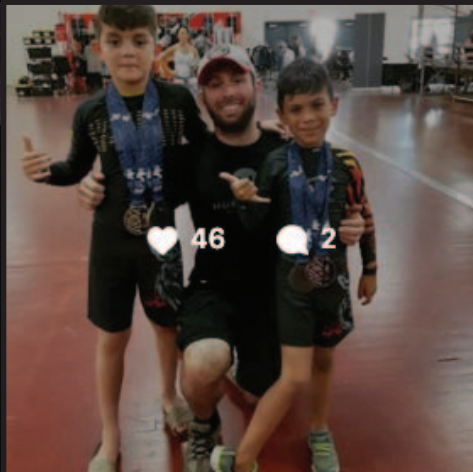




# Humboldt Jiu Jitsu Academy SPONSOR OPPORTUNITY

ARI GALO TEAM - ARCATA, CALIFORNIA, USA



**Humboldt Jiu Jitsu Academy  
is seeking Sponsors for our 2020  
Carlson Gracie/Arcata  
Brazilian Jiu Jitsu Competition Team.  
Sponsor Packages: from \$100 — \$5000**

**BENEFITS TO SPONSOR:**

***WE WILL PUT YOUR BUSINESS FRONT AND CENTER OF THE MARTIAL ARTS COMMUNITY!***

Presenting Sponsor will have their brand prominently in front of the California and Oregon martial arts community. Sponsoring our traveling Tournament Team offers a fantastic opportunity to showcase your services and sell your product to a highly engaged target market and will give you a lot of bang for your marketing buck, boost your brand reach and supplement your print and online marketing efforts plus make you the hero of the martial arts community by giving children the opportunity to compete who don't have the financial means to make it to the tournament (expenses include travel, hotel, food, entry fees).

Sponsoring our BJJ Competition Tournament Team gives your business authority in our industry and this boosts your credibility and gives your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure both at home and on the road.

- Sponsor's Banner inside of building (F Street, Arcata) in prominent location
- Free annual group training for entire year
- Opportunity to offer information or samplings to hundreds of students and their families
- Logo on website ([www.HumboldtJiuJitsu.com](http://www.HumboldtJiuJitsu.com))
- Logo on all printed HJJ marketing materials
- Sponsor logo and mention on all ongoing participation with community events (Arts! Arcata, Oyster Fest, etc.)
- Ongoing PR outreach to martial arts community through email campaigns
- Robust Social Media campaign

- Branded T-shirts for Tournament Team

**ABOUT US:**

Humboldt Jiu Jitsu Academy in downtown Arcata, CA, although centered around Brazilian Jiu Jitsu (BJJ), also offers Muay Thai Kickboxing, Self-Defense, Kung Fu San Soo, and pre-school fitness class called Tiny Rollers.

Our BJJ Program, which includes Gi and NoGi, is directly affiliated with the Carlson Gracie Team in Rio de Janeiro, Brazil. Our head instructor, Marcello Daflon, is a Second-Degree Black Belt from Carlson Gracie Team in Rio de Janeiro, Brazil!

**WHY MARTIAL ARTS?**

Martial Arts help practitioners gain confidence, reduce stress, be healthy, cultivate balance, develop strength and discipline, learn real self-defense, get fit and be happy.

**ABOUT OUR GYM:**

1500 sq. ft. or super clean mat space. Open 7 days a week. Over 30 classes per week. All ages. Men and Woman, girls and boys.

Community-oriented. Central downtown Arcata location. In business over 10 years. Family-friendly. Top-notch instructors.

Our mission is to create a safe & positive training experience for adults and kids so that our students can learn, grow, and achieve any of their martial arts goals. We bring the highest-caliber Martial Arts training to Northern Humboldt through Group Classes, One-on-one Training, Seminars and Special Events for adults and kids, boys and girls.

Our instructors have a combined experience of over 100 years and are the best Martial Arts Instructors in Humboldt County.

We offer participation to all demographics through discount programs including Family Packages



Armed Forces and Civil Servants, etc.

We also offer Seminars and participate in local downtown business activities and events.

Located just one block off of the downtown Plaza on a two-way street, and in line with foot traffic to Humboldt State University, HJJ is a bustling activity center with dozens of people coming throughout our doors on a daily basis.

## **WHAT IS BRAZILIAN JIU JITSU?**

Brazilian jiu-jitsu is a martial art and combat sport system that focuses on grappling and especially ground fighting. Formed from judo, BJJ eventually came to be its own combat sport through the experiments, practices, and adaptation through the Gracie family of Brazil.

BJJ promotes the concept that a smaller, weaker person can successfully defend themselves or another against a bigger, stronger, heavier assailant by using proper technique and leverage. BJJ training can be used for sport grappling tournaments and in self-defense situations. Sparring and live drilling play a major role in training, and a premium is placed on performance, especially in competition, in relation to progress and ascension through its ranking system.

Since its inception in 1882, its parent art of judo was separated from older systems of Japanese jujutsu by an important difference that was passed on to Brazilian jiu-jitsu. It is not solely a martial art; it is also a sport, a method for promoting physical fitness and building character in young people, and ultimately a way of life.

## **CARLSON GRACIE BJJ ARCATA TEAM**

At Humboldt Jiu Jitsu Academy we train and compete under the Carlson Gracie flag. Carlson was a true champion and innovator of BJJ. He did a great deal to further the art and make it more accessible to everyone while simultaneously creating one of the all-time most influential, and respected teams. The Carlson Gracie Team is global, and training under this flag connects us with a whole world of Jiu Jitsu competitors that is greater than just our gym.

Our Master Teacher 4th Degree Black Belt Ari Galo was given his belt by Carlson Gracie himself, and

is the teacher under which our head instructor Marcello Daflon received his training and subsequent Black Belt.

A seasoned competitor, Marcello knows what it takes to prepare, compete and win! Marcello is a 2nd Degree Black Belt from Carlson Gracie Fight Team in Rio de Janeiro, Brazil who loves to teach, train and take competitors to tournaments. He says, "Nobody knows how you feel when you're walking onto the mat at a tournament; Like a band about to play a concert, like a surfer about to catch a wave; That's yours forever."

Competition is for everyone — from high-level athletes that want to be champions — to people who train just for fun, or want to simply test their skills or have a new hobby in life.

Competing is fun! It's a great way to test what you've learned, find the holes in your game, travel and spend time with teammates, as well as meet other Jiu Jitsu practitioners from all over the world.

History of our lineage: [hwww.cgraciehq.com](http://hwww.cgraciehq.com) history.

## **TOURNAMENTS**

IBJJF Events | [ibjjf.com/upcoming-events](http://ibjjf.com/upcoming-events)

NAGA Events | [nagafighter.com](http://nagafighter.com)

BJJ Tour | [bjjtour.com](http://bjjtour.com)

NABJJF | [nabjjf.com](http://nabjjf.com)

SubLeague | [subleague.com](http://subleague.com)

## **MORE INFO:**

For more information, please contact Kaati Gaffney

Cell: 775-846-8238

[info@humboldtjiujitsu.com](mailto:info@humboldtjiujitsu.com)

Humboldt Jiu Jitsu Academy

1041 F. St Arcata, CA (707) 822-6278

[www.HumboldtJiuJitsu.com](http://www.HumboldtJiuJitsu.com)

[www.facebook.com/humboldtjiujitsu](http://www.facebook.com/humboldtjiujitsu)

[www.instagram.com/humboldtjiujitsu](http://www.instagram.com/humboldtjiujitsu)

## (One-year campaigns)

### PRESENTING SPONSOR BENEFITS

- Banner hung in Academy
- Opportunity to offer brochures or samplings inside Academy,
- Logo on website (www.HumboldtJiuJitsu.com),
- Logo on printed marketing materials (posters, event handbills, etc.),
- Participation with community events (Arts! Arcata, Oyster Fest, etc.),
- Ongoing PR outreach to martial arts community and community-at- large,
- Editorial and advertising inclusion in monthly e-newsletter (1700 subscribers),
- Ongoing Social Media campaign,
- Branded T-shirts for Tournament Team
- 1-year membership for four

### ADDITIONAL SPONSOR LEVELS

#### Gold Sponsor: \$2,000 Value

- Banner hung in Academy
- Opportunity to offer brochures or samplings inside Academy,
- Logo on website (www.HumboldtJiuJitsu.com)
- Logo on all printed marketing materials
- Editorial and advertising inclusion in monthly e-newsletter (1700 subscribers),
- Sponsor logo and mention on all ongoing participation with community events (Arts! Arcata, Oyster Fest, etc.)
- Social Media campaign
- 2 Unlimited Month Memberships

#### Silver Sponsor: \$1,000

- Banner hung in Academy
- Opportunity to offer brochures or samplings in our facility
- Logo on website (www.HumboldtJiuJitsu.com)
- Ongoing Social media campaign
- 1 Unlimited Month Membership at HJJ

#### Bronze Sponsor: \$650

- Opportunity to offer brochures or samplings in our facility
- Logo on website (www.HumboldtJiuJitsu.com)
- Ongoing Social media campaign
- Logo on all printed marketing materials

#### Community Sponsor: \$200

- Logo on website (www.HumboldtJiuJitsu.com)
- Logo on all printed marketing materials
- Ongoing Social media campaign

#### Friend Sponsor: \$100

- A big hug and kiss



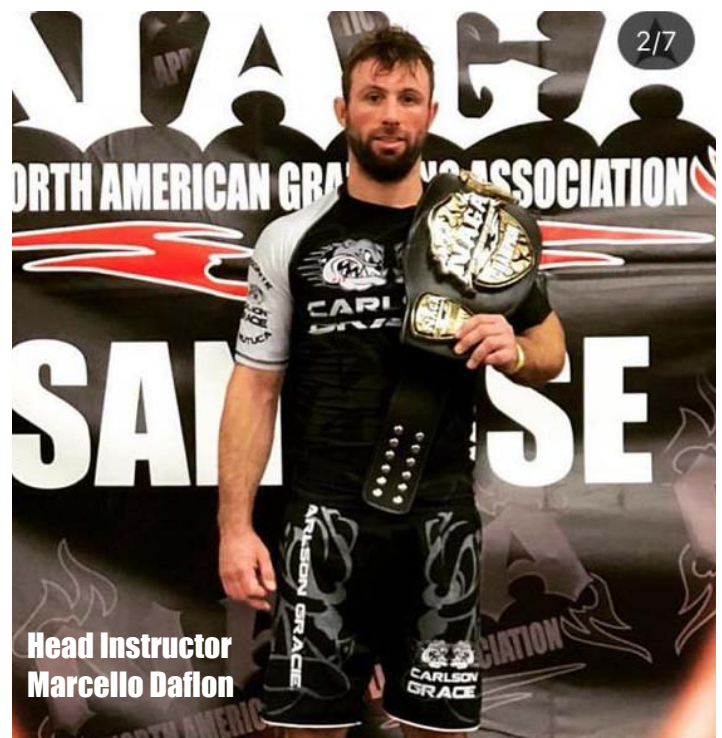
**HUMBOLDT**  
JIU JITSU

**Humboldt Jiu Jitsu Academy**

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**Kaati: 775-846-8238**



**Head Instructor  
Marcello Daflon**