

# THE NATIONAL **MARTIAL ARTS** LEAGUE

**NOW FRANCHISING!**



**WHERE DREAMS BECOME A REALITY**  
**[WWW.THENATIONALMARTIALARTSLEAGUE.COM](http://WWW.THENATIONALMARTIALARTSLEAGUE.COM)**

# THE NATIONAL MARTIAL ARTS LEAGUE

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**Finally, a Business Franchise Offer Like No Other!**

**Have you ever dreamed of owning a revenue-generating professional sports franchise?**

**Has the lack of experience prevented you so far?**

**Allow us to change all that by leading you to one of the best decisions you can make in your life.**

## OUR TARGET MARKET

The National Martial Arts League's primary goal is to catapult sport (point competition) martial arts into the professional level while making it financially beneficial to those who will share this dream into fruition.

Of course, this offer is likewise open to martial arts school owners and promoters who have every reason to take advantage of this unique offer. Existing schools and annual tournaments can still be made more prestigious, more professional, and more exciting. The income-generating potentials will also improve in leaps and bounds but only for the 32 team franchise holders that can commit to the agreement before they run out.

Franchise Holders are given three franchise options either for a National Martial Arts League Team Franchise; a Help Stand-Up Against Violence Everyone (S.A.V.E.) America Training Facility or, a combination of both.

### A National Martial Arts League Team Franchise

### And Or a Help Stand-Up Against Violence Everyone (S.A.V.E.) America

Which includes:

Ownership of your own National Martial Arts League Team Franchise requires conversion of your existing martial arts studio to a Kumite Fightclub martial arts training facility, or development of a new Kumite Fightclub.

Marketing Support for a national sport that brings needed recognition to the martial arts world and another platform choice in providing spectator entertainment for the masses;

Voting Rights to determine the organized, controlled scoring environment that will standardize competition for martial artists of all styles.

Ownership rights for your city and state's professional martial arts team tryouts, rights to a secured territory to secure your team that will compete against other teams in the NMAL like in other major league sports.

A Martial Arts Training Facility with programs structured to combat community issues relative to the community in which it resides such as:

Stress – America's #1 Health problem

Adult Obesity

Crime – 16% of US Citizens will be victims of crime

Bullying – 90% of 4th – 9th graders report being victims of bullying

Specialized community programs such as:

Onsite self-defense for businesses

TeenScene – teen social network.

FightNite – participants with a score to settle agree to fight with protective equipments, judges and in front of an audience for Friday/Saturday night events.

# THE NMAL FRANCHISE, LLC AND THE MAN BEHIND IT



The National Martial Arts League (NMAL) Franchise, LLC was formed as a limited liability company in South Carolina on October 26, 2009. It owns and has trademarked the corporate names " Help Stand-Up Against Violence Everyone (S.A.V.E.) America" and "National Martial Arts League". It is affiliated with the Kumite, INC which has been in existence since 2002 and owned by Dexter Kennedy.

Dexter Kennedy is the man behind the National Martial Arts League and the Help Stand-Up Against Violence Everyone (S.A.V.E.) America. The retired US Army Chief Warrant Officer has been an active participant and promoter of the sport of martial arts, having had commenced its study in 1974 before teaching in 1976 through a local continuing program while he was still in his teens in Columbia, SC. He earned his blackbelt and opened his first karate school in 1986 at Harlingen, TX.

He learned only from the best. The likes of Martial Arts National Champion Mike Genova and Blackbelt Hall of Fame Member Keith Vitali handled his training when he resumed martial arts study after active military service. He did not only complete and became nationally rated for seven years but also became one of the respected Desert Storm veterans in 1990.

Dexter Kennedy is a firm believer in the philosophy of "Making People Better for Life". This is best seen in his martial arts school - " Help Stand-Up Against Violence Everyone (S.A.V.E.) America". He has been providing martial arts programs that have been benefitting the community including programs that address the issues of stress, obesity, crime and bullying. Traditional belt certificate programs continue to be the main programs of the school.

Dexter Kennedy has been in the sport long enough to know that martial arts can still be elevated to a higher level where everyone who holds a stake in it can and will benefit. Martial artist, promoters, school owners, and investors can expect to benefit from the institution of a professional martial arts league. The exclusive chance to be part of that action is what this franchise package offers.



# NMAL FRANCHIE OPTIONS



As already mentioned above, there are three franchise options available. Each option promotes its own unique advantages to help franchise owners realize their goals. Whether as a franchise holder of the Help Stand-Up Against Violence Everyone (S.A.V.E.) America or the National Martial Arts League or a Master Franchise holder of a combination of the two, franchise owners can rest assured that the packages have been carefully designed for maximized return on investment.

## Franchise Option 1 - Help Stand-Up Against Violence Everyone (S.A.V.E.) America

This is a franchise option to establish and operate a school for martial arts. This option is open whether as a new business or to convert an existing martial arts studio into a training facility that conforms to the Help Stand-Up Against Violence Everyone (S.A.V.E.) America standards. Each authorized Help Stand-Up Against Violence Everyone (S.A.V.E.) America shall offer all services and products as detailed in the Franchise Agreement.

**Estimated Start-Up Costs :** To be determined

**Initial Franchise Fee :** Depends on territory (\$25,000- \$75,000,00)

**Royalties :** minimum fee of &1,000.00 per month or 6% gross revenues

**Marketing Fund Royalty:** 3% of gross revenues

### Help Stand-Up Against Violence Everyone (S.A.V.E.) America Kids Programs

- Whitebelt-Blackbelt Tiny Tots Program
- Whitebelt-Blackbelt Beginners Program
- Whitebelt-Blackbelt Intermediate Program
- Whitebelt-Blackbelt Advance Program
- Fightback-Self Defense Basics (Certificate Program)
- The Teen Scene
- Don't Bully Me Program

### Help Stand-Up Against Violence Everyone (S.A.V.E.) America Adult Programs

- Fightback-Self Defense Basics (Certificate Program)
- Fightback-Self Defense Advanced (Certificate Program)
- Whitebelt-Blackbelt Beginners Program Whitebelt-Blackbelt Intermediate Program Whitebelt-Blackbelt Advance Program Fightnite
- Kata-Forms for Strength and Flexibility "Build Your Dream Body" 12 Week Program

**THE NATIONAL  
MARTIAL ARTS  
LEAGUE**

## Franchise Option 2 - National Martial Arts League Franchise Team

This franchise option includes everything with Option 1 and in addition defines a protected territory in which an ownership of a specific National Martial Arts League Franchise can be exercised. The team shall consist of black belts - martial artist of all styles, male or female, aged 18 and above. The area boundaries are determined by a number of factors including population, median population age, and proximity to other franchisees.

To accomplish this worthwhile goal, NMAL is seeking individuals and entities that will become part of our intensive efforts to make this succeed. I am personally inviting you and/or your company to be one of the 32 Franchise team owners that will comprise this National Circuit where martial artists get to engage in light-to-medium contact point competition. The existence of a Professional League specifically for martial arts is sorely missing. This one venue can be what the NFL has been for middle and high school football programs for martial arts, schools and tournaments. With the commitment of 32 like-minded franchise owners such as you towards this ultimate goal, we will be making history in this industry.

**Initial Franchise Fee:** \$ 35,000.00 to \$ 75,000.00 **This depends on the territory purchased.**

**Royalties:** minimum fee of \$ 1,000.00 per month or 6% gross revenue

**Marketing Fund Royalty:** 3% of gross revenues

**Local Advertising:** \$ 1,000.00 to \$ 3,000.00 per National Martial Arts League Franchise

**32 Teams Offered for Sale** (Please check the team you would like to purchase)



# THE NATIONAL MARTIAL ARTS LEAGUE

PACIFIC DIVISION	MID-WESTERN DIVISION	NORTHEASTERN DIVISION	SOUTHEAST DIVISION
 WASHINGTON	 TEXAS	 MICHIGAN	 KENTUCKY
 OREGON	 OKLAHOMA	 NEW YORK	 TENNESSEE
 CALIFORNIA	 KANSAS	 MASSACHUSETTS	 VIRGINIA
 NEVADA	 LOUISIANA	 CONNECTICUT	 MARYLAND
 UTAH	 MISSOURI	 PENNSYLVANIA	 SOUTH CAROLINA
 ARIZONA	 ILLINOIS	 OHIO	 NORTH CAROLINA
 NEW MEXICO	 WISCONSIN	 NEW JERSEY	 FLORIDA
 COLORADO	 MINNESOTA	 INDIANA	 GEORGIA

<ul style="list-style-type: none"> <li><input type="checkbox"/> The Golden Eagles</li> <li><input type="checkbox"/> Ten Tigers</li> <li><input type="checkbox"/> The Death Squad</li> <li><input type="checkbox"/> The Golden Centipede</li> <li><input type="checkbox"/> The Woukou Pirates</li> <li><input type="checkbox"/> 7-Clans of Kung Fu</li> <li><input type="checkbox"/> The Black Emperor Scorpions</li> <li><input type="checkbox"/> The White Crane</li> <li><input type="checkbox"/> Snake Fist Fighters</li> <li><input type="checkbox"/> The Midnight Assassins</li> <li><input type="checkbox"/> The Five Animals</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Black Cobra</li> <li><input type="checkbox"/> The 36th Chamber</li> <li><input type="checkbox"/> The Venom Squad</li> <li><input type="checkbox"/> Masters of the Eight Laws</li> <li><input type="checkbox"/> The Iron Monkey</li> <li><input type="checkbox"/> The Five Elders</li> <li><input type="checkbox"/> Knights of Darkness</li> <li><input type="checkbox"/> The Street Fighters</li> <li><input type="checkbox"/> Thirty-Six Families</li> <li><input type="checkbox"/> The 9 Dragons</li> <li><input type="checkbox"/> The Mantid</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Shaolin Warriors</li> <li><input type="checkbox"/> The Red Lotus</li> <li><input type="checkbox"/> The Eight Immortals</li> <li><input type="checkbox"/> Komodo Lizards</li> <li><input type="checkbox"/> The Dragon Society</li> <li><input type="checkbox"/> Forest Ghosts</li> <li><input type="checkbox"/> Shaolin White Snake</li> <li><input type="checkbox"/> 108 Locking Hands</li> <li><input type="checkbox"/> The Redfist Clan</li> <li><input type="checkbox"/> The Poison Clan</li> </ul>
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## Franchise Option 3 - The Master Franchise

This franchise option combines the first two options and allows an individual or a company to own a National Martial Arts League Franchise and operate at least one Help Stand-Up Against Violence Everyone (S.A.V.E.) America, and also recoup franchise fees by offering Help Stand-Up Against Violence Everyone (S.A.V.E.) America martial arts training facilities within its defined territory. All sub-sales must be approved by the Franchisor. National Martial Arts League Franchise Teams will compete in all competitions organized by NMAL locally, regionally, and nationally. A Help Stand-Up Against Violence Everyone (S.A.V.E.) America Franchise not only provides the opportunity to offer whitebelt to blackbelt programs and self-defense programs but also programs that address community issues. It also provides franchisees the right to market and sell services and products of the highest standards.

**This option benefits you as an owner. As students progress through the ranks you may want them to teach your concept at a franchise location. You again make money on the fees.**

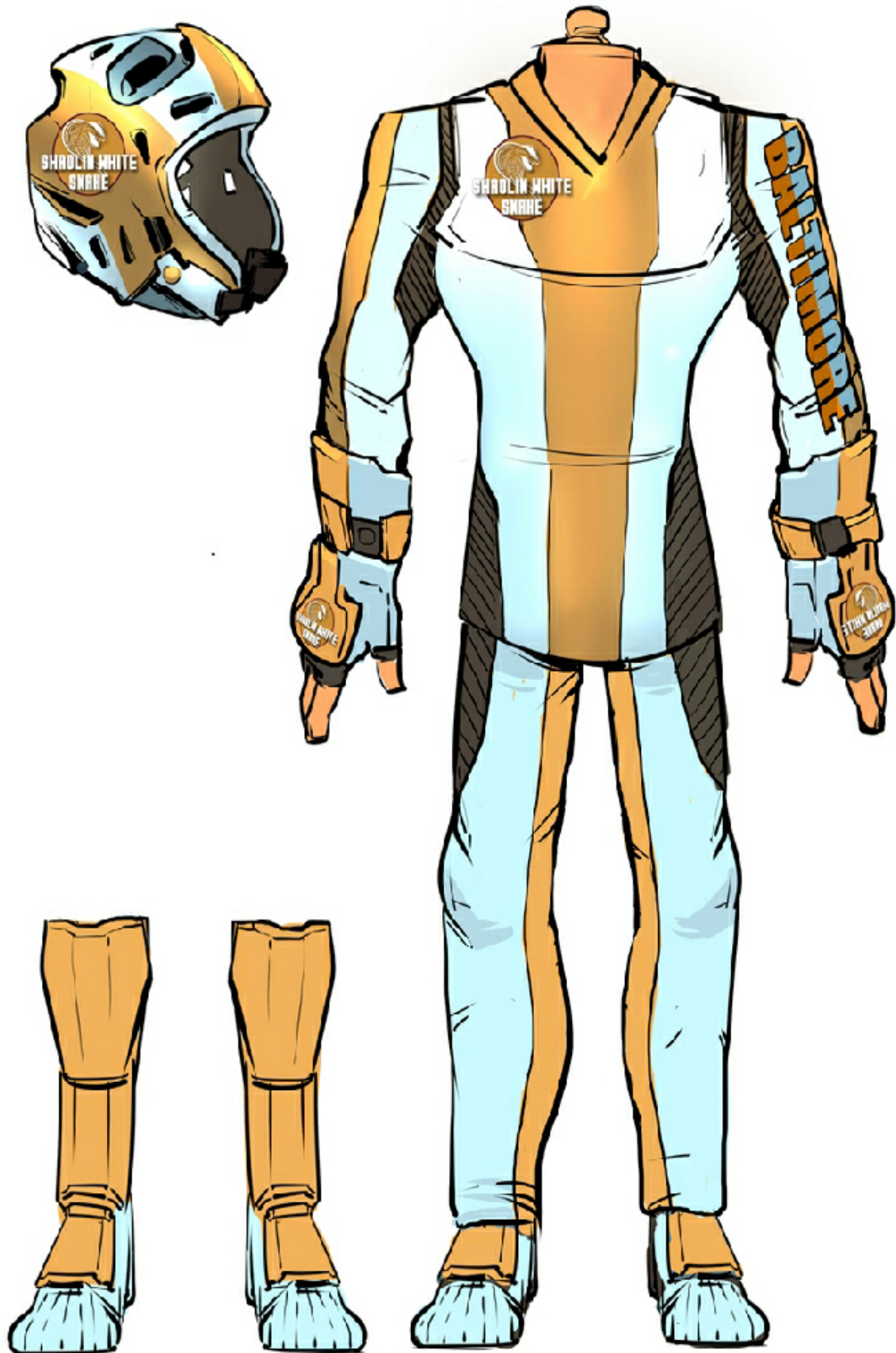
US veterans receive a 20% franchise fee discount to all new National Martial Arts League Franchise offerings. NMAL supports the Veterans Transition Franchise Initiative (VetFran).

### **Requirements:**

1. Performance of pre-opening obligations under the Franchise Agreement.
2. Business space of at least 3,500 square feet preferably located near residential and business areas with accessible parking. Facility must be sprinkled and accommodate 350 participants.
3. Payment of \$ 2,000.00 to \$ 4,000.00 start-up package fee for Help Stand-Up Against Violence Everyone (S.A.V.E.) America products which forms part of the initial inventory.
4. Compliance with standards and policies.



# THE LEAGUE UNIFORM



# WHY YOU SHOULD GET AN NMAL FRANCHISE?

## You should seriously consider getting an NMAL franchise if you are :

- Someone who would like to have the benefit of having a carefully planned sports franchise
- Someone who believes in the martial art sport, with or without experience in the sport itself
- Someone who owns a martial arts school needing of more exposure and prestigious branding
- Someone who actively promotes martial arts tournaments and believes in a professionalized league environment
- Someone who would simply want a fool-proof way of earning from franchise investment

## Consider the advantages given to owners:

- No national competitors
- Exclusive franchise territory
- Exclusive and proprietary product
- Low staff requirements
- The NMAL and Help Stand-Up Against Violence Everyone (S.A.V.E.) America Franchise has already established a retirement program for its franchise owners
- 85% loan guarantee through the SBA
- Experienced support staff that provides able assistance in marketing, training, and on-site pre-opening

## Other benefits include:

- Group Marketing
- Group Public Relations
- Uniform/Apparel Sales
- School and Team Marketing
- Team Sponsorship Solicitation
- Increased Tournament Participation (in Blackbelt Events)
- A new circuit in which all franchisees have an equal vote for franchise decisions
- Certified judges/referees
- Added revenue from team events and blackbelt registrations
- Team site and link to the National Martial Arts League website
- Access to specialized training as all franchises are given uniform training at the same time
- Added revenue possibilities through community-based and community-relevant programs
- Business and career opportunities for students
- And many more that you will get to discover when you get your NMAL franchise

# FULL SUPPORT ALL THE WAY

All individuals, partnerships, or corporations who enter into an agreement with NMAL, LLC as franchise holders are guaranteed to receive the following forms of assistance:

- 1. Obtaining Financing** - If financing is a concern, the National Martial Arts Franchise Corporate Team provides assistance to potential franchise owners in obtaining financing. Assistance is likewise provided in business plan development which is usually required in the loan process. NMAL can suggest a number of lending institutions listed on the SBA registry to fast-track loan processes.
- 2. General Contractor and Build Out Process** - The National Martial Arts League Project Coordinating Team also provides assistance in facility build out from the process of finding an architect to utilizing one of the pre-approved market-based general contractors. Architectural guidelines including floor plans are provided.
- 3. Grand Opening** - A National Martial Arts League Franchise representative will be on hand to provide guidance and assistance in opening the business to the public.
- 4. On-going Corporate, Field and Website Support** - The National Martial Arts League will be a constant presence especially when required by the franchise owner in the operation of its business. The Franchise Support Team is always up and ready to provide needed support.
- 5. Franchise Training** - The National Martial Arts League Team provides training from the start up to the finish including mandatory and obligatory training for start-ups plus on-going training to operate the business. A comprehensive confidential operations manual is provided.
- 6. Marketing and Advertising Support** - The National Martial Arts League Team provides advertising and promotional materials online which franchise holders can use for their own marketing blitz. Franchise owners are likewise given access to marketing programs created and tested by NMAL for the purpose of increasing student-member base.
- 7. Clear Revenue Plan** - The National Martial Arts League Team has identified all possible ways in which all its franchise owners can maximize revenue potentials. The financial interest of franchise owners are protected to ensure success in operation. The high growth potential of an NMAL franchise is something which anyone can take advantage of but it is a decision that has to be made SOON - before the offered possibilities run out.



## SBA REGISTRY INFORMATION

The U.S. Small Business Registration (SBA) has provided a Franchise Registry composed of pre-approved national listing of brands. Franchises included in this list are able to provide their potential franchisees, licensees, or distributors, the advantage of having access to loans and other financing products minus the often tedious steps in between. SBA looks favorably on franchise loan applications than other loan applications since franchise businesses are considered turnkey operations.

The National Martial Arts League is one of only about 1,350 brands approved by SBA to be included in the Franchise Registry. Clearly, a National Martial Arts League franchise is a very safe investment bet. The pre-approved franchises including the NMAL franchise have already been reviewed by SBA which allows for a more streamlined loan process for potential NMAL franchise holders.

## IMPORTANT FACTS ABOUT MARTIAL ARTS IN AMERICA

At present, there is still no professional league existing specifically for sport martial arts in the US. This fact in itself opens up tremendous opportunities for this franchise opportunity package as well as those who will choose to act positively on this offer. Consider these:

- There are more than 40,000 karate schools and martial arts studios in the United States

- There are more than 600 martial arts tournaments happening all over the country every year

- There are more than 500 sport martial arts amateur circuits in the United States

- There is no other martial arts franchise opportunity close to what NMAL is offering

From the time the US got its first taste of martial arts competitions via the pay-per-view Ultimate Fighting Championship (UFC), there has been a growing interest in martial arts competitions in its many forms. MMA events have only touched the tip of the iceberg with the first ultimate fighting championship (UFC) held in 1993. There are over 500 amateur, martial art tournament circuits, in addition to 75 million Tae kwon do practitioners. They all choose to practice using point rules and techniques. They are traditional, but highly competitive and exciting. They do not encourage the brutal mixed martial arts techniques currently broadcast on pay per view. The NMAL is proposing the unification of all sporting, martial arts practitioners into a national arena; and promoting the sport of martial arts. There are several amateur martial arts point circuits keeping the sport alive in the public consciousness such as the Sport Karate International (SKI), the National Blackbelt League (NBL), the Amateur Organization of Karate (AOK), the American Taekwondo Association (ATA), and the North American Sport Karate Association (NASKA). However, martial arts enthusiasts know that there can be more excitement provided by a professional league.

## THE COMMITMENT

The National Martial Arts League commits to provide franchise owners with a sound investment proposition backed up by extensive research and preparation. Before the franchise options were offered to the public every step has been considered to ensure that franchise owners will have access to an endeavour that clearly provides for financial gain in a truly ground-floor opportunity.

Franchise owners give their commitment as well for a period of five-years towards the professionalization of martial arts. Together with this professionalization is the once in a lifetime opportunity to be part of the exciting world of martial arts and actually earning from such participation. That opportunity is represented by owning one of the 32 franchise teams being offered to interested investors. Once the 32 teams have been purchased, no other similar option exists.

# THE OPPORTUNITY

To accomplish this worthwhile goal, NMAL is seeking individuals and entities that will become part of our intensive efforts to make this succeed. I am personally inviting you and/or your company to be one of the 32 Franchise team owners that will comprise this National Circuit where martial artists get to engage in light-to-medium contact point competition. The existence of a Professional League specifically for martial arts is sorely missing. This one venue can be what the NFL has been for middle and high school football programs for martial arts, schools and tournaments. With the commitment of 32 like-minded franchise owners such as you towards this ultimate goal, we will be making history in this industry.

We need individuals who are familiar with the existing professional sports model used for professional team sports. You and the 31 others that sign up for this will be providing an exciting field of competition for women, children, and adult men ages 4-60 engaged in the sport aspect of martial arts for fitness, health and competition. The competition is likewise intended to discover the best 13 individuals (male and female) who will be representing their state in a National Championship comparable to the Superbowl.

If this opportunity is of interest of you, I need a commitment email or message from you.

# LETS MAKE THIS HAPPEN

The dream of a professionalized martial arts league has been the dream of many who have long recognized its potentials. You have in your hands the capacity to make this happen NOW so it is no longer a dream but a reality which all of us can benefit from. Additional information about NMAL can be seen at <http://www.thenationalmartialartsleague.com>

Do not hesitate and contact Dexter Kennedy at (803) 665-8453 or via email at [dKennedy@thenationalmartialartsleague.com](mailto:dKennedy@thenationalmartialartsleague.com) to request a copy of the NMAL franchise disclosure documents. It is worth mentioning that NMAL is one of the top franchises in the Top Military-Friendly Franchises List.

Veterans receive up to 50% off franchise fees

# LETS MAKE THIS HAPPEN NOW!

Send your completed application to:

**The National Martial Arts League**

208 Majestic Drive, Suite 101 Columbia, SC 29223

**Phone:** 1-866-586-4831

**Email:** [dkennedy@thenationalmartialartsleague.com](mailto:dkennedy@thenationalmartialartsleague.com)

**Web:** <http://www.thenationalmartialartsleague.com>



# Credit Application

Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_  
Address: \_\_\_\_\_ Apt./Suite #: \_\_\_\_\_  
City: \_\_\_\_\_ State/Zip: \_\_\_\_\_ Email: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_ Social Security Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

## Employment Information

### Current Employer

Company Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_  
Business Address: \_\_\_\_\_ Time in Position: \_\_\_\_\_  
Position Held: \_\_\_\_\_ Salary: \_\_\_\_\_ Hourly / Monthly

### Previous Employer

Company Name: \_\_\_\_\_ Telephone #: \_\_\_\_\_  
Business Address: \_\_\_\_\_ Time in Position: \_\_\_\_\_  
Position Held: \_\_\_\_\_ Salary: \_\_\_\_\_ Hourly / Monthly

## Bank Information

Name of Bank: \_\_\_\_\_ Branch: \_\_\_\_\_  
Bank Contact: \_\_\_\_\_ Telephone #: \_\_\_\_\_  
Requested Credit Amount: \_\_\_\_\_ Type of Account: \_\_\_ Checking \_\_\_ Savings  
Have you ever filed for bankruptcy before? \_\_\_ Yes \_\_\_ No  
Have you ever defaulted in payment of credit before? \_\_\_ Yes \_\_\_ No  
If yes, please explain: \_\_\_\_\_  
\_\_\_\_\_

## Personal References

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_