COMBAT SPORTS AWARDS FESTIVAL

UNANIMOUS DECISION

GLOBAL CROSSOVER TALENT- THE SPORTS BIGGEST NAMES

ATIVE FACTORY, INC.

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LAS VEGAS. 2027.

Where fight culture and entertainment become one night.

Combat sports has no unified stage. No Grammys. No Oscars. No Super Bowl. The most passionate, most global fanbase in sports has the audience and the stars, but no night that crowns the year. **The Combat Sports Awards is that night:** a live awards show that brings boxing, MMA and the rest of combat sports together on one stage with the biggest names in music, film and comedy, **anchoring a five-day festival in Las Vegas.** Live, ticketed, built to be broadcast and streamed worldwide, and back every year.

At its heart, **CSA is about recognition.** Fighters risk everything in the ring and the cage, yet their honors are split across separate organizations and rarely celebrated in front of the world. CSA honors the people who make the sport, past and present: the fighters, and everyone in their corner. Winners are decided by the fans, the media, the athletes and an expert committee, and crowned in front of a live audience and the world.

Fighters walk to the ring to music, sometimes with the artist beside them. Actors sit ringside, then play the fighters on screen. The worlds already overlap. CSA brings them together on purpose, for a night that is **equal parts fight card, concert and awards show.** The goal is to build **the Super Bowl of fight culture.**

5 DAYS · 15 EVENTS · 1 LIVE AWARDS SHOW · 365 DAYS ON CSA CORE

SUNDAY. THE ANCHOR. THE REASON THE WEEK EXISTS.

THE AWARDS SHOW

Sunday night in Las Vegas, live and in primetime: three hours where combat sports and the entertainment world sit in the same room. The fighters, trainers and promoters of boxing and MMA fill the floor, and their biggest fans fill the seats around them: the actors, recording artists, comedians and influencers who already sit ringside. Celebrity hosts and presenters carry the night, headline performers supply the soundtrack, and the biggest names in combat sports are handed trophies. **The energy of fight night, the glamour of an awards show, the surprise of a live concert, in one broadcast.**

FIGHTER OF THE YEAR

Four winners, men and women across boxing and MMA. The final award of the night.

FIGHT OF THE YEAR, KNOCKOUT OF THE YEAR, THE IRON WILL AWARD

The moments the sport argued about all year, and the award for courage in the face of adversity.

THE OPEN, THE PERFORMANCES, THE SKETCHES

A ring walk entrance for the host, headline sets and one-night-only collaborations, inspirational speeches, legendary introductions, and comedy sketches.

LEGENDS AND THE TEN-BELL SALUTE

The tribute to the icons who built the sport, and the in memoriam.

SUNDAY NIGHT · LIVE, THREE HOURS, PRIMETIME · RED CARPET SPECIAL BEFORE · LIVE FROM BACKSTAGE



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SUNDAY. THE PRE-SHOW.

RED CARPET *Arrival* SHOW

A live, 60 to 90 minute pre-show built on **the best arrival in sports: the ring walk.** Nominees, champions, actors, musicians and athletes from every sport bring couture, jewelry and entrance vehicles that match the swagger of fight night, **arriving to live music performed by emerging artists.**

A celebrity red carpet host leads a panel that blends sports authority, fashion and entertainment polish, and **a live red carpet performance** scores the arrivals. A reception space at the end of the carpet hosts sit-down interviews and candid fighter-meets-star moments. **Streamed live and cut for social in real time.**

LIVE PRE-SHOW | 60 TO 90 MINUTES | THE MOST PHOTOGRAPHED HOUR OF THE WEEK



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SATURDAY. LIVE FROM LAS VEGAS. SANCTIONED AND LICENSED.

CSA FIGHT NIGHT LIVE

A real fight card, promoted like a real fight card. One stage. Influencers, MMA and boxing, ending with boxing versus MMA.

A professional, sanctioned and licensed combat sports event, staged inside CSA week and **co-promoted with one of the sport's major promoters: PBC, Top Rank or MVP.** Ten bouts across boxing and MMA, licensed by the Nevada State Athletic Commission, built for live broadcast with five to six bouts airing. **The night before the Awards Show, the arena gets a fight.**

THE OPENER

THE INFLUENCER FIGHT

The card opens with the influencer bout: the sport's biggest new audience, in one fight, on a sanctioned card.

THE CARD

MMA, THEN BOXING

Title-level MMA bouts, then championship boxing including a women's bout, with the stage reset between disciplines programmed as a performance.

MAIN EVENT

BOXER VERSUS MMA FIGHTER

The crossover fight the whole night builds to. A marquee name from each world, under one set of lights and one broadcast.

THE TIE-IN

SATURDAY TO SUNDAY

Fight Night fills the arena the night before the Awards Show. One campus, one weekend, one broadcast partner.



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THURSDAY. LIVE SPECIAL.

RING GIRL *Pageant* & FASHION SHOW



Ring girls from combat sports compete for CSA Ring Girl of the Year. The night is built in rounds, like a fight: a runway round in designer fashion, an athleticism round, a talent round and a personality round, each scored by a judging panel of athletes, influencers and tastemakers. A celebrity host carries the show, with live performances and DJ sets between rounds. **Pageant, runway and concert in one night.**

A format no one in combat sports has, with contestants who bring their own audiences. **Built for clips, and a stylish counterweight to the awards broadcast.**

THURSDAY NIGHT | LIVE, 60 TO 90 MINUTES | STREAMING SPECIAL | CELEBRITY HOST AND JUDGES

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FRIDAY. BROADCAST SPECIAL.

PUNCHLINE COMEDY SPECIAL



A marquee comedy host and the biggest names in stand-up. The night opens with sets on politics, culture and current events, then turns the spotlight on combat sports itself: **a roast of the sport, delivered by the comics and the fighters in the room.**

Built as a standalone special that lives beyond the week. **The most clippable night of the festival**, and proof that CSA can hit just as hard outside the ring.

FRIDAY NIGHT | LIVE, 60 TO 90 MINUTES | STANDALONE SPECIAL | COMEDY HOST AND ROAST

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THURSDAY TO SUNDAY. EVERY NIGHT OF FIGHT WEEK.

13TH ROUND

AFTER PARTY SERIES



A concert and after party every night of the festival. A celebrity DJ sets the tone, a musical host performs a club set, a combat sports host runs the room, and **a headline performance closes each night.** Four nights, four themes, four lineups.

Four nights of music programming from one week, streaming-first, with built-in clip and social distribution. The after party becomes content, and the festival never goes dark.

THURSDAY TO SUNDAY | NIGHTLY | CELEBRITY DJ AND HEADLINE PERFORMER | STREAMING-FIRST

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WEDNESDAY TO SUNDAY

THE WEEK

DAY 1, WEDNESDAY

CSA Fan Zone: Press Conference and Media Day

CSA Welcome Gala

DAY 2, THURSDAY

CSA Fan Zone: Weigh-In Panel, Gamers Lounge

Refresh Day Lounge

Top Shot Celebrity Golf (Day 1)

- **Ring Girl Pageant and Fashion Show**
- **13th Round Concert Party**

DAY 3, FRIDAY

CSA Fan Zone: Skills Challenge, Meet and Greet, Autographs

Refresh Day Lounge

Top Shot Celebrity Golf (Final)

Celebrity Basketball Game

- **Punch Line Comedy Special and Roast**
- **13th Round Concert Party**

DAY 4, SATURDAY

CSA Fan Zone: Meet and Greet, Autographs

Refresh Day Lounge

Legends Appreciation Brunch

- **CSA Fight Night**
- **13th Round Concert Party**

DAY 5, SUNDAY

CSA Fan Zone

Refresh Day Lounge

- **Red Carpet Special**
- **CSA AWARDS SHOW**
- **Governor's Ball**
- **13th Round Concert Party**

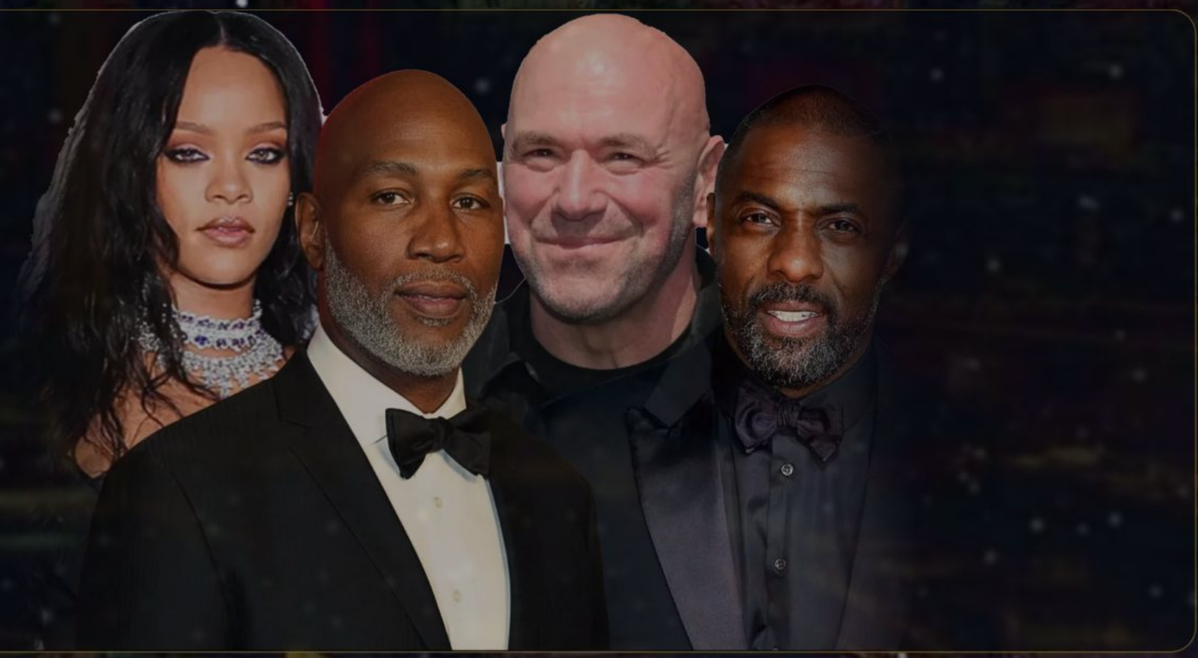
WEDNESDAY TO SUNDAY

AROUND THE WEEK

WEDNESDAY

CSA Welcome GALA

Black-tie opening night for fighters, executives and cultural figures, with a tribute to a leading combat sports executive.



THURSDAY AND FRIDAY

TOP SHOT CELEBRITY GOLF TOURNAMENT

Two-day celebrity golf with skills contests, crowning the CSA Top Shot Champion.



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WEDNESDAY TO SUNDAY

AROUND THE WEEK

FRIDAY

CELEBRITY BASKETBALL GAME

NBA, WNBA and combat sports stars on two celebrity-led teams, with an A-list halftime.



SATURDAY

LEGENDS *Appreciation* BRUNCH

Legend of the Year and Lifetime Achievement, with the icons of the sport in one room.



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WEDNESDAY TO SUNDAY

AROUND THE WEEK

THURSDAY TO SUNDAY

Refresh DAYPARTIES

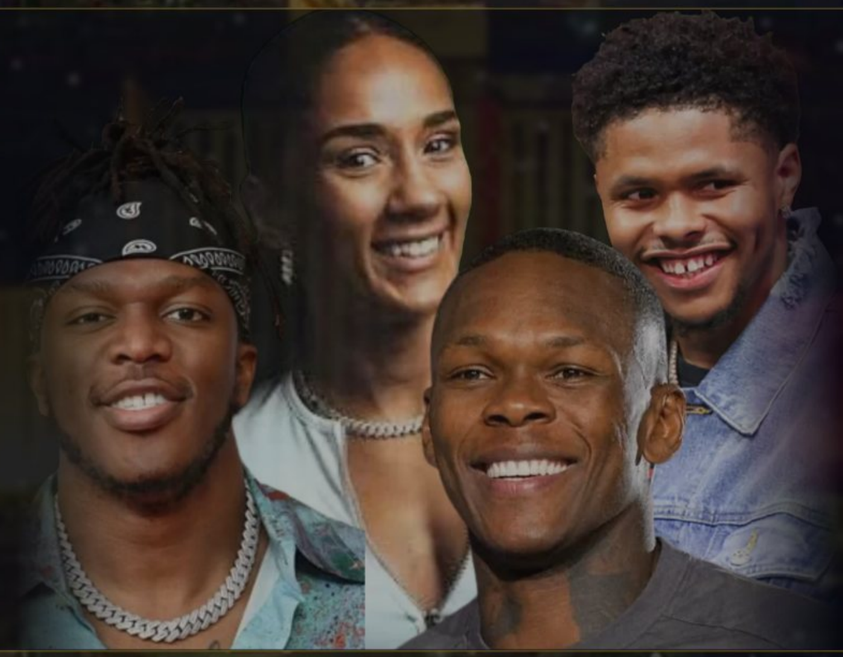
The daytime escape: poolside cabanas, wellness, cocktails and live DJs.



WEDNESDAY TO SUNDAY

CSA FAN ZONE EXPO

Weigh-in panel, skills challenges, meet and greets, virtual ring walk and a gaming lounge.



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THE LOCATION

LAS VEGAS, 2027

The fight capital of the world, on one campus.

Las Vegas is where this belongs, and a host resort is how it was built to run: **one property, a campus of venues minutes apart, the entire festival in one place.** Fighters, artists, media, fans and partners share one address for five days. Every event is a walk, not a drive. Nothing is missed because it was across town, and the energy of the week builds on itself instead of spreading thin across the Strip.

The MGM Grand is the model. The Grand Garden Arena, 17,000 seats and three decades of championship boxing, hosts the Awards Show and Fight Night. The resort's theaters and ballrooms hold the Pageant and the Comedy Special. Hakkasan is the 13th Round. The pool club is Refresh. Topgolf Las Vegas, attached to the building, is Top Shot. The conference center and its 92,000-square-foot Marquee Ballroom hold the Welcome Gala, the Legends Brunch, the Governor's Ball and the Fan Zone Expo. **The whole week, under one roofline.**

Las Vegas has other rooms worth naming, T-Mobile Arena, the Fontainebleau, Thomas & Mack, the Sphere, but the campus is the idea. It gives the festival a center of gravity, and it is built for production: **one address, one load-in, a week of shows.**

THE CORE

The home of combat sports, 24 hours a day, 365 days a year.

Website, app and social platform, CSA CORE is the Rotten Tomatoes of combat sports: boxing and MMA ranked without bias, every fight and every highlight the same night, and the sport's conversation between fight nights. Fans follow the rankings, argue the matchups, comment, nominate and vote. The CSA CORE podcast and original series carry the debate all year.

Every tap, vote and argument feeds the awards. A year of what fans, media, athletes and an expert committee say becomes the nominations and the trophies on Sunday night. And the fans who live on CSA CORE are the fans who buy the tickets, stream the show and share it.



01

LIVE RANKINGS

One board across boxing and MMA, updated as the results land.

02

FAN VOTING

Nominations, awards ballots and weekly polls.

03

PODCAST AND ORIGINALS

The debate, the stories and the highlights, all year.

04

THE DATA BEHIND THE AWARDS

A year of engagement, counted, is what the trophies stand on.

IN THIS CORNER

Michael Williams
FOUNDER, CREATOR AND EXECUTIVE PRODUCER
Firehouse Creative Factory

Stephen Espinoza
EXECUTIVE PRODUCER AND CONSULTANT
Former President, Showtime Sports

Brent Johnson
EXECUTIVE PRODUCER
ONE Entertainment Group, Mayweather Promotions

Kimberly Williams-Bradley
ADVISOR, FINANCE AND BUSINESS AFFAIRS
Former CFO, Warner Bros. Entertainment and the NFL

Nisan Stewart
MUSIC DIRECTOR CONSULTANT
Music Director, Soul Train Awards

Boxing Writers Association of America
STRATEGIC PARTNERSHIP
Nominations and voting

LET'S KNOCK THIS ONE OUT

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