



SPONSORSHIP PROSPECTUS

JORDAN MMA WEEK

DF UNCAGED — MAIN FIGHT NIGHT

"One week. One Kingdom. An international sports, media and destination property built in Jordan."

NOVEMBER 2026



الاستشارة للفنون القتالية
JORDAN COMBAT

ONE WEEK, TWO PROPERTIES

An eight-day international programme across the Kingdom, anchored by a professional fight night in a 2nd-century Roman arena.

JORDAN MMA WEEK — THE UMBRELLA

The full week: professional competition, international talent, media days, hospitality, gala activity and destination content produced across Amman, Jerash, the Dead Sea, Petra, Wadi Rum and Aqaba.

DF UNCAGED — THE FIGHT NIGHT

The main event within the week. A professional card staged at the Roman Theatre in Amman — the broadcast anchor and the most-photographed night of the programme.

WHAT A PARTNER IS BUYING INTO

EIGHT DAYS

Not a single night. A week of live moments, each with its own audience, media call and content output.

EIGHT DESTINATIONS

Amman, Jerash, the Dead Sea, Petra and four further heritage sites — sponsorable environments, not scenery.

INTERNATIONAL TALENT

Named competitors and proposed global personalities drawing audiences well beyond the region.

A CONTENT ENGINE

One week of activity producing a year of material across broadcast, digital and owned channels.

WHY MMA, WHY NOW

Mixed martial arts is one of the fastest-growing global sports properties, with an audience that skews young, male and highly engaged.

4B

People engaged with the sport in the past year

139.8M

Posted or shared content about MMA in the past year

128.8M

People follow the sport worldwide

555,600

People follow the sport in Jordan

AN ANNUAL PROPERTY, NOT A ONE-OFF

The intention is an annual edition held in Jordan, building a permanent place on the international calendar. The first edition establishes the model – and the first partners establish the association.

A YOUNG, ENGAGED AUDIENCE

MMA reaches an audience that is difficult to buy elsewhere: young, digitally native, and following the sport through athletes rather than broadcasters alone.

Source: [ADD SOURCE + DATE]

FROM THE CREATORS OF DESERT FORCE

The team behind the region's first professional MMA championship, building the next stage for the Arab fighter.

The Arab fighter has never lacked talent, discipline or a following. What the region lacked was a professional platform built to match them. Desert Force built it – born in Amman in 2010, travelling across the Pan-Arab world and building a real industry behind the sport: gyms, federations, champions and an audience that crossed every border.

That work built the expertise, the network and the standard. Jordan MMA Week and DF UNCAGED emerge from it – not a revival of what came before, but a larger property built on everything it proved.

2010

Founded in Amman

10

Televised events

~100

Professional fights

7

Weight classes

REGION-WIDE

Broadcast across the Arab world

THE ROMAN THEATRE, AMMAN

A 2nd-century landmark in central Amman, providing an extraordinary historic setting for a contemporary international sports event.

- Confirmed venue — not a shortlist
- Proven at scale for mass-audience events
- Natural bowl; tiered sightlines to a central floor
- Immediately recognisable in broadcast and stills

c. 6,000

SEATS IN STEEP TIERED STONE

AT THE CENTRE OF AMMAN

The theatre sits in the middle of the Jordanian capital, surrounded by the city on every side. Guests arrive in the centre of Amman, not at a venue on its edge — and the skyline is in frame from the first camera position.

EVERY SEAT FACES THE FLOOR

Steep stone tiers wrap a central floor, giving clean sightlines from every row and a single focal point for broadcast. The cage sits where the stage has always been.

ROMAN THEATRE, AMMAN — PREVIOUS MASS-AUDIENCE EVENTS

NAMED COMPETITORS

The following are confirmed for named promotion. A wider card is in development.

BRAZIL

GLEISON TIBAU

MMA veteran and former UFC fighter. Elite grappling, durability, years at the highest level.



RUSSIA

ALI "HULK" BAGOV

Among Russia's most respected competitors. Dominant wrestling and submission game.



BRAZIL

NEIMAN GRACIE

Gracie family; world-class BJJ. Former Bellator title challenger.



RUSSIA

MUKHAMMAD BERKHAMOV

Technical striking and grappling at international level. Sparring partner of Islam Makhachev.



SAUDI ARABIA

HAMAD BIN ODHAYB

Upcoming Saudi fighter, training within the Saudi National Team.



THE WHEEL OF NAMES

Globally recognised personalities targeted for engagement across the week.



All names are proposed targets for engagement. None are confirmed or contracted. No personality may be used in partner communications before engagement is signed.

EIGHT DAYS, NOT ONE NIGHT

Every day carries its own audience, media call and content output. Each is separately sponsorable.

DAY	FIGHTERS	CELEBRITIES & GUESTS
DAY 1	Arrivals	—
DAY 2	Arrivals	Arrivals
DAY 3	Press Conference & Gala Dinner	Arrivals, programme & Gala Dinner
DAY 4	Open Training	Programme
DAY 5	Weigh-Ins	Programme
DAY 6	FIGHT NIGHT — DF UNCAGED	FIGHT NIGHT
DAY 7	Fighter Programme	Departures & programme
DAY 8	Departures	Departures

JORDAN ACROSS THE WEEK

The week moves across the Kingdom. Including but not limited to



FIGHT NIGHT AMMAN

The Roman Theatre. The main card and the broadcast anchor of the week.



JERASH

One of the best-preserved Roman cities outside Italy.



THE DEAD SEA

The lowest point on earth.



PETRA

The Treasury and the Siq – the most photographed site in Jordan.

BAPTISM SITE

Bethany Beyond the Jordan – UNESCO World Heritage Site.

MAQAM SAYYIDNA BILAL

Shrine in the northern Jordan Valley.

ASHAB AL-KAHF

The Cave of the Seven Sleepers, outside Amman.

THE PROPHET'S TREE

The Sahabi Tree in Jordan's eastern desert.

All activity at historic and archaeological sites is planned with the relevant authorities and to site-protection requirements. Any physical branding is limited to approved areas.

BROADCAST, MEDIA & DIGITAL

The audience in the theatre is measured in thousands. The value is in what leaves it.

BROADCAST — MBC & SHAHID

Confirmed distribution across the Arab world. MBC delivers free-to-air reach including audiences who do not subscribe to sports channels; Shahid carries live and on-demand streaming across the region and the diaspora.

DIGITAL & OWNED CHANNELS

The property carries its own channels across the week — content produced daily and distributed directly, with partner assets integrated throughout and a content window that continues after the event.

WHAT A PARTNER RECEIVES IN THE CONTENT

LIVE POSITIONS

Cage, canvas and venue positions visible throughout the night and in every still that follows.

CO-BRANDED CONTENT

Series and features produced with the partner across fight week.

CREATOR DISTRIBUTION

Material carried on personalities' own channels, subject to agreement.

12-MONTH LICENCE

Licence to agreed organiser-owned content, subject to talent, broadcast and third-party rights.

In-frame broadcast branding is governed by the broadcaster; MBC carries its own on-screen identity.

BRANDS OWN MOMENTS, NOT SURFACES

This is not a logo-placement offer. A partner buys a position inside the week and everything that flows from it.

01

ACCESS

Talent, athletes and rooms others cannot enter.

02

CONTENT

Material produced with the property and licensed for a year.

03

EXPERIENCE

Branded environments guests physically move through.

04

HOSPITALITY

Ringside, VIP and gala allocations for clients.

05

MEDIA

Visibility in broadcast, press and creator distribution.

06

LIVE BRANDING

Cage, canvas, stage and venue positions in frame.

07

DESTINATION

Association with Jordan and its most recognisable sites.

PARTNERSHIP HIERARCHY

A deliberately simple structure. Availability is capped at every level to protect category value.

TITLE / FOUNDING PARTNER <i>One only</i>	Top billing across Jordan MMA Week and DF UNCAGED, with category exclusivity and the widest access.	JOD 500,000
PLATINUM PARTNER <i>Maximum two</i>	Major visibility across the week, premium cage inventory and significant hospitality.	JOD 250,000
GOLD PARTNER <i>Maximum three</i>	Strong fight-night presence with selected week-long activation.	JOD 150,000
SILVER PARTNER <i>Limited number</i>	Fight-night branding and defined activation rights.	JOD 75,000
OFFICIAL CATEGORY PARTNER <i>By category</i>	Category designation and exclusivity, priced by category and rights.	From JOD 100,000
EXPERIENCE PARTNER <i>By activation</i>	Ownership of a named destination experience or a single moment in the week.	From JOD 75,000

THE FOUNDING PARTNERSHIP

The premium position across the whole of Jordan MMA Week — not a fight-night sponsorship.

STATUS & EXCLUSIVITY

- Top billing across Jordan MMA Week and DF UNCAGED
- Full category exclusivity and ambush protection
- Presented-by lockup on the property
- First right to discuss future editions

LIVE & BROADCAST

- Premium centre-canvas and cage inventory
- Fighter walkout association
- Press conference and weigh-in backdrop presence
- Priority broadcast-visible positions

WEEK & CONTENT

- Week-long content integration across all activations
- Selected fighter and talent moments, subject to rights
- One named destination experience included
- Premium hospitality across fight night and gala

WHAT EACH TIER RECEIVES

Premium inventory is protected. Not every position is available at every level.

	TITLE	PLATINUM	GOLD	SILVER
	One only	Max two	Max three	Limited
Category exclusivity and ambush protection	●	●	—	—
Presented-by lockup on the property	●	—	—	—
Centre-canvas premium position	●	●	—	—
Cage floor and canvas branding	●	●	●	●
Broadcast-visible arena LED	●	●	●	Limited
Fighter walkout association	●	—	—	—
Press conference and weigh-in backdrop	●	●	●	—
Week-long content integration	●	●	Limited	—
Named destination experience included	●	Optional	—	—
Talent access moments	●	●	Limited	—
Ringside hospitality seats	24	16	8	4
Gala dinner allocation	●	●	●	—
12-month licence, agreed organiser-owned content	●	●	●	—
First right on future editions	●	—	—	—
Investment (JOD)	500,000	250,000	150,000	75,000

OFFICIAL CATEGORY PARTNERS

Category designation with genuine exclusivity. Exclusivity is not automatic at lower tiers.

OFFICIAL

TELECOM

Connectivity, on-site wifi, second-screen and fan app rights.

OFFICIAL

AUTOMOTIVE

Fighter and talent transport, on-site display, arrivals moment.

OFFICIAL

AIRLINE

Fighter and media travel, destination packages, route promotion.

OFFICIAL

HOTEL

Host hotel, athlete and media base, weigh-in and press venue.

OFFICIAL

BANKING / PAYMENT

Ticketing and payment rights, on-site transaction presence.

OFFICIAL

HYDRATION / BEVERAGE

Pouring rights, cage-side hydration, concourse sampling.

OFFICIAL

SPORTSWEAR

Kit, walkout apparel and training-wear association.

OFFICIAL

MEDICAL

Medical services, fighter care and recovery presence.

OFFICIAL

TRAINING / GYM

Open training host, athlete preparation and youth sessions.

OFFICIAL

TECHNOLOGY

Data, timing, production technology and fan experience.

EXCLUDED CATEGORIES

Betting, gaming and alcohol are not available at any tier.

EXPERIENCE PARTNERSHIPS

Own a named destination experience within the week – standalone, or included selectively in a larger package.

PETRA

EXPERIENCE PARTNER

Guest and athlete visit to the Treasury and the Siq, filmed and distributed.

WADI RUM

EXPERIENCE PARTNER

Desert programme in a UNESCO World Heritage landscape.

THE DEAD SEA

RECOVERY & WELLNESS PARTNER

Athlete recovery and wellness programme at the lowest point on earth.

AQABA

EXPERIENCE PARTNER

Red Sea coastal programme and southern gateway activity.

JERASH

HERITAGE EXPERIENCE PARTNER

Roman city programme; heritage content with the guest party.

WHAT THE PARTNER RECEIVES

- Named designation, and a 12-month licence to agreed content
- Branded content integration and hosted experience, subject to site regulations and approvals
- Any physical branding limited to approved areas

HOW IT IS SOLD

- Standalone from JOD 75,000, bespoke by destination
- Or included selectively within Title and Platinum packages
- One partner per destination – not shared

SPONSORABLE MOMENTS ACROSS THE WEEK

Each moment has its own audience, branded environment, media call and content output.

01

PRESS CONFERENCE

Backdrop, podium and step-and-repeat. Images travel with every wire story.

02

OPEN TRAINING

Mat and perimeter branding, backdrop and on-site activation space.

03

WEIGH-IN

Stage backdrop, scale surround and the face-off position.

04

MEET & GREET

Branded environment, fan access and content with athletes.

05

VIP HOSPITALITY

Room branding, guest list access and client entertaining.

06

GALA DINNER

Room and stage branding, table presence, speaking slot.

07

FIGHTER WALKOUT

Association with the walkout — the highest-attention moment of the night.

08

FAN ZONE

On-ground activation footprint with direct public sampling.

09

ARRIVAL / MOBILITY

Airport arrivals, transfers and the visible movement of talent.

10

TRAINING PARTNER

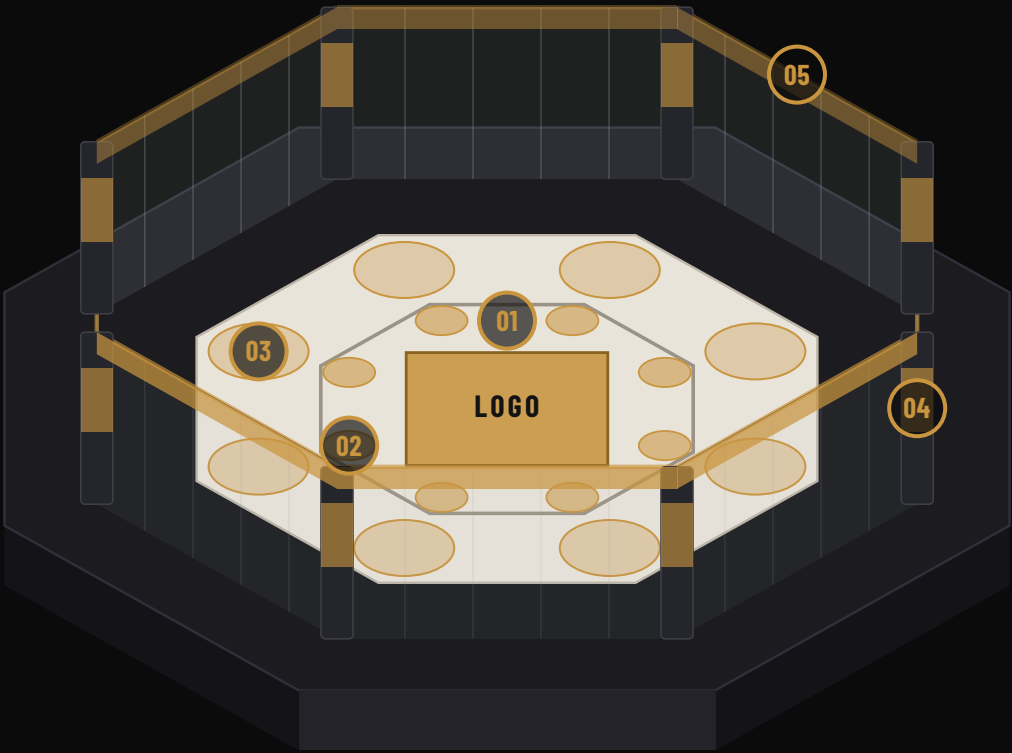
Athlete preparation, gym environment and recovery content.

Each moment is available individually or bundled. Fighter walkout and talent moments are reserved for higher tiers.

THE PRESS CONFERENCE BACKDROP

CAGE & CANVAS

Indicative layout of the branding positions on the cage and canvas.



BRANDING POSITIONS

01	Centre Canvas – Title Position	TITLE
The single largest surface, in almost every broadcast frame		
02	Second Ring	PLATINUM
Positions immediately around the centre		
03	Third Ring – Outer Line	GOLD
Larger positions running out to the mat edge		
04	Cage Posts – Inside	SILVER
Eight padded posts, continuously in shot		
05	Cage Apron	TITLE / PLATINUM
Padded top rail around the full circumference		

Indicative layout. Final positions, dimensions and counts confirmed against the build drawings.

MEASUREMENT & NEXT STEPS

What a partner receives after the week, and how a partnership is agreed.

WHAT WE REPORT

- Attendance and demographic breakdown
- Broadcast and streaming reach by territory
- Social and digital performance across the full week
- Media value of branding positions delivered
- Content produced with the partner, and its performance
- Full photographic and video record of every placement

Reporting is delivered within 30 days offight night.

NEXT STEPS

- 01 Confirm the tier or category of interest
- 02 Review entitlements, exclusivity and availability
- 03 Select destination experiences and week moments
- 04 Agree commercial terms
- 05 Contract and activation planning



THANK YOU

THE STORY CONTINUES

PARTNERSHIP ENQUIRIES

[DFUNCAGED.COM/SPONSOR](https://dfuncaged.com/sponsor)

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360°

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