



**WOLFPACK  
NINJAS**

**BRAND & EVENTS  
OVERVIEW**







## WOLFPACK NINJA COMPANIES OVERVIEW

The Wolfpack Ninja Companies established in 2016, are building the sport of Obstacle Racing, which has gained global recognition through the American Ninja Warrior television show. The Wolfpack Ninja Companies are a collaboration between Noah Kaufman MD, Ian Dory, Meagan Martin and GF Capital Private Equity ("GF Capital"). GF Capital has a storied history investing in and operating successful live event and entertainment assets such as Blue Man Group (which GF Capital recently sold to Cirque du Soleil), the Longines Masters (equestrian show jumping), as well as the New York Open and Atlanta Open (professional Men's ATP tennis events).

The initial phase of Wolfpack's plan is to produce high quality live events in which the top Ninjas compete and spectators engage in a series of interactive experiences with the Ninjas. These experiences include interactive training on the obstacle course and one-on-one sessions during the two day event. The ultimate goal of Wolfpack is two-fold: (a) build Ninja racing into a legitimate professional sport, and (b) to foster a passion for fitness and activity in today's youth globally. To this end, Wolfpack has contracted with over 35 of the top Ninja athletes. These ninjas are strong supporters of the company's mission and obligated to fulfill participation and promotional requirements for Wolfpack events.

Wolfpack operated two marquee events in 2017, attracting over 10,000 Ninja fans to the greater Denver area, where the Wolfpack is headquartered. Over the course of 2017, Wolfpack was able to develop and refine its event format, steadily increasing production value and customer experience – and is now in a unique position to capitalize on its intellectual property to create a new, exciting sport and to invigorate millions of children worldwide.





# WOLFPACK NINJA CORE VALUES

## INTEGRITY

Wolfpack Ninjas are honest in all situations and seek to benefit others through actions that uphold this value of “do the right thing”

## RESPECT

Wolfpack Ninjas respect all people and living things. Whether a client, a customer, a competitor, a child or other living thing, we respect life, liberty and the pursuit of happiness.

## FUN

Wolfpack Ninjas recognize that fun and happiness lead to motivated and healthy people. Fun is a primary motivator for health, industry and personal growth. Wolfpack Ninjas strive to help others have fun, and focus efforts on creating magical experiences for kids and their parents.

## DEDICATION

Wolfpack Ninjas work hard. Nothing great in this life is accomplished without hard work. The Wolfpack Ninjas work as hard as they can, dedicated to growing the brand, the mission and the core values throughout society.

## INSPIRATION

Wolfpack Ninjas are role models and examples of leading healthy and happy lives as contributing leaders in society. The Wolfpack strives to inspire others—especially children—so that they may one day be the leaders of tomorrow and spread these core values in order to make the world a happier and healthier place.

## GIVING

Wolfpack Ninjas recognize their gifts and one of their core values is to give back. It is our charge to make their lives better by giving of our time, resources and energy.





## WOLFPACK NINJA MISSION

Wolfpack Ninja's mission is to inspire people – especially children – to live active, healthy lifestyles. Wolfpack hopes to alter the current trajectory of health and wellness across the United States and beyond.



CLICK SCREEN TO PLAY





## WOLFPACK NINJAS 2017 IN REVIEW

The company operated two Wolfpack Ninja Tour events in 2017:

**APRIL 2017 - @ MAGNESS ARENA IN DENVER, CO**

**NOVEMBER 2017 - @ BUDWEISER EVENTS CENTER IN LOVELAND, CO**

In 2017, Wolfpack Ninja Tour forwent third party sponsorship in order to incubate and refine its event and competition concept. The company wanted to prove the entertainment value of the sport and create exciting media assets showcasing true ninja racing sport prior to seeking third party support.

The events were well attended despite limited marketing and advertising budgets; intrinsic consumer demand for interactive experiences and family fun programming proved to be the main driver of interest.

- The two events attracted over 10,000 people to the arenas in Denver and Loveland
- Wolfpack Pros taught over 1,500 classes to children from across the country
- Spectators and competitors from over 40 U.S. states, 7 Canadian Provinces, as well as Australia, Netherlands, Sweden, the U.K., France, Japan, among others
- The November 2017 event generated over 25,000 live streams with a large multiple of impressions for the event despite essentially no meaningful marketing



# WHAT IS A WOLFPACK NINJA TOUR EVENT?

ENTERTAINMENT FOR THE WHOLE FAMILY  
A REVOLUTIONARY SPORTING EVENT







# WHAT IS A WOLFPACK NINJA TOUR EVENT?

## 1. FAMILY ENTERTAINMENT

- Classes and tutorials with top ninjas for both children and adults
- VIP parties and activations involving intimate interaction with the Wolfpack Pro Team
- Free play on ninja obstacle elements take place throughout the weekend
- Health fair with mission-aligned vendors (free of charge)
- Health-focused charity involvement (incl. Children's Hospital of Colorado and Positive Coaching Alliance in 2017)
- Competitors (Youth, Amateur, and Professional) qualify throughout the weekend in their respective divisions to obtain top times and a chance to win cash and swag prizes



Wolfpack's commitment to childhood health initiatives include combating sedentary lifestyles and the growing diabetes epidemic. This positions the company globally to attract partners looking to display their commitment similar initiatives.



# WHAT IS A WOLFPACK NINJA TOUR EVENT?

## 2. REVOLUTIONARY SPORTING EVENT

### "INSPIRE THE KIDS" – WOLFPACK MANTRA

- The top 16 Professional qualifiers (Men and Women) are invited back to compete live in front of thousands of spectators ("the Finals")
- Finals racing competition is determined via head-to-head double elimination racing format -- a fast paced showdown between the top Professional competitors
- Various break points during the event with entertainment ranging from acro-ninja antics, "guest" stars racing on the course (incl. celebrities, dinosaurs, mascots, and others), amongst other more typical event entertainment (shirt cannons, dancing, the "Wave" etc.)

Attendees of Wolfpack's 2017 events experienced an extremely exciting live event format showcasing the greatest Ninja-athlete stars in the world competing head-to-head. The live entertainment value was undeniable – Wolfpack hopes to enter a major metropolitan market with a motivated partner and continue to grow this exciting new sport.



# MEET THE PRO TEAM

- The Wolfpack Pro Team consists of many of the premier Ninja-athletes from across the Globe
- Each Wolfpack Pro is dedicated to elevating ninja-sport into the international spotlight as well as inspiring a generation of children to choose a path towards fitness, discipline, and self improvement
- Total followers of Pro Team athletes across social media platforms is over 3 million and consistently growing
- Wolfpack Pro's share Wolfpack's vision for a brighter tomorrow for today's youth!



ATHLETE FEATURE  
**JESSIE  
GRAFF**  
383K Instagram  
Followers

Jessie Graff is the top female celebrity Ninja and stuntwoman extraordinaire. She is an empowering role model for girls around the world.



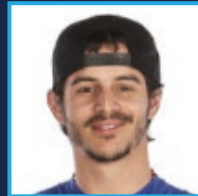
ATHLETE FEATURE  
**JOE  
MORAVSKY**  
57K Instagram  
Followers

Joe is also known as "The Weatherman" and is well recognized as the current top competitor on American Ninja Warrior having gone the farthest in two of the TV shows' Finals.



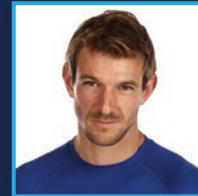
ATHLETE FEATURE  
**MEAGAN  
MARTIN**  
115K Instagram  
Followers

Meagan is a top world cup competition climber and one of the best American Ninja Warriors, man or woman. She is one of the founding members of the Wolfpack Ninjas.



ATHLETE FEATURE  
**FLIP  
RODRIGUEZ**  
67K Instagram  
Followers

Flip is one of the fastest and most skilled Ninjas. He is also a huge advocate for children's health issues including sexual abuse, health and general wellbeing.



ATHLETE FEATURE  
**NICHOLAS  
COOLRIDGE**  
198K Instagram  
Followers

Acrobat and acro-yoga specialist. Nicholas trains top celebrities in Los Angeles and is world renown for his unique social media posts which explore his amazing acro-movement abilities.



ATHLETE FEATURE  
**ADAM  
RAYL**  
6K Instagram  
Followers

Adam is the future of Ninja. He dominated both Wolfpack Ninja events in 2017 and has proven he can stand toe to toe against the top athletes in the sport.



ATHLETE FEATURE  
**OLIVIA  
VIVIAN**  
16K Instagram  
Followers

Olivia is a former Olympic gymnast who represented Australia. She is also a top Australian Ninja Warrior competitor and is taking the sport by storm. She is swiftly becoming one of the most influential Ninjas as well as one of the top competitors.



## GLOBAL ASPIRATIONS AND BRAND GROWTH



# MAKE MEMORIES WITH THE WOLFPACK NINJAS

