

FACT KIT

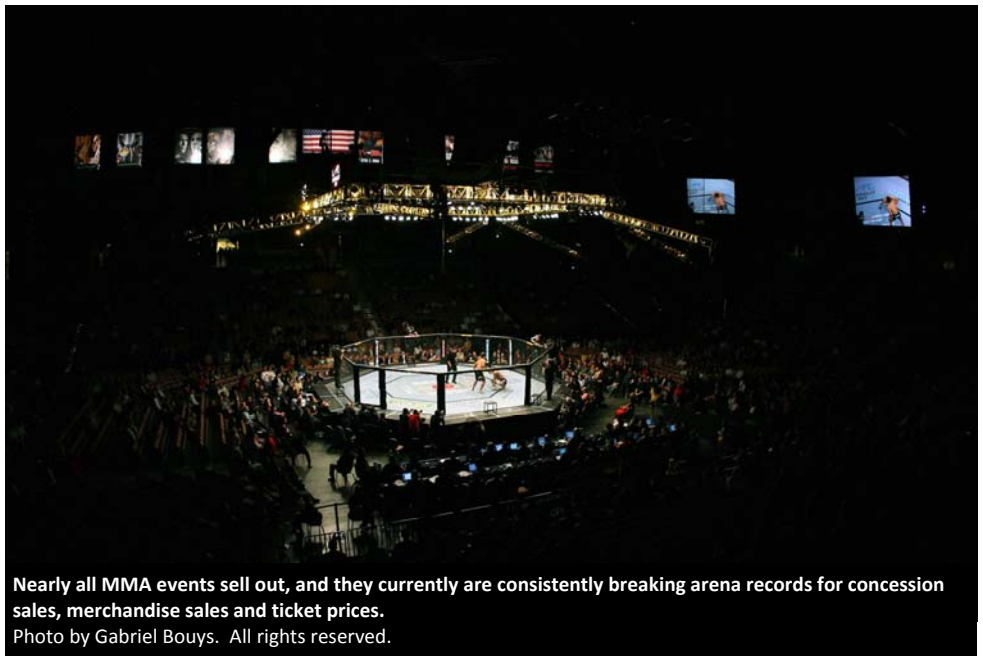
STATE BENEFITS

The surging popularity of Mixed Martial Arts (MMA) has meant sell out events at arenas across America, welcome news not just to arena owners and their employees but to the cities and states that are reaping the rewards in jobs, tourist spending and sales tax revenues.

At a time when the country is facing difficult economic times, the additional revenue is a great benefit for cash-strapped states and cities.

In Upstate New York, especially, MMA events could bring much-needed tourist dollars and tax revenue.

MMA events regularly break arena records for concession sales, merchandise sales and ticket prices.



Nearly all MMA events sell out, and they currently are consistently breaking arena records for concession sales, merchandise sales and ticket prices.
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MMAFACTS

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- The City of Columbus gained significant economic benefits from March 2007's UFC® 68. It was the largest gate in Nationwide Arena history and it set the record for the highest North American attendance figure for a mixed martial arts event ever. Approximately 40 percent of attendees (8,000) visited from outside of Ohio, a boon for hotels and restaurants in Columbus. According to the Ohio

Athletic Commission, the single MMA event produced \$11 million in external economic activity for the city.

- At UFC® 67 in Las Vegas, 72 percent of attendees came to Las Vegas from outside of Nevada, indicating that the primary purpose of their trip was for the event and underscoring the tourism boost MMA offers.
- MMA events have among the highest average ticket prices of any sporting event. UFC® 's August 2007 event in Las Vegas sold out the Mandalay Bay and had an average ticket price of over \$340. Assuming even ticket prices 50 percent lower, an event in Buffalo would translate into hundreds of thousands of dollars for city and state coffers.
- Unlike other arena events, MMA attendees arrive early and stay late, meaning record concession and merchandising sales and corresponding sales tax revenue. At most boxing events, arenas are lucky to be a quarter-filled during the under card fights. For UFC® bouts, they are often close to full hours before the main event.

Arena owners throughout New York attest to the potential economic impact of MMA events held in their cities.

- The Times Union Center in Albany anticipates a single MMA event generating close to \$1 million in economic impact for Albany businesses and an additional \$100,000 in tax revenues for Albany County. *“The UFC® is one of the highest attended and one of the most profitable sports events being presented in the US. We would love to bring the UFC® to the Times Union Center.”*
- According to Madison Square Garden in New York City, if an MMA audience is similar to a typical boxing event audience, approximately one in five attendees would be traveling from beyond the metropolitan area, spending money on hotels, restaurants, shopping and entertainment on a multi-day stay.

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