



ROADTOTHEBATTLE.COM



‘TIL THE BATTLE IS WON.



JANUARY 23

HUNTSVILLE,
AL



FEBRUARY 20

FRANKLIN
TN



MARCH 20

CUMMING
GA



APRIL 10

CHATTANOOGA
TN



MAY 15

GULF SHORES
AL



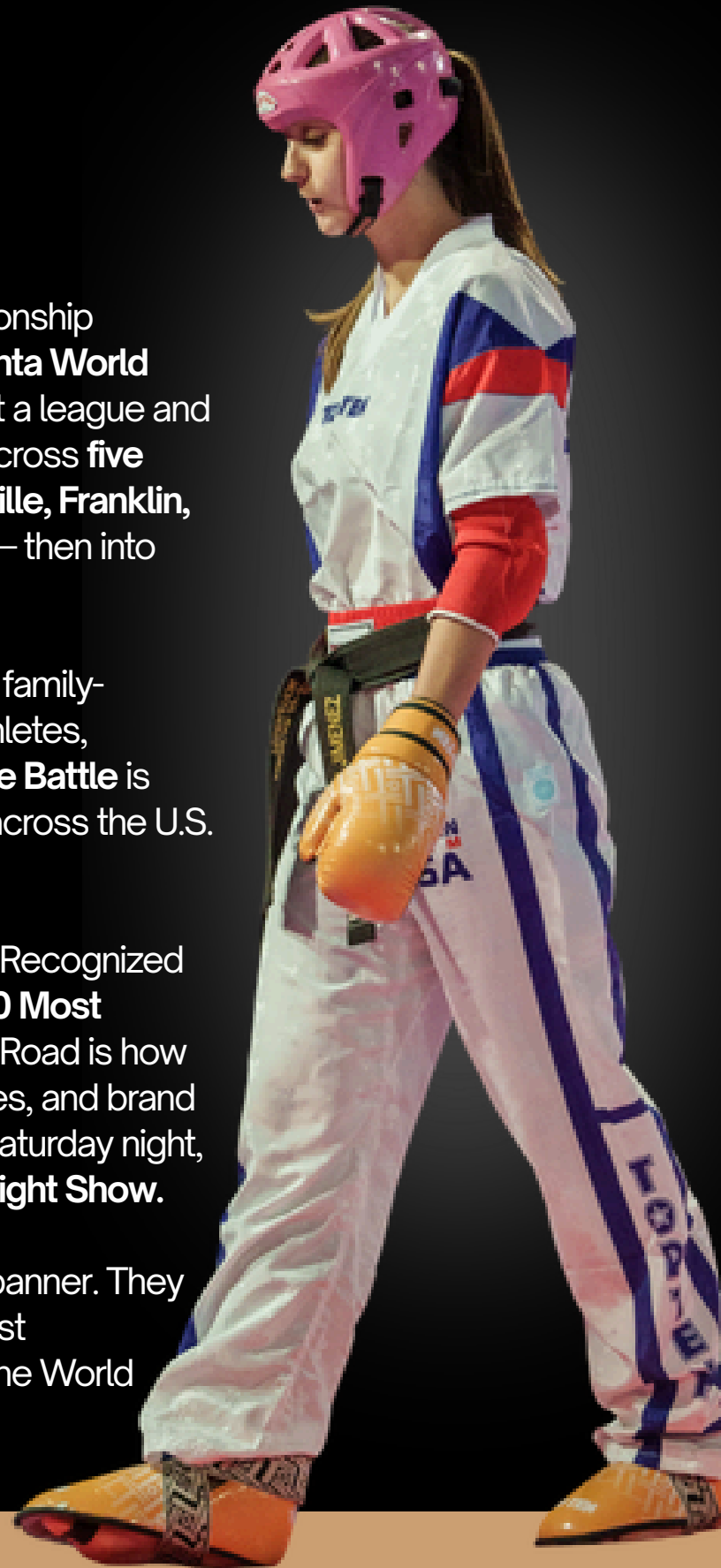
EXECUTIVE SUMMARY

The **Road to the Battle** is a 6 month championship season that builds to the **59th Battle of Atlanta World Karate Championships** in **June 2027**. It is not a league and it's not a circuit. It's one platform stretched across **five weekends** across the **Southeast — Huntsville, Franklin, Cumming, Chattanooga, and Gulf Shores** — then into Atlanta this summer.

Each stop is a full sport-karate weekend in a family-friendly environment with youth and adult athletes, parents, and school owners. **The Road to the Battle** is expected to draw 10,000+ attendees from across the U.S. and more than 15 countries.

The end of the road is the **Battle of Atlanta**. Recognized by **Black Belt Magazine** as one of the **Top 10 Most Prestigious Tournaments in the World**. The Road is how that Battle of Atlanta is built — stories, rivalries, and brand presence that start in January and peak on Saturday night, June 19, at the **Battle Zone Championship Night Show**.

Sponsors are not buying one floor and one banner. They are buying a **full season** that ends at the most recognizable sport-karate championship in the World



2027 PROMOTIONAL VISION



Discover greatness.

The **2027 Battle of Atlanta World Karate Championships** is more than a karate tournament—it is a high-visibility, multi-platform stage that places national and international consumer brands directly in front of highly engaged families, youth athletes, and decision-making parents across the Southeast and beyond. Anchored by a three-day, 5,000-attendee world championship in Atlanta, Georgia, and amplified by a projected digital reach exceeding two million video views, this world renowned competition delivers the kind of concentrated, emotionally charged audience that sports networks and blue-chip consumer brands seek: committed participants and influencers who invest heavily in performance, travel, and lifestyle.

Layered on top of the flagship event is the **2027 Road to the Battle of Atlanta**—a curated of regional qualifying and lead-in events that create months of continuous brand content, social conversation, and on-site activation opportunities.

Together, the Road To and the Battle itself form a unique, integrated sponsorship platform that extends brand presence from the first regional event through the culminating world championship, generating repeated impressions across live audiences, social channels, live streams, and earned media.

For national consumer brands accustomed to the reach and prestige of major sports properties, this dual platform offers an untapped, extraordinarily efficient alternative: authentic access to a passionate, multi-generational audience without the clutter of traditional sports sponsorships.

Whether the goal is family-oriented brand affinity, youth engagement, regional market penetration in the Southeast, or year-round digital storytelling, partnering with both the Road to the Battle and the Battle of Atlanta deliver sustained visibility, measurable activation opportunities, and association with a storied history of excellence, notoriety, and achievement.



ROAD TO THE **BATTLE** PACKAGES

ROAD SERIES TITLE SPONSOR \$35,000

1
available

The six-month season carries your name.

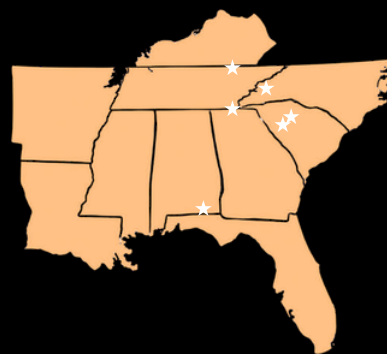
Every stop is **The [Brand] Road to the Battle**. Atlanta in June is the finale of your season, not a separate logo weekend.

On site — every Road stop + Atlanta

- Series name lockup on entry, competition area, credentials, print materials, and signage at all five cities and Battle of Atlanta.
- Hero-size display or product presence at each Road stop; first choice of floor position.
- Host (live and livestream) open and close: the Road is presented as your championship season.
- First right to the Saturday featured moment at each stop (award, walk-out, or on-mic)
- Hospitality for your guests at every city and a VIP experience in Atlanta.
- Category exclusive across the Road (no second brand in your lane at any stop).

Digital — six months, one story

- Title treatment on the series site, registration paths, emails, and every city graphic and social campaign.
- Livestream lower-third: Official Title of the Road on all five weekends plus Atlanta.
- Podcast series presence: The [Brand] Road to the Battle Podcast — your brand on every episode, not a rotating presence.
- Contender Watch, fighter chapters, Coaches' Pick, and Sunday reels carry the series lockup
- First right to finished story assets for your own channels; presenting and single-event core partners get what remains.



...this is not a circuit or league...it's
ONE EVENT
over 6 weekends.

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ROAD TO THE **BATTLE** PREMIERE PACKAGES

ROAD SINGLE EVENT TITLE

\$6000

5
available

Gold core package plus...

- Own one entire weekend with exclusive naming rights and dominant branding
- Event branded with your name - The [brand] {tournament name}
- Primary entry and competition banner position
- Brand on attendee credentials, and
- Rgths to a branded moment at Batte of Atlanta in June.
- Title line on every public asset for that stop (website, registration, emails, stories, reels, YouTube chapter, etc.)
- Host open on the livestream podcast on-site “Welcome to the [Brand] Event”
- One dedicated co-branded pre-event pice and one recap piece.
- First right to raw clips from that weekend for your own channels
- Next-city card still names you as that stop’s title through the following week.

ROAD SINGLE EVENT PRESENTING

\$3500

10
available

Gold core package, plus...

- “Presented by [Brand]” on entry, stage, and selected rings — second position to Title
- Standard booth or activation, not the hero display
- Emcee present mention at start of the day and before the featured division
- Product or sample right in a defined zone (not the Saturday night walk-out unless Title passes)
- Present line on the register page, event graphic, and livestream lower-third (under Title)
- Podcast sting: “Presented by [Brand]” — not the show title
- Inclusion in the weekend Reel and recap; no exclusive hero poster
- Shared clip pack after the event; Title chooses first
- Mention in the pre-event Know Before You Go; you do not own the thumbnail



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ROAD TO THE **BATTLE** CORE PACKAGES

GOLD SPONSOR

\$2000

4
available

Silver plus premier custom social package, 3 prominent signage locations, full-page ad, & 8 passes

SILVER SPONSOR

\$1000

8
available

Supporting plus advanced social recognition, two prominent signage locations, & 6 passes

SUPPORTING SPONSOR

\$500

Logo on website & program, event onsite signage, & basic social thank-you, 2 passes

OTHER OPTIONS

CONTACT US

Logo Branding options

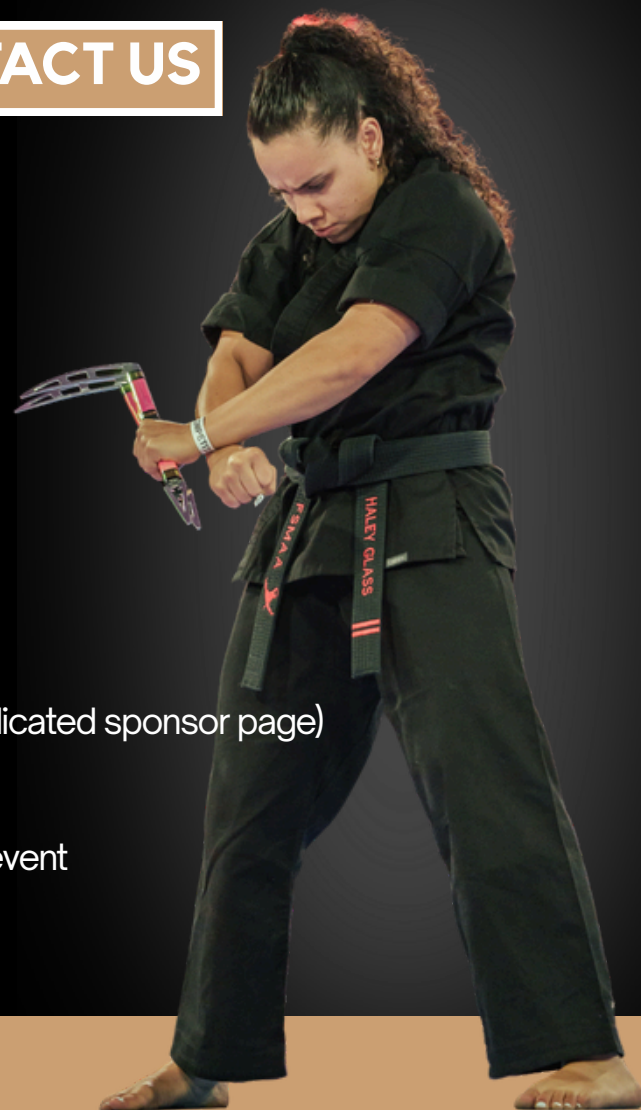
- Athlete warm-up or staging area banners
- Awards / podium backdrop
- Directional and wayfinding signs throughout the venue
- Sponsor wall or recognition board near the main floor

Print & Collateral options

- Event program (cover mention or prominent interior placement for higher tiers)
- Attendee credentials or wristbands (when applicable)
- Schedule boards and results displays
- Digital display screens looping in high-traffic areas

Digital / Online options

- Official Road to the Battle website (header, footer, or dedicated sponsor page)
- Registration confirmation emails and tickets
- Pre-event and post-event email headers or footers
- Live stream lower-thirds or corner bugs (scaled by tier)
- Social media profile graphics or story frames during the event





ON-SITE ACTIVATIONS

PREMIER BOOTH CUSTOM ACTIVATION SPACE*	LET'S TALK
PRIME BOOTH SPACE (12x6)	\$500
STANDARD BOOTH SPACE (6x6)	\$300
PODCAST LIVE STREAM PRESENTING	\$4000
FAMILY FUN ZONE PRESENTING	\$2000
RING SPONSOR	SEE EVENT ONE SHEET
BRANDED PHOTO/VIDEO ZONE	\$1000
VENUE SIGNAGE DISPLAYS	\$400 - \$1000
ONSITE INTERVIEW BACKDROP	\$1000 - \$2500

*included with Title or Presenting Sponsor package





Discover greatness.

PAST BRAND COLLABORATIONS



A LITTLE MORE BACKGROUND INFO...

Created by famed promoter Joe Corley in 1970, the tournament was originally called the SouthEast US Championship. During the 1980s and 1990s, the tournament was the premiere Karate event in America and was the most important tournament to win as the event also gained national television coverage on ESPN. It was also the first open tournament to feature full contact kickboxing in the evening finals.

In 2012, Grandmaster Corley passed the reins to Greg Ruth and Truth Entertainment. For the past 15 years, the Truth Entertainment team has worked passionately to carry on the Battle of Atlanta brand legacy by fostering family-oriented environments rooted in the traditions of great competition and memorable customer experiences.

The tournament is held every year in Atlanta GA and features a NASKA 6A Rating making it one the most important American tournaments to win underscoring the popular phrase, "you haven't won anything until you have won the BATTLE!"

Former Champions include: Joe Lewis, Jeff Smith, Bill "Superfoot" Wallace, Howard Jackson, Keith Vitali, Brian Ruth, Raymond Daniels, Steve Anderson, Caitilin Dechelle-McDonald, Haley Glass, and Cynthia Rothrock.

