



Royal DSM: Fighting Hidden Hunger
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League Address

- Personal Story
- Finances
- Anti-Doping
- Safety



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Founders, Owners, Presidents, Partners

- Art Davie - WOW Promotions
 - Partner - Semaphore Entertainment Group
- Fertitta Brothers - Zuffa, LLC
 - President - Dana White
- WME-IMG
 - Silver Lake Partners
 - Kohlber Kravis Roberts
 - MSD Capital



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Merchandising & Video Games

- Merchandise:
 - Exclusive six-year deal with Reebok signed December 2014
 - Merchandise Rights Agreement compensates fighters for name and/or likeness
 - “Vast majority of revenue” designed to go to UFC fighters
 - Clothes, memorabilia, fight kits, action figures and more
- Video Game:
 - EA Sports UFC 2 (March 2016)
 - PS4 and Xbox One
 - Singleplayer and Multiplayer
 - Metacritic: 79/100 (PS4), 76/100 (Xbox One)
 - Close resemblance to real UFC fights



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UFC Events

- Tiered Ticket Pricing Structure:
 - Example: UFC 205 - \$100, \$200, \$300, \$450, \$600, \$750 and \$1250
 - Secondary (re-sale) market
 - Tickets listed for UFC 205 at \$25,000 on StubHub
- Attendance:
 - UFC 193: Rousey vs. Holm in Melbourne largest ever at 56,214
 - Average attendance hovers around 10,000
 - Inherent limit to attendance to preserve fan viewing experience
- Event Location & Venues:
 - Global Expansion – Europe, Asia, Australia, Middle East
 - Canada, Brazil, UK all important venues
 - Overseas Venue Difficulties:
 - Language, Legality/Government Obstacles, Fan Interest
 - Fresh New York market
 - 4 events held in NY since November

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UFC on Fox: Johnson vs. Reis
April 15, 2017



Legal General Info

- General Counsel: Lawrence Epstein
- Currently no regulations on contracts like other leagues
- UFC contracts have been incredibly favorable to the league
 - A primary reason why the revenue share for the league has been so large and why they have been able to keep their superstars in the league



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Contract Structure

- Signing a contract with UFC guarantees them the rights to “name, image, likeness, voice, persona, signature, and biographical material of Fighter and all persons associated with Fighter” in perpetuity
- Fighters must “cooperate and assist in the advertising, publicity, and promotion” which includes a “reasonable number of press conferences, interviews and other sponsorship and promotional activities”
- “Champions clause” allows UFC to automatically extend their contract with the fighter if he or she wins a championship



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UFC Marketing: An Evolution

- When UFC was established in 1993, few even knew what Mixed Martial Arts were
- Few rules originally in place caused many to question the ethics of the sport
- *The Ultimate Fighter* and *UFC Undisputed*
- Not until 2011 that enough regulations were in place and UFC had managed to agree to a seven-year broadcast deal with Fox Sports Media Group
- Aggressive event marketing strategy
- One fight --> six to eight week build-up of events
- Unveiling of UFC's new identity in Las Vegas
- Fan Village Strategy



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