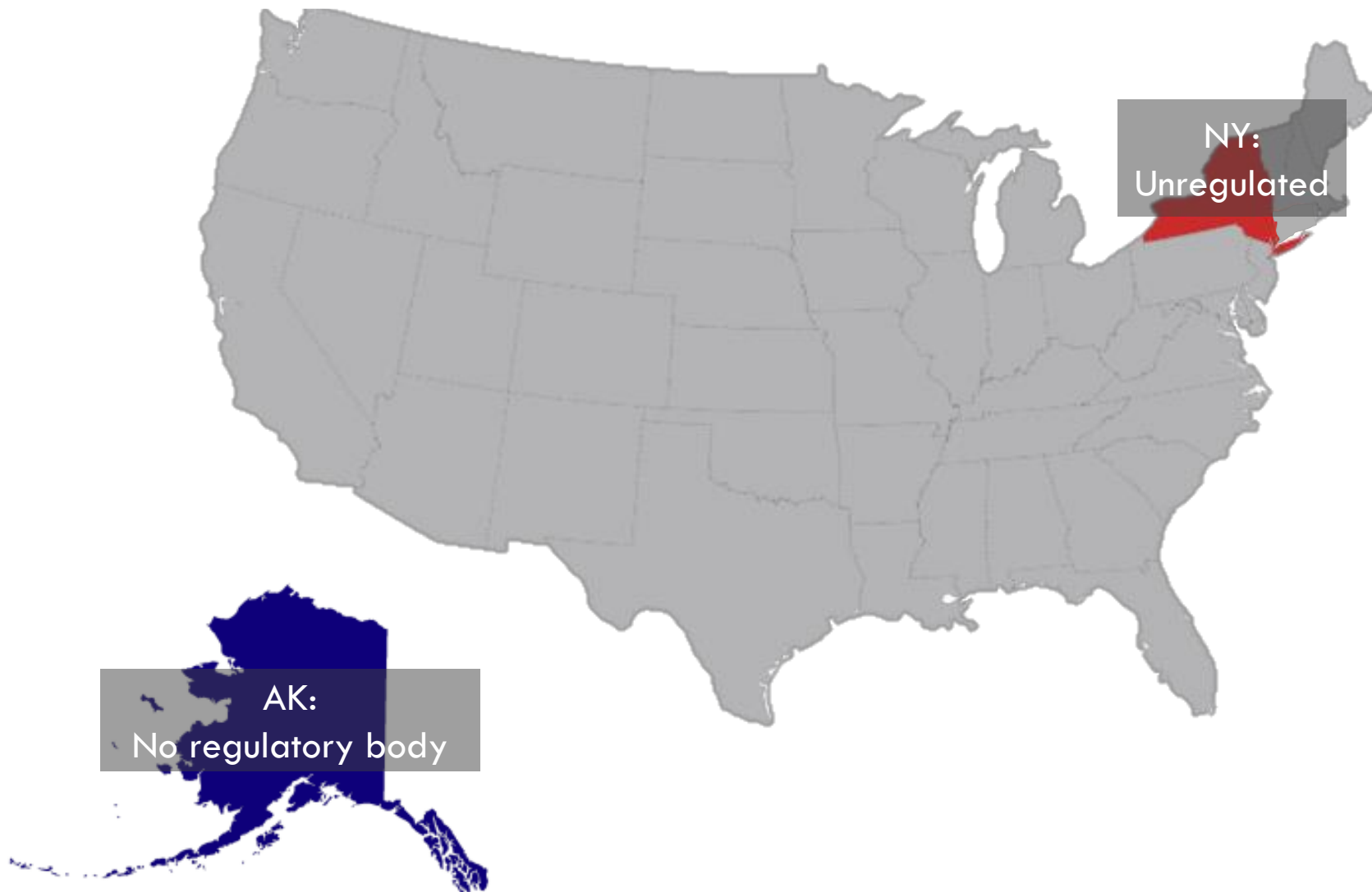




ECONOMIC IMPACT OF MIXED MARTIAL ARTS IN NEW YORK

Prepared for Zuffa, LLC, d.b.a. Ultimate Fighting Championship

New York is the only state with a sports regulatory body that does not regulate mixed martial arts



Regulating MMA would include a range of events and activities across the state



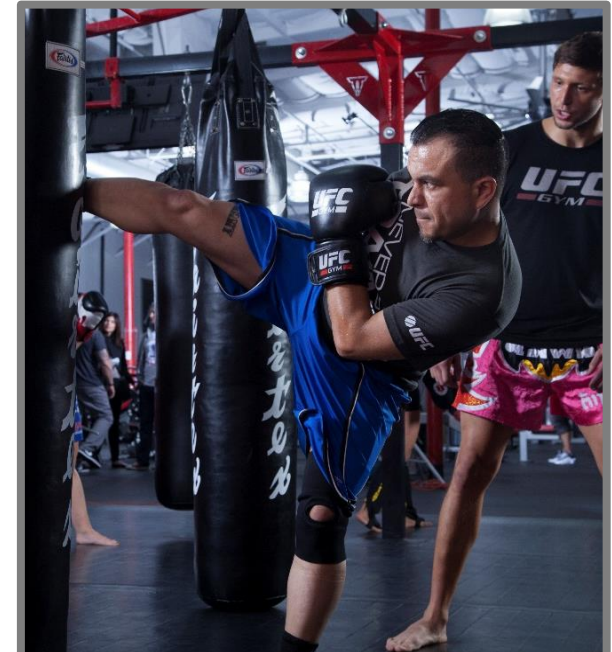
UFC Events

- **3 upstate events:** 17,000 attendees each, venues in Buffalo, Albany, and Rochester
- **2 NYC events:** 19,000 attendees each, Madison Square Garden and Barclays Center



Other MMA Events and Other Large Promoters*

- Approximately **66 other MMA events:** 6 medium and 60 small
- 1,400 avg. attendees at small events 8,000 avg. attendees at medium events



Training Centers

- **Expansion to 35 training centers** within 3 years of regulation
- 775 training center employees, 69,000 members

**Assumptions developed in consultation with UFC, drawing on activity in other states, comparable events, and feedback from promoters/operators. Other large promoters including Bellator and World Series of Fighting produce events of similar scale to UFC.*

The economic benefits from regulating MMA would be substantial

Following regulation, New York State would experience the following activity in 2019

\$137 million

Annual economic activity

1,410

Total Jobs

\$5.4 million

Revenue to NYS

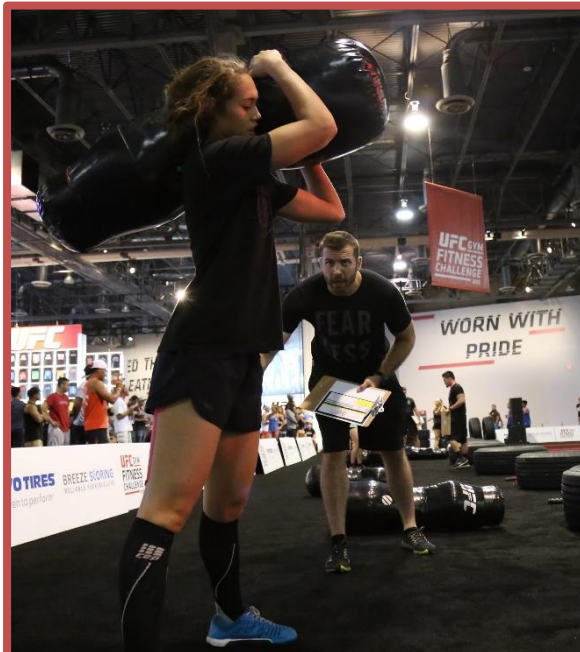
MMA programming in New York would generate \$61 million from events and \$76 million from training centers



UFC Events

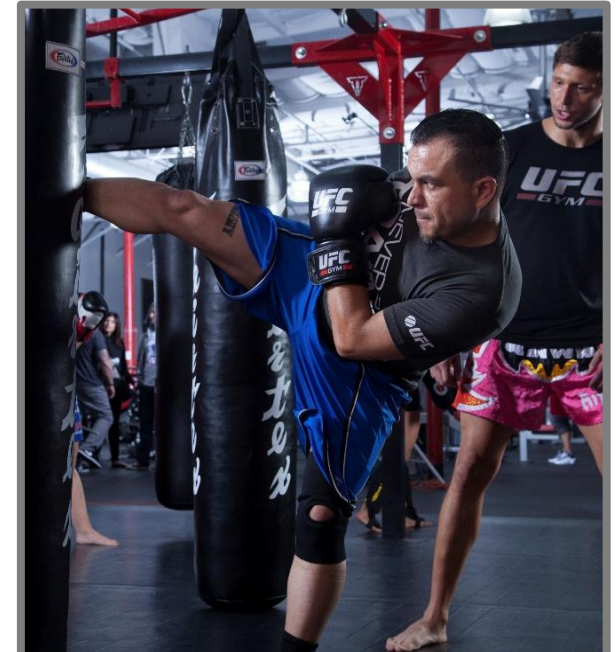
\$32M economic activity

Upstate events: \$17M
Downstate events: \$15M



**Other MMA Events &
Other Large Promoters
\$29M economic activity**

Upstate medium events: \$5M
Downstate medium events: \$8M
Small events: \$16M

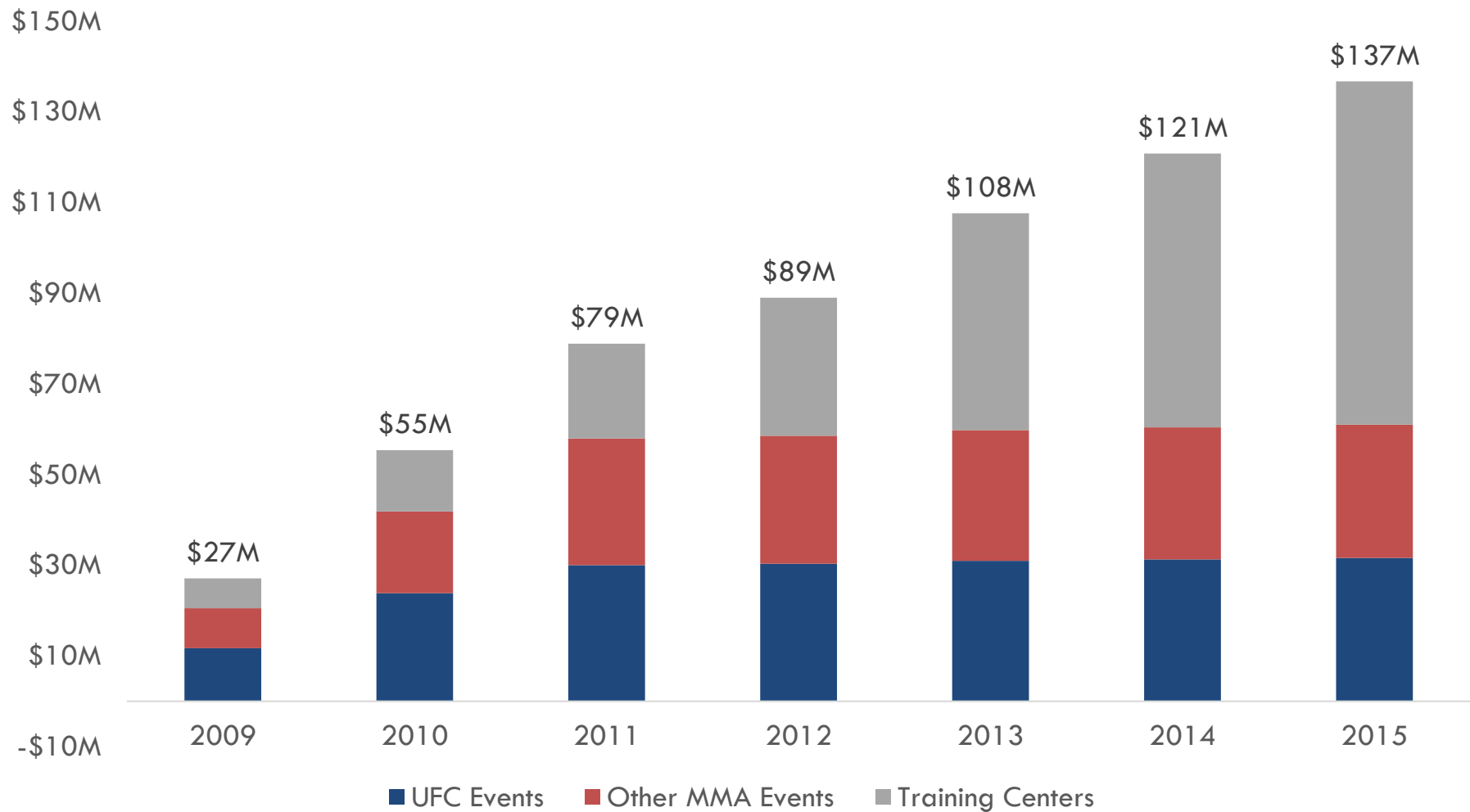


Training Centers

\$76M economic activity

Since 2009, MMA programming would have generated over half a billion to date in economic activity for New York

Foregone MMA Activity in New York State



Activity that could be captured by MMA events in New York is being lost to events in nearby cities



UFC 129, Toronto, ON

- 55,000 attendees
- \$35 million total economic activity
- Over 2% of Rogers Center ticket sales from New York State

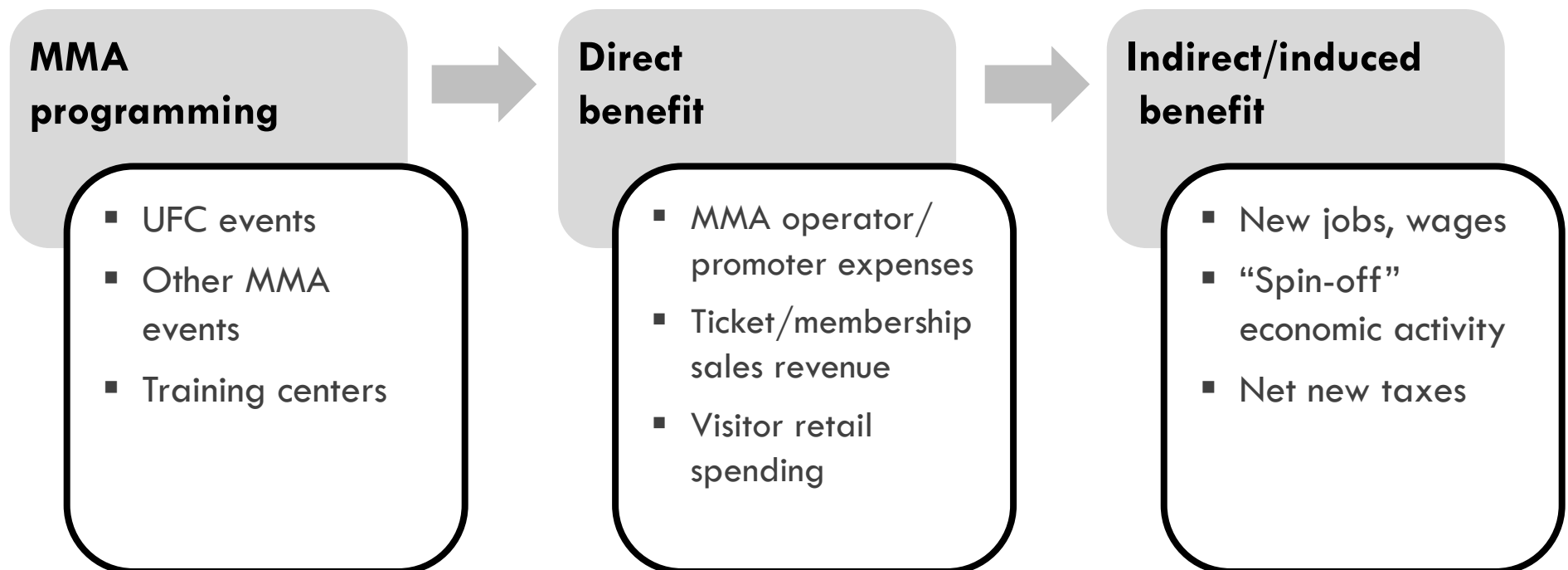


UFC 78, Newark, NJ

- 14,000 attendees
- \$2.1 total gross ticket revenue
- 54% of attendees from the Tri-State area

Appendix: Detailed analysis

MMA programming will produce direct and indirect economic and fiscal benefits



3 UFC events in upstate New York cities would generate \$17 million in economic activity

Program Summary

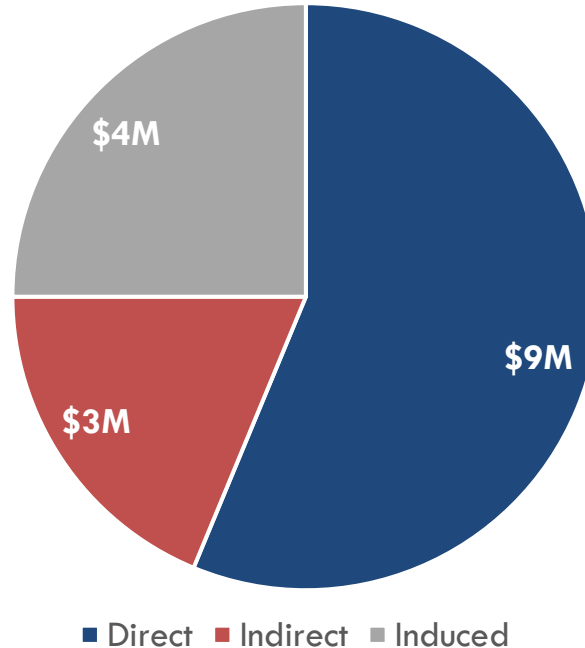
3 events per year
Attendance: 17,000/event
Gross ticket sales: \$1.7M/event



Activity Summary

145 jobs
\$7.1M in wages
\$17M in total activity

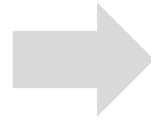
Upstate UFC economic activity



2 UFC events in New York City would generate \$15 million in economic activity

Program Summary

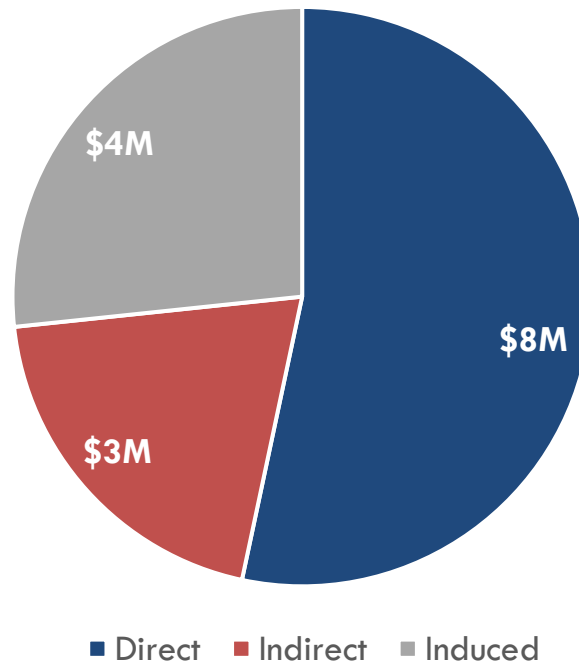
2 events per year
Attendance: 19,000/event
Gross ticket sales: \$11.4M/event



Activity Summary

105 jobs
\$6.9M in wages
\$15M in total activity

New York City UFC economic activity



3 mid-sized events in upstate New York organized by other promoters would generate \$5 million in economic activity

Program Summary

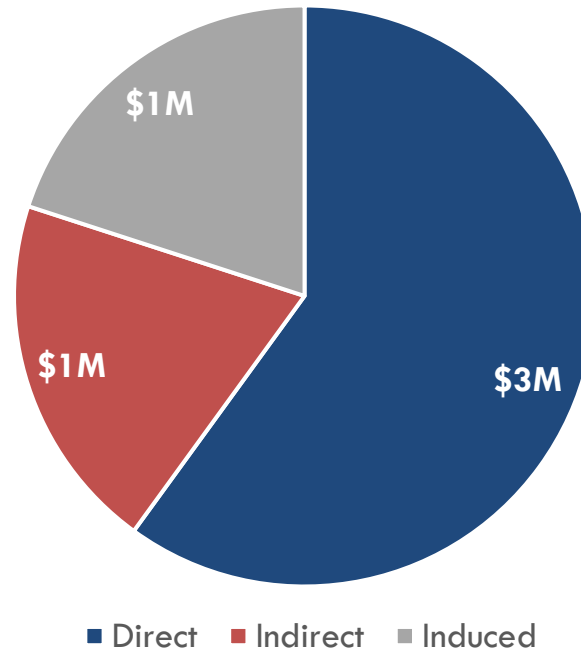
3 events per year
Attendance: 8,000/event
Gross ticket sales: \$1.2M/event



Activity Summary

40 jobs
\$2.3M in wages
\$5M in total activity

Other upstate MMA events economic activity



3 mid-sized events in New York City organized by other promoters would generate \$8 million in economic activity

Program Summary

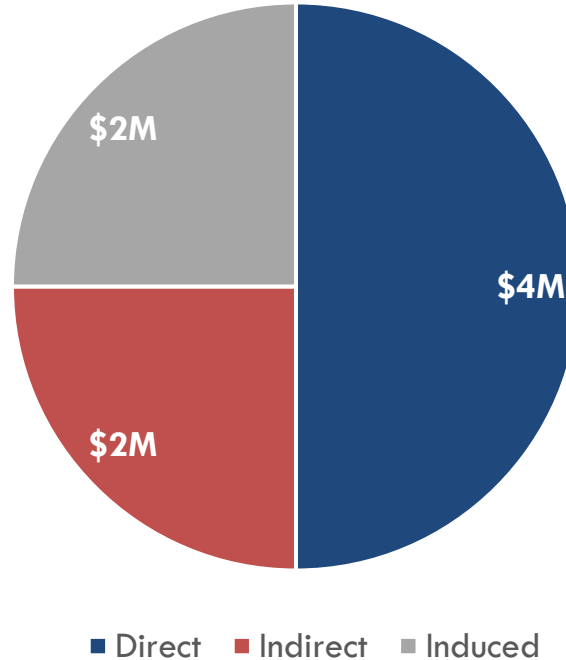
3 events per year
Attendance: 8,000/event
Gross ticket sales: \$1.2M/event



Activity Summary

60 jobs
\$3.7M in wages
\$8M in total activity

Other New York City MMA events economic activity



60 small events throughout the state would generate \$16 million in economic activity

Program Summary

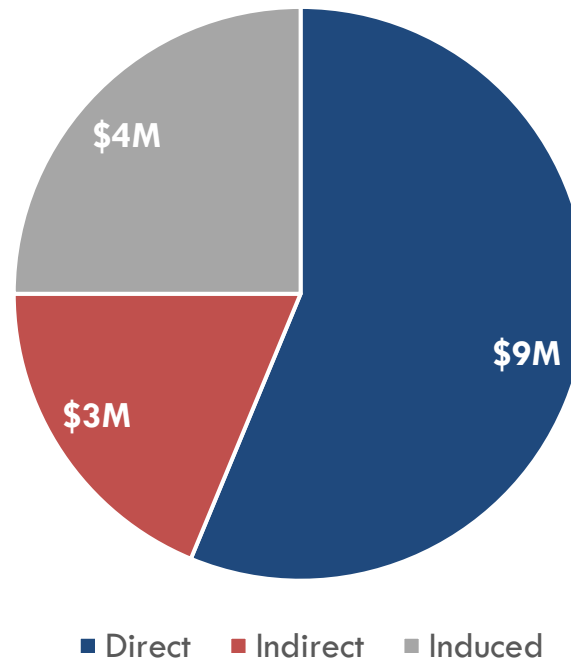
60 events per year
(majority in Upstate New York)
Attendance: 1,400/event
Gross ticket sales: \$63,000/event



Activity Summary

100 jobs
\$7.6M in wages
\$16M in total activity

Statewide small events economic activity



Training centers would generate \$76 million in annual economic activity from operations

Program Summary

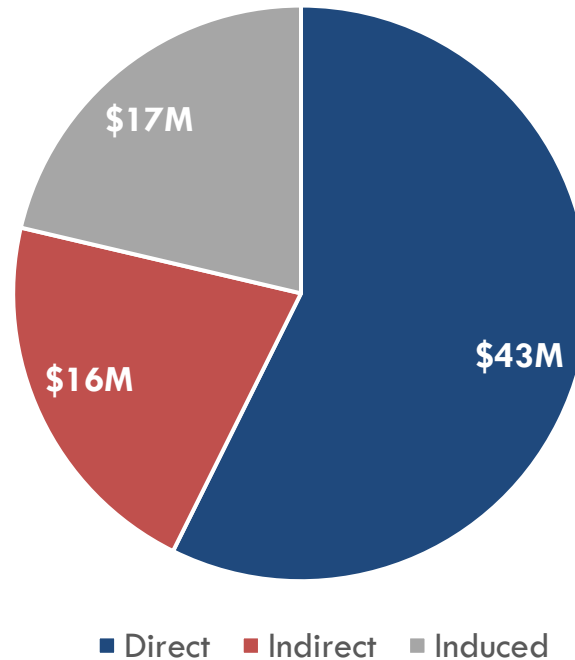
35 training centers
69,000 members
Annual revenue: \$45 million



Activity Summary

960 jobs
\$30M in wages
\$76M in total activity

Training centers economic activity



MMA programming would generate \$5.4 million total fiscal benefit per year in New York



UFC events

\$2.6M fiscal benefit

Local taxes: \$0.9M

State taxes: \$1.7M

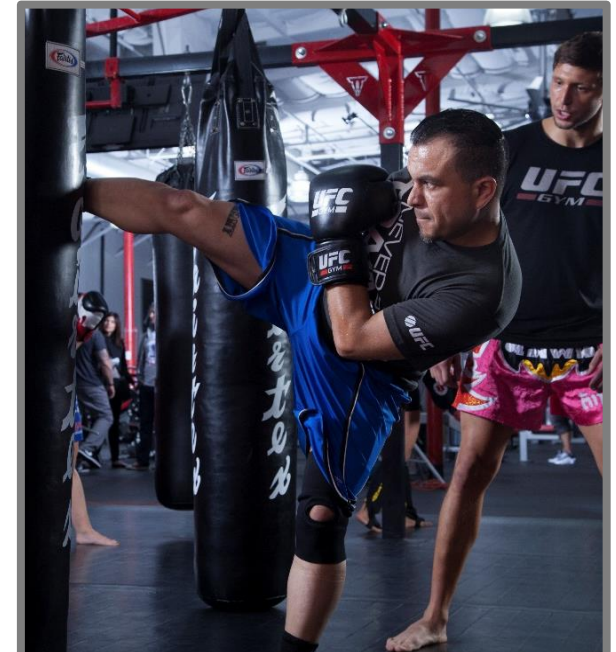


Other MMA events

\$1.8M fiscal benefit

Local taxes: \$0.6M

State taxes: \$1.2M



Training centers

\$1M fiscal benefit

State taxes: \$1M