



presents

## **WILD BILL'S FIGHT NIGHT**

Featuring LIVE No Holds Barred Extreme Fighting Events  
Every 6 to 8 Weeks

# WILD BILL'S FIGHT NIGHT

## Overview

- Mixed Martial Arts/No Hold Barred Extreme Fighting has become the hottest and fastest growing sport since NASCAR. The sport's popularity has skyrocketed with the success of the Ultimate Fighting Championship (UFC) promotions in Las Vegas. The UFC ultimate fighting pay per views and cable television shows boast the highest viewer ratings.
- Full Throttle Entertainment (FTE), along with Wild Bill's, have built a name brand and reputation as the premier promoter of live MMA/No Holds Barred Extreme Fighting in Georgia. Our events boast the largest crowds in the Southeast United States and feature the top ranked fighters from across the nation.
- Fight Night at Wild Bill's will feature live shows every 6 to 8 weeks. We are currently in discussions with Hooters, production companies and cable networks to create a weekly television series that will air the fights to over 20 million households and include a studio show featuring our fighters and sponsors.

# comcast<sup>®</sup> ON DEMAND

WILD BILL'S FIGHT NIGHT  
LIVE FROM WILD BILL'S  
EVERY 6-8 WEEKS





presents



# FIGHT NIGHT LINE UP JUNE 8, 2007

amateur mixed martial arts : 170 lbs

**1 Eric Horning VS Chris Newton 1**

pro mixed martial arts : heavyweight

**2 Josh Thompson VS Robert Alexander 2**

amateur muay thai : 155 lbs

**3 Josh Thomas VS Artie Goddist 3**

amateur mixed martial arts : 155 lbs

**4 Andy Warner VS Sean Joliquer 4**

amateur mixed martial arts : 170 lbs

**5 Mike Ryan VS Tim Gawenda 5**

amateur mixed martial arts : 185 lbs

**6 Gareth Joseph VS Bryan Valentin 6**

pro mixed martial arts : heavyweight

**7 Thad Naefus VS Ben Morrell 7**

pro mixed martial arts : 170 lbs

**8 David Hulett VS Matt Ruskin 8**

pro mixed martial arts : SUPER heavyweight

**9 Jerome Smith VS James Thorpe 9**

pro mixed martial arts : 185 lbs

**10 Matt Brown VS Dymond Jones 10**

## MAINEVENT

**11 Brent Weedman VS Jake Short 11**

pro mixed martial arts : 170 lbs



FIGHT HOTLINE (404) 626-2126



# HOOTERS



# FRIDAY, SEPTEMBER 14<sup>TH</sup> WILD BILL'S FIGHT NIGHT 11

LIVE @ WILD BILL'S



**Doors Open at 6:30pm Fights Start at 8:30pm**

Tickets available at all Ticketmaster locations and online at [Ticketmaster.com](http://Ticketmaster.com) or by calling (404) 249-6400, The Fight Hotline at (404) 626-2126 or Wild Bill's Wild Line (678) 473-1000. Additional Fight info at [wildbillsatlanta.com](http://wildbillsatlanta.com) and [undisputedproductions.com](http://undisputedproductions.com)



Card subject to change without notice. All matches approved and sanctioned by the GA State Athletic Com. Tickets available at all Ticketmaster locations or by calling (404) 249-6400.



**HOOTERS ring card girls & WILD BILL'S Wild Girls**

# Unique Product and Sponsorship Opportunity

- Wild Bill's Fight Night offers a dynamic and unique sponsorship opportunity. No other event guarantees exciting and hard hitting action that will put your guests on the edge of their seats. Each event allows your sales team to interact for three to four hours with clients, prospective clients, vendors and other business associates.
- The live experience at our Fight Night is unlike any other sporting event in the Southeast used by sponsors to entertain clients and impress potential clients. Our crowds, which run from 3,000 to 3,500 spectators, experience the ultimate visual and emotional experience.

# Wild Bill's Fight Night SPONSOR POTENTIAL

- Ring Corners & Ring Mat for logo inclusion.
- Booth(s) in venue for all fights in 2007 to market the sponsoring company. WB's will supply a 3'x6' table. All other materials including personnel must be provided by sponsor.
- Banners in venue for all fights in 2007.
- No less than eight announcements by Southside Steve Rickman from the Regular Guys Rock 100.5 to include company as a sponsor of the fights.
- Logo inclusion in 30,000 4"x6" flyers.
- Logo inclusion on the backside of 30,000 4" x 6" flyers.
- Logo inclusion in 1,000 11"x17" posters.
- Logo inclusion in all print advertising (Creative Loafing, Sunday Paper, Insite Magazine, USA Entertainment, Gwinnett Daily Post, etc).
- Logo inclusion and links on [www.WildBillsAtlanta.com](http://www.WildBillsAtlanta.com) and [www.UndisputedProductions.com](http://www.UndisputedProductions.com).
- Mentions in all radio advertising / Comcast Cable advertising.
- Gift bags or supplies to all patrons or VIP patrons.
- Use of the VIP room for marketing.
- Comcast Video ON DEMAND to 450,000 households. Many options with this capability

# Wild Bill's Fight Night offers to sponsors (continued)

- VIP seating (negotiated dependant upon sponsorship dollars). Table includes food and access to the VIP Zebra Room located inside Wild Bill's.
- 20 complimentary general admission tickets for each fight night to use for guests or employees.
- Sponsorship dollars can be discussed based upon the certain sponsor choices.

# Sponsorship Designed for (COMPANY)

# WE BRING SPECIAL GUESTS

The image shows a screenshot of a website for Andrei Arlovski. At the top, a navigation bar contains the following links: [Bio](#), [Team Pitbull](#), [Fights](#), [Training](#), [Multimedia](#), [News](#), [Contact](#), and [Arlovski Gear](#). The main content area features a large photograph of three men. The man in the center is wearing a black baseball cap and a black t-shirt with a white logo of a stylized face and the text "ANDrei the Pitbull" and "www.arlovski.tv". To the left of the photo, there is a sidebar with a stylized logo of a man's face with spiky hair, the text "Andrei the Pitbull", and "site developed by DreamSoft.us". Below the sidebar is a speaker icon with play and stop buttons. The entire website layout is framed by a dark, metallic border with circular accents.



**Steven J. Mudder**

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Steve Mudder is the founder and President of Full Throttle Entertainment, Inc. He is also the current General Counsel for Pan-Asia Tower Investments Limited, an International owner and operator of infrastructure for the wireless communications industry and he is President of Elite Sports Management, a successful sports agency that represents professional athletes.

Steve attended Harvard Law School where he graduated with honors. Before receiving his law degree, he attended Florida State University and earned a degree in Finance, *summa cum laude*, and was honored for graduating with a perfect 4.0 GPA and first in his class. Steve has practiced corporate law for two nationally ranked firms: King & Spalding in Atlanta, Georgia and Gunderson Dettmer in California's Silicon Valley. Steve was recently selected as a 2005 *Georgia Super Lawyer—RisingStar*, a prestigious distinction honoring Georgia's top lawyers under 40. He has also been honored as distinguished legal professional in Marquis' *Who's Who in American Law* and *Madison's Who's Who of Professionals*.

Steve is a transactional lawyer practicing in the areas of corporate law, entertainment law, contract law and sports law. He represents current and former professional athletes in the National Football League, Major League Baseball and the National Basketball Association. His client list has included players for the Philadelphia Eagles, Arizona Cardinals, Atlanta Falcons, Oakland Raiders, Minnesota Vikings, Carolina Panthers, Baltimore Ravens, Dallas Cowboys, New England Patriots, Tampa Bay Buccaneers, and the San Diego Chargers. In addition to all of this, he, along with Undisputed Productions and Wild Bill's, promotes the biggest and most talked about Fight Nights in the Southeast.

On a personal note, Steve was born and raised in a small town in Nebraska and traveled the world as the son of an Army Colonel. He is a member of the Georgia State Bar, the California State Bar, the American Bar Association, the Harvard Law School Recent Graduates Committee, the Florida State University Board of Governors, the Atlanta Sports Council, the Peach Bowl Committee, Georgia Lawyers for the Arts, and the NFL Players Association.

# The Venue—Wild Bill's Atlanta



Wild Bill's Atlanta is the Largest Country Music Dance Club and Concert Hall in the United States. The acre and a half-sized building has an attendance capacity exceeding 5,000 and features a restaurant, game room and the largest dance floor in Georgia.

# Gwinnett Daily Post

## Fighters ready to rumble at event in Duluth

03/23/2006

By Douglas Sams

Staff Writer

LAWRENCEVILLE - Four years ago extreme fighting was still emerging from the underground - a sport connected with seedy dives and bloody cage matches. Now, boosted by the exposure of Spike TV's reality show "The Ultimate Fighter," stricter rules and better promotion, extreme fighting is getting mainstream.

Up to 4,000 people are expected at Wild Bill's in Duluth on Friday night to watch Georgia residents Cam McHargue and Kevin Gittemeier use a martial-arts-inspired blend of punches, kicks and chokeholds.

Fans will pay from \$25 to \$800 to see the event, also called mixed martial arts or no-holds-barred fighting. Several other fights appear on the undercard, but the winner of the main event gets \$6,000 - the state's largest purse yet for a mixed martial arts competition.

Another sign of the sport's growing popularity came last month, when the Ultimate Fighting Championship at Mandalay Bay in Las Vegas drew a sellout of more than 10,000 people.

"Which is bigger: boxing or mixed martial arts? I get that every day," said event promoter David Oblas, president of Atlanta-based Undisputed Productions.

"I would have to say boxing is bigger right now," he said. "But if you ask me which sport is growing faster, I would definitely say mixed martial arts. How long until it gets bigger than boxing, nobody knows."

Over the past decade, mixed martial arts competitions have taken steps to become more orthodox and bona fide. The Ultimate Fighting Championship - the major leagues of mixed martial arts - has adopted rules banning eye-gouging, groin hits and biting.

Friday's fight at Wild Bill's is sanctioned by the International Sport Karate Association. It will take place in a boxing ring, not a cage.

The sport's tighter regulations stopped the blood-soaked "freak shows" of its early days, when mixed martial arts competitions under the UFC banner were touted as "rules free" and sometimes pitted 300-plus-pound giants against foes half their size.

"It was who's the bloodiest and still standing when it ended," said co-promoter Steve Mudder, CEO of Full Throttle Entertainment. "It's not like that today."

# BLOOD, SWEAT & BEERS

## Ultimate Fighting finds a home at Wild Bill's

**BYLINE:** DAVID PURDUM

**DATE:** March 26, 2006

**PUBLICATION:** Atlanta Journal-Constitution—Sunday Edition

**EDITION:** Main; The Atlanta Journal-Constitution

**SECTION:** Gwinnett News

**PAGE:** J6

Midnight was approaching, and Friday's last two NCAA men's basketball tournament games were winding down toward thrilling finishes. At **Wild Bill's**, only one TV, all the way in the back of the poolroom, was tuned in to the Sweet 16 nail-biters. Not a soul was watching. The real March Madness was taking place inside the main room of the Duluth nightclub.

What normally functions as a dance floor had been transformed into a den of Ultimate Fighting, the violent sport that combines martial arts and backyard no-holds-barred brawling. "Fighting Solves Everything" T-shirts were on sale, and Hooters girls were everywhere. But according to one security officer, significantly fewer troublesome incidents occur on fight nights than on a normal dance night.

With smoke machines and '80s glam rock adding to an already electric atmosphere, spectators lined the ring. Floor seats went for \$50 to \$75. The crowd was estimated at more than 3,000, mostly young, physically fit, middle-to-upper-class white males.

"It's kind of funny. Everybody's in good shape here tonight," bartender Tom Veri said. "A little bit out of control, but in good shape."

It wasn't exactly date night, but there were some females. Candi Dooley of Marietta made the trip to see her brother-in-law, Diamond Joe Jones, bloody Joe Cavey in the third of 14 fights on the card. Dooley said she never worried and the violence didn't bother her one bit.

"They're trained professionals. They know what they're doing," she said.

Most of the fights were brief, ending with a submission or tap out in the first couple of minutes. Some went the distance, like James "the Black Plague" Thorpe's victory by decision over Demian Decorah.

## BLOOD, SWEAT & BEERS [CONTINUED]

When the fights would slow down to a sweaty hug, the crowd would boo. "I'll work on my conditioning," Thorpe said apologetically to the crowd. Referee George Allen, after hearing the crowd's displeasure when one of the fights was stopped, offered to take on anyone in the crowd.

"These people don't understand this sport," said Allen, a 10-year professional fighter and third-year ref. "Let's see one of them get hit in the throat. Any one of them wants to train and challenge me, let's do it."

Cliff Fretwell, a former Georgia State wrestler who won his professional debut Friday, disagreed with Allen. Fretwell says not only is interest in the sport surging, but also the fans are becoming more educated on the skill that's involved.

"[The crowd] is not your farmer that just hopped off the tractor," Fretwell said. "These are working-class people. There's all kinds of people out there. Guys are starting to understand the sport a little better. Some fighters start changing up their game because they think if they take a guy down that they're going to get booed. Well, now that the crowd realizes that that's part of the game, we don't feel like we have to do anything to go out there and put on a good show."

There was no shortage of showmanship, though. The fighters made overblown entrances. With music -- some rap, some rock -- blaring, they came out from behind a black curtain on a raised stage. Tom Nguyen sported a plastic sword and green hair. The fans loved it.

"People love to see fighting," said Decatur's Kevin Riddick, attending his first ultimate fighting event.

The next Fight Night at **Wild Bill's** is May 12.

LOTS OF Photos & Captions: (WE HAVE HARD COPY FOR REVIEW)

Dymond Jones of Atlanta (above) prepares to smack Joe Cavey of Tallahassee during Fight Night at **Wild Bill's** on Friday. Jones grabbed the win in their 170-pound mixed martial arts bout.

Kevin Gittermeier of McDonough (top left) gets petroleum jelly applied to his face before his bout, which he won.

The gloves (top right) used in Ultimate Fighting feature open palms and no padding for the thumbs.

Chris Clodfelter of Winston-Salem, N.C., stays warmed up as he waits for the introduction of his opponent, Steve Kinnison of Chicago.

Dell Sapp of Winston-Salem, N.C. (left) talks with the referee before his fight Friday against Tim Stout. Sapp went on to defeat Stout in the 170-pound bout. The crowd at **Wild Bill's** for the fights was estimated to be more than 3,000, with floor seats selling for \$50 to \$75.

# Going out: When 'howdy' is a fightin' word, beaus of brawl are at Wild Bill's

**BYLINE:** JON WATERHOUSE

**DATE:** March 24, 2006

**PUBLICATION:** Atlanta Journal-Constitution

**EDITION:** Main; The Atlanta Journal-Constitution

**SECTION:** Gwinnett Weekend

**PAGE:** JW3

Typically, the rowdiest things at **Wild Bill's** nightclub are sauced-up suburban cowboys or Zeus the mechanical bull.

Tonight, the vibe changes drastically. The two-stepping gets replaced by the old one-two for **Wild Bill's** Fight Night.

Most of the 14 bouts feature mixed martial arts, a blend of boxing, kickboxing and grappling not unlike the Ultimate Fighting Championship-style popular on TV. This means kicking, punching, kneeing, elbowing and submission holds are allowed. Yes, it's going to get ugly.

Although it's all about athleticism, professional fights play out best with a hint of drama. And the main event is drenched in it.

Valdosta's Cam McHargue --the International Sports Combat Federation U.S. welterweight champion -- will face challenger Kevin Gittemeier from McDonough. Their public smack-talking goes back to the mid-'90s when McHargue opposed a bill allowing more mixed martial arts fight promoters in Georgia. Gittemeier was a vocal supporter of that bill, which eventually passed, and the two fighters have been at odds ever since.

"These two guys absolutely hate each other," says promoter David Oblas of Undisputed Productions. "And both are so sure of a victory that they've agreed to a winner take all." As Oblas put it, one fighter goes home with the entire \$6,000 purse, but the other suffers a beating and walks away with nothing. It's a rare happening in the mixed martial arts arena, he says.

Gittemeier, who agreed to take on McHargue in a nontitle fight, is wagering \$8,000 on himself.

"I have three kids and a wife," says Gittemeier, who works 40 hours a week as an elevator technician. "If I win, I'll buy my wife a new van. If I lose, I'll be working overtime."

\$25-\$100. Doors open at 6:30 p.m., fights start at 8:30 p.m. today. **Wild Bill's** Atlanta, 2075 Market St., Duluth;  
[www.ticketmaster.com](http://www.ticketmaster.com), 404-249-6400

# 14-Fight Card Expected to Draw Thousands Tonight

**BYLINE:** DAVID PURDUM

**DATE:** March 24, 2006

**PUBLICATION:** Atlanta Journal-Constitution

**EDITION:** Main; The Atlanta Journal-Constitution

**SECTION:** Gwinnett News

Kevin Gittemeier, a four-year veteran of the ultimate fighting scene, used to attempt to force his opponents into submission. Those days are over.

Now his favorite move is:

"A concussion," said Gittemeier, who will be taking on International Sport Combat Federation U.S. Champion Cam McHargue in tonight's featured match on a 14-fight card at **Wild Bill's** in Duluth. "You used to be able to just try to get a submission, now the level of competition is so extremely high that I try to land an elbow to the face before going for something like an arm bar."

Like the skill level, the interest in ultimate fighting is on the rise. David Oblas, president of Undisputed Productions LLC and a fight promoter, is anticipating a crowd of more than 4,000 spectators tonight. It's going to be the largest fight in Atlanta since Evander Holyfield fought here [in September 1998 at the Georgia Dome]," said Oblas, who has put on 27 fights in the Atlanta area.

Gittemeier began to notice the increase in fanfare shortly after Spike TV began televising "The Ultimate Fighter," a mixed martial arts reality show, in 2004. More than 2.6 million people tuned into the this year's season finale, up 400 percent from the first season.

Among viewers between ages 18 and 34, it was the highest-rated cable program on Saturday night, Nov. 5, outdrawing college football on ESPN.

## ULTIMATE FIGHTING

- What: **Wild Bill's** Fight Night; 14-bout mixed martial arts, no-holds-barred fighting.
- Where: 2075 Market St., Duluth
- When: Doors open at 6:30 p.m., first fight approximately 8:30 p.m.
- Tickets: Available at all Ticketmaster locations, including [www.ticketmaster.com](http://www.ticketmaster.com) or by calling 404-249-6400 or the Fight Hotline at 404-626-2126.



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