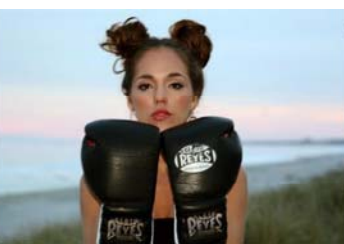




Jordan McDonald

MMA fighter * athlete * competitive surfer * model

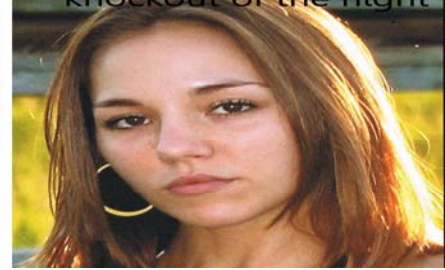
SPONSORSHIP KIT



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Jordan McDonald

MMA fighter * athlete * competitive surfer * model

ABOUT JORDAN:

Height: 5'4"

Weight: Fights in the 110-115 lb. weight class

Age: 28

Birthdate: 6/13/81

Born/Resides: Murrell Inlet/Myrtle Beach, SC

Record:

- Jiu-Jitsu: 12-4 [200 lbs. and below class]
- MMA: 1-1
- Boxing: 1-0
- Kickboxing: 1-0

Trained by: Maurice Travis, three-time World Muay Thai Champion and Superbrawl Champion

Fight Style: Jiu-Jitsu, MMA, Boxing and Kickboxing

Jordan began training under Maurice Travis, a three-time World Muay Thai Champion and Superbrawl Champion in 2007. Her focus is in Muay Thai kickboxing, but has trained in Jiu-Jitsu. Jordan has caught the attention of prominent pro MMA fighters and coaches Dan Henderson and Randy Couture who have both expressed interest in training with Jordan as her MMA career progresses.

Coming from a close-knit and hardworking family, Jordan is the oldest of three daughters. Jordan graduated Magna Cum Laude from Coastal Carolina University in 2005, majoring in Psychology and minoring in Political Science. Jordan has interests in philanthropy, justice and the environment. Jordan's other passions include being a competitive surfer and model.

Jordan held the #1 spot in the Eastern Surfing Association Northern South Carolina region in 2002-03, and has remained in the top 3 in the following years. Jordan has been featured on the cover of **Surge Magazine** and the centerfold in **Surf Carolina Magazine**.

"I wake up every day with the same dream in my head and the same motivation to make it happen."

"One thing you can not teach a fighter is the will... the will to be successful at whatever you do. Jordan has that gift! Having seen and worked with her and some the best in the business, I would say Jordan is on a path to being one of the best MMA fighters in her division in the world." - **Maurice Travis (mauricetravis.com)**

Highlights:

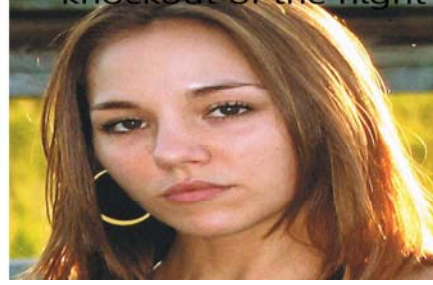
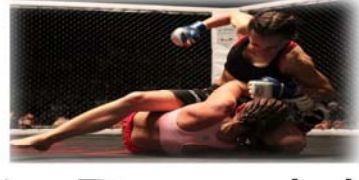
- * Knockout of the Night in Myrtle Beach, SC on 1/23/10 for Fitness Edge MMA
- * Fight of the Night in Wilmington, NC on 9/25/09 for Carolina Fight Promotions/MMA
- * IKF (International Kickboxing Federation)'s 2008 Southeast Regional Champion
- * SC State Grappling Champion for 2007, 2008 & 2009 winning both her weight division and the absolute women's title in 2008 & 2009



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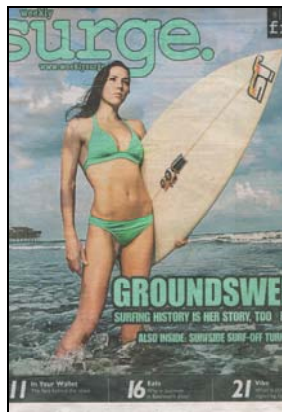
Jordan McDonald

MMA fighter * athlete * competitive surfer * model

MEDIA EXPOSURE:

print, radio, online publications, video

covers:



TRAINING TO FIGHT IN A CAGE



Dayton Stanley (in white) and Steve Chinnners grapple on the floor at the Relson Gracie Jiu-Jitsu studio in Georgetown, as they prepare for a "cage fight" on Saturday at the Myrtle Beach Convention Center.

Mixed Martial Arts contest Jan. 23

By TOMMY HOWARD
thoward@gtowntimes.com

Put a couple of people in an enclosed cage and have them go at one another with jiu-jitsu, kickboxing, grappling, hitting and squeezing and what do you have?
No, not a bunch of mean toughs. Rather, you have a paralegal for an environmental law practice who also happens to be a trim young woman. There's also a Navy veteran, a full-time fighter and student, and others learning the sport of fighting.
Mixed Martial Arts or MMA is now legal in South Carolina. And coming on Saturday, Jan. 23, these and other fighters will step into the cage at the Myrtle Beach Convention Center.
This will be only the second such fight in the state since the state law was amended last year.

Jay Dennis operates Relson Gracie Jiu-Jitsu Georgetown on South Fraser Street. That's across from the Georgetown steel mill.
He's working with Carolina Fight Promotions to bring cage fighting to South Carolina. And he trains a number of local people who work and live in Georgetown and surrounding areas to teach them various fighting skills.
On any given night there are young kids, teenagers and men and women practicing conditioning and — now — getting ready for their first cage fight in South Carolina.
Who are the fighters?
While she's not typical, being a girl, one of the fighters has a lot in common with the guys who will step into the cage on Jan. 23.
Jordan McDonald is a self-professed

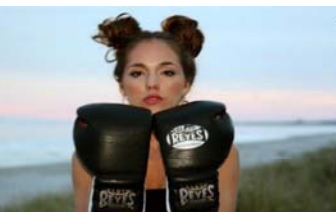
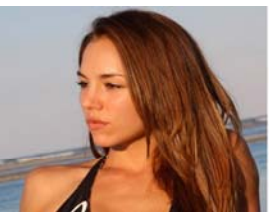
tomboy, 28, who works for the South Carolina Environmental Law Project (SCELP) as a paralegal. She plans to go to law school, but for now she's training and conditioning to go into the cage.
See FIGHTERS, Page 2



Jordan McDonald is one of several fighters from Georgetown County.

gtowntimes.com
Georgetown Times
Georgetown County, South Carolina

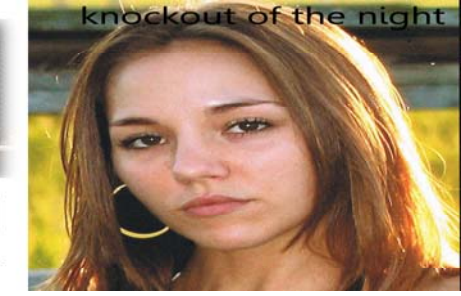
[Mixed Martial Arts contest Jan. 23; Georgetown County fighters competing with other counties](#)



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Jordan McDonald

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ENDORSEMENT QUOTES

"One thing you can not teach a fighter is the will...the will to be successful at whatever you do. Jordan has that gift! Having seen and worked with her and some the best in the business, I would say Jordan is on a path to being one of the best MMA fighters in her division in the world. "

- Maurice Travis, three-time World Muay Thai Champion and Superbrawl Champion

"Fitness Edge has been a proud sponsor of Jordan McDonald for over two years now. She is an intelligent and highly skilled athlete and fighter. Jordan has represented our company extremely well in her fights and other public events such as self-defense seminars at our clubs. She carries herself superbly and always goes the extra distance to attract support for her sponsors. Every time that Jordan McDonald wears our company logo we count on receiving numerous calls for memberships!"

- Michael Kelley, General Manager, Fitness Edge (www.fitness-edge.net)

List of Cities Jordan has fought in:

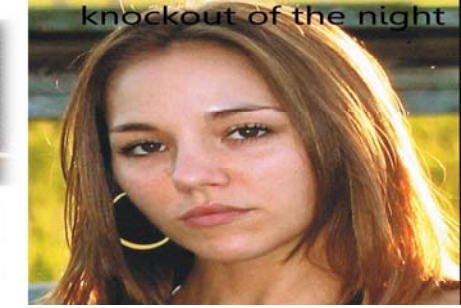
- Bash at the Beach at the Myrtle Beach Convention Center, Myrtle Beach, SC 01/23/2010
- Clash at the Coast at the Shwartz Center, Wilmington, NC 04/25/2009
- SC Golden Gloves, White Rock, SC 03/17/2009
- NAGA Virginia, King William, VA 02/28/2009
- IKF Regional Championship, Simpsonville, SC 05/30/2008
- SC State Grappling Championship, Columbia, SC 2007,2008,2009



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ADVERTISING/MARKETING STATISTICS

Approximately there are 169 million fans who watch MMA PPV events each year. 88% of those polled responded that they use products and support brands that they see MMA fighters wear, use and endorse.

MMA's growing fan base is diverse, including young people, couples, families, blue collars, and professionals alike. 41% of all MMA viewing households have an annual income of \$75,000+ and making MMA spectators among the most affluent of all sports enthusiasts.

Additional MMA viewer statistics:

- 24% of MMA enthusiasts are women because of its benefits as a means of self-defense and exercise.
 - More men 18-34 watched UFC 70 than NASCAR on FOX, NBA playoffs on ESPN, and MLB rivalries Yankees vs. Red Sox & Cubs vs. Cardinals on FOX.
 - showtime's broadcast of Gina Carano vs. Chris Santos' headlining event averaged 576,000 viewers. This broke Showtime records set on Feb. 16, 2008, which brought in 522,000 viewers drawn on Strikeforce's last major show on June 6th.
 - * Carano vs. Santos headlining event, drew a live crowd of 13,976, one of the largest non-UFC crowds in MMA history, reacting with every bit of passion as they did for men's fights.
 - * The Carano vs. Santos main event itself did a 2.9 rating and 856,000 viewers.
- Those numbers were far ahead of any MMA match ever on the Showtime network.
(credit: Yahoo Sports and MMAWeekly.com)

List of Past Sponsors:

- Fitness Edge MMA
- Shanti Yoga Myrtle Beach
- Southatlantic Water Systems
- Thee Dollhouse
- Myrtle Beach Diet
- Cageside MMA



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knockout of the night

Platinum Sponsor (Category Exclusive) - \$1000

SPONSORSHIP OPPORTUNITIES

- * Full page advertisement on all official websites and social media platforms
- * Exclusive presenting name rights for Jordan's fight
- * Large logo and company name featured on all advertisements, press material and banner put out by Jordan
- * Large logo and company name featured on all promo material created by us in promotion of fight
- * Large logo and company name featured on hats exclusively worn by Jordan and her corner men
- * Link to official company website through Jordan's official site
- * Exclusive 150-500 word solo announcement of your business on all social media platforms and newsletter
- * Verbal recognition of sponsorship at Out Impact event
- * Distribution of any promotional materials at the event

Gold Sponsor - \$500

- * Half page advertisement on official website and all social media Jordan platforms
- * Company and large logo featured on all advertisements and press material put out by Jordan
- * Company and large logo featured on t-shirts worn by fighter and her corner men
- * Company and large logo featured on fighter's shorts worn by fighter
- * Company and large logo featured on banner for sponsored fight
- * Additional 40-150 word announcement for your business on all social media platforms and newsletter
- * Link to official company site on Jordan's official website

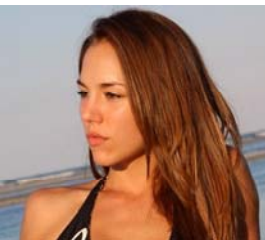
Silver Sponsor \$250

- * Business card size advertisement on website and all social media Jordan platforms
- * Company name and small logo on t-shirts worn by fighter and her corner men
- * Company name and small logo on fighter's shorts worn by fighter
- * Company name and small logo on banner for sponsored fight

Bronze Sponsor \$100

- * Name mentioned on official website and all social media Jordan platforms
- * Name mentioned on t-shirt worn by Jordan and her corner men

** Company will be given credit at any and all interviews given by Jordan for the event in \$500 and above levels*



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Jordan McDonald

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JORDAN McDONALD SPONSORSHIP APPLICATION AND AGREEMENT

Company Name _____

Contact Name _____

Mailing Address _____

City/State/Zip _____

Day Phone _____ Alternate Phone _____

Fax: _____ Cell Phone _____

E-Mail _____ Website _____

Please reserve your sponsorship (check one):

_____ Platinum Sponsorship is \$1000

_____ Gold Sponsorship is \$500.

_____ Silver Sponsorship is \$250.

_____ Bronze Sponsorship is \$100.

- A non-refundable deposit of half of your sponsorship level is due at time of booking. Balance due one week before booking.
- Please make check payable to **Bambi Weavil** and mail to:
Bambi Weavil (c/o Out Impact, Inc.), 222 Mohawk Trail, Wilmington, NC 28409.

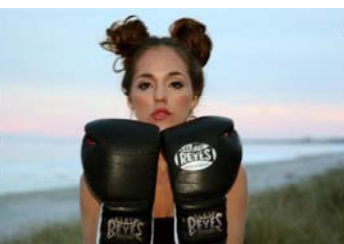
The undersigned hereby agrees for sponsorship at the agree named show and agrees to pay sponsorship in full.

In the event that the fighter cannot perform, it is the fighter's sole responsibility to return the sponsor's deposit.

Please sign and date this form and mail it back with deposit or fax it back to us at 866-287-0555.

Authorized Signature _____ Date _____

Print Name: _____



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