpose)

Recognition of Sponsors (brief comments)

Recognition of non-profit partner (brief comments)

Introduction of Ambassador

Ambassador Comments

Question and Answer

Networking and Booking Signing

An ultimate goal is to take our movement back to Baltimore, MD as a major event and to make it a class held in various community centers to show the youth that the adults do care for them regardless of where they come from. We want to provide opportunities for the less fortunate to connect with the major players in the martial arts, fitness and entertainment industry to strive for a better future.

This is also an important economic growth opportunity for the city's businesses and the surrounding community. Throughout the world of martial arts and fitness, none has the experience and backstory quite like Mr. Johnson. His 360 degree journey back to his birthplace was to contribute to the empowerment of youth and their families.



## Team Sponsorship

Warrior Mindset Point MMA Team- A team of youth athletes represent great attitude under pressure

\$10,000/Year

Sponsor: Stronger Than Drugs-August  
Back to School Backpacks \$5,000 September

Sponsor Warrior Mindset Foundation - October  
Diva Pack-A-Purse \$2,000 October

Sponsor Warrior Mindset Foundation - November  
Food Drive \$5,000 November

Sponsor Warrior Mindset Foundation - December  
Toy Drive \$5,000 December

Youth Warrior Mindset Obstacle challenge  
To empower Baltimore City \$10,000  
9 Week Point MMA League \$5,000

### **Full Tour Event Sponsor for all qualifiers**

**\$25,000 or \$3,800 per event**

**Yearly Donations for Sponsorship: \$20,000 - for 10 yearly youth scholarships at  
The BAMS Martial Arts and Fitness LLC.**

**To benefit the Warrior Mindset Point MMA Sponsorship Foundation Program**



## Sponsor Sports Karate Legacy Influencers Celebration

Who: Families all across America

What: Highly anticipated tour and private receptions with a purpose to support and inspire the next generation as tomorrow's leaders

When: 2017

Where: Atlantic City, Washington, DC, New York, Baltimore, Atlanta, Georgia, Las Vegas, Ohio, Poconos

## Partnerships and Collaborations

- Partnerships with Tiger Claw
- Ringstar Shoes
- Partnership**- 97 Display
- GoKarate.com
- SFW Design
- Partnership**- Client By Design
- Champ Nichols of Shark Branding
- Partnership** - Laurel, MD Public TV
- Partnership** - Laurel Parks & Recreations
- Partnership** - McKim's Community Center
- Partnership** - LifeTime Athletic Gym – Columbia, MD
- Partnership** - YouTube
- Game Changers**
- Billy Blanks Tai Bo**
- Willie “The Bam” Johnson Martial Arts & Fitness**
- City Hall of Baltimore**
- City Hall of Laurel**
- MAIA Supershow**
- Robert Wallace Bith Group
- Macs Recreational Equipment
- Tropical Smoothie – Columbia, MD
- Living Classroom UA House
- Broadway Back & Pain Clinic – Baltimore, MD
- 7 Eleven – Baltimore, MD
- EFC M-Power
- NASKA



## Featured on NBC's Shark Tank

<http://wila.com/news/local/shark-tank-holds-auditions-in-washington-93138>



**Our Warrior Mindset Point MMA Scholarship Foundation Program is a not-for-profit LLC we use to facilitate many of the activities as well.**







SPORTS KARATE

LEGACY LEAGUE

POINT MMA KRAZY ATHLETIC

**ALL AMERICAN MARTIAL ARTS & FITNESS CHAMPIONSHIP GAMES**

SEPTEMBER 28 - 29, 2018

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**NO TAP OUT. NO KNOCKOUT. THE ULTIMATE WORKOUT!**  
OPEN TO ALL AGES, STYLES AND SKILL LEVELS



# WORLD TOUR

"POINT MMA KMAC GIVE PEOPLE AT HOME A CHANCE TO LIVE A HEALTHIER LIFESTYLE. IT'S GOING TO CHANGE THE MARTIAL ARTS WORLD."  
— BILLY BLANKS, FOUNDER OF TAE BO FITNESS

"THE POINT MMA SYSTEM IS A BRILLIANT IDEA. I THINK ALL THE GYMS SHOULD EMBRACE THIS."  
— ANTHONY "SHOWTIME" PETTIS, UFC LIGHTWEIGHT CHAMPION



**BEGIN YOUR JOURNEY AT [POINTMMA.COM](http://POINTMMA.COM) NOW OR CALL 301-776-0909 TO REGISTER!**

Must attend 4 out of 7 events to qualify for cash prizes. These are amateur superstar family qualifiers. A portion of all proceeds go to benefit the Stronger Than Drugs Foundation.

\*Event seminars are subject to change.



November 2017 Food Drive Month

November 10 - 11, 2017  
Call 2 Action Competition  
Urban Action Showcase & Expo  
New York, NY | [UrbanActionShowcase.com](http://UrbanActionShowcase.com)

December 2017 Toy Drive Month

### NEW 2018 SEASON BEGINS

January 26 - 28, 2018  
Kidz' Action Martial Arts Choice Awards  
Point MMA Krazy Athletic Championship  
Atlantic City, NJ | [ActionMagStore.com](http://ActionMagStore.com)

February 24 - 25, 2018  
Rise of the Masters  
Freehold, NJ

March 1 - 4, 2018  
The Arnold Sports Festival 2018  
Columbus, OH | [ArnoldSportsFestival.com](http://ArnoldSportsFestival.com)

April 2018  
Ocean State Grand Nationals (NASKA 5A Event)  
Warwick, RI | [OceanStateGrandNational.net](http://OceanStateGrandNational.net)

May 19, 2018  
Maryland Victory Cup Karate Championships  
Windsor Mill, MD

June 2018  
Battle of Atlanta (NASKA 5A Event)  
Atlanta, GA | [TheBattleOfAtlanta.com](http://TheBattleOfAtlanta.com)

August 3 - 4, 2018  
US Capitol Classics China Open (NASKA 6A Event)  
National Harbor, MD

September 2018  
Mr. Olympia  
Las Vegas, NV

September 28 - 29, 2018  
**All American Martial Athletic Fitness Games 2018**  
Baltimore, MD  
Point MMA 7th Annual World Championship!  
NASKA AA Rated

