



★ **ALLITOS** ★

· 2015 ·



LOGLINE:

MODERN LIFE HAS TAMED US, OUR MOST BASIC AND CATHARTIC INSTINCTS HAVE BEEN SUPPRESSED, EVEN THOUGH SOME GUYS KEEP STANDING AGAINST THE RULES.

YOU'VE SEEN THEM ON THE STREET, YOU'VE BEEN AFRAID OF THEM, YOU WOULDN'T FACE THEM;
THESE MEN CELEBRATE THEIR INSTINCT AND WILL DESTROY ANYONE ATTEMPTING TO TAME THEM.

BUT, WHAT HAPPENS WHEN THEY'RE FACED WITH BEINGS WHO SHARE THEIR ESSENCE?

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ESSENCE

GALLITOS IS A REALITY SHOW ABOUT ENERGY LIBERATION THROUGH PHYSICAL COMBAT.

A HARDCORE ENDURANCE TEST WHERE EACH FIGHTER WILL HAVE TO DEMONSTRATE SUPREMACY.

WE WANT TO FIND THOSE "GALLITOS" THAT BECAME URBAN LEGENDS BECAUSE THEY ARE THE STREET FIGHTERS OF THEIR NEIGHBORHOOD, THE SCHOOL'S BULLIES, THE MOST FEARED OF THE BODYGUARDS, ETC.

THESE GUYS WILL BE NOMINATED BY PEOPLE OF THEIR SOCIAL CIRCLE, THEIR FAMILY OR COWORKERS & THEY'LL FIGHT AGAINST SIMILAR URBAN LEGENDS.

THE WINNER OF THIS SHOW WILL DEMONSTRATE HIS SKILLS AGAINST A TRUE CHAMPION, OR FORMER WORLD CHAMPION MMA IN THE AFTERMATH OF THE PROGRAM CALLED

"FOR GLORY"



WATCH LA PELLEA:

ALL FORMS OF CONFRONTATION CONTACT ARE VALID AS LONG AS THE PARTICIPANTS ARE CIVILIANS AND NOT PROFESSIONAL FIGHTERS OF ANY KIND; WE ARE LOOKING FOR COMMON PEOPLE FROM ALL SOCIAL CLASSES.

GALLITOS IS A COMPETITION FOR PEOPLE WHO ARE LOOKING TO CHANGE OR ESCAPE ROUTINE, AND ALSO LIKES TO TRY CONTACT SPORTS &ND COMBAT FIGHTING.



TORINTEO

MAIN SHOW:



TORNEO MAIN SHOW:

APPLICANTS WHO ARE SELECTED WILL BE DIVIDED INTO FOUR CATEGORIES DIVIDED BY WEIGHT CRITERIA.

THESE FOUR CATEGORIES REPRESENT FOUR PARALLEL TOURNAMENTS.

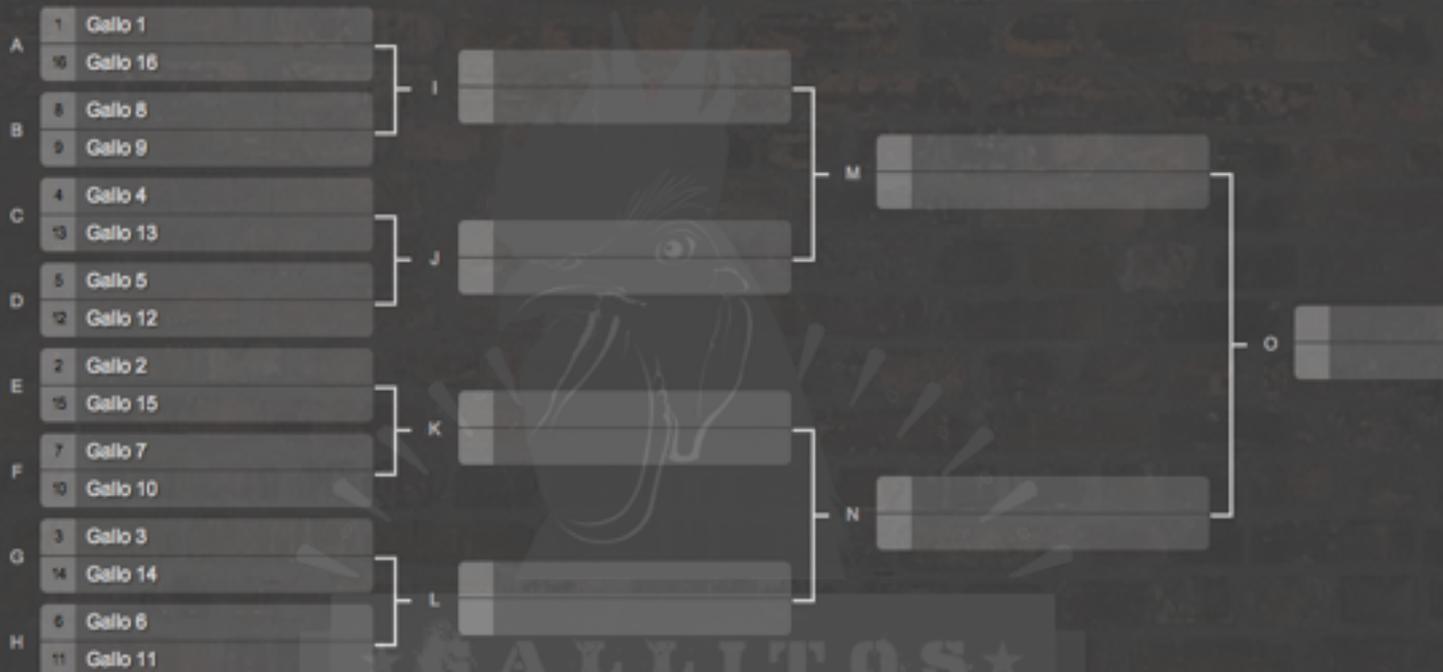
THESE CATEGORIES PROVIDE A WIDER RANGE THAN OTHER COMPETITIONS, SUCH AS UFC.

EACH CATEGORY IS CONFORMED BY 16 PLAYERS/FIGHTERS

THE COMPETITION STRUCTURE IS DIVIDED IN FOUR ROUNDS (PRELIMINARY, QUARTERFINAL, SEMIFINAL, FINAL)



Gallitos



THE MEDIA PROFILE OF THE FIGHTERS WILL INCREASE ACCORDING TO THEIR PERFORMANCE. WITH EACH ROUND, THE SHOW WILL DEEPEN IN THE SOCIOLOGICAL, PSYCHOLOGICAL AND PHYSICAL CONTEXT OF EACH FIGHTER

PROFILES BACKGROUND :

ONE OF THE KEY FEATURES OF GALLITOS IS TO KNOW EACH OF THE FIGHTERS, THE SOCIAL CONTEXT IN WHICH THEY CONDUCT THEIR LIVES, WHAT MAKES THEM TICK, THEIR ASPIRATIONS, DREAMS AND ESPECIALLY HOW REACTING AGGRESSIVELY TO ADVERSITIES AFFECTS THEIR DAILY LIVES

EACH OF THE SELECTED FIGHTERS WILL BE ACCOMPANIED BY A CREW WHO WILL RECORD THEIR DAILY LIVES, THEIR ROUTINES, THEIR PHYSICAL AND MENTAL PREPARATION.

THESE CLIPS WILL BE SHOWN THROUGHOUT THE PROGRAM (TOURNAMENT), AIMING TO CREATE A LINK BETWEEN THE PUBLIC AND THE FIGHTER.



THE NINJA:



A MASKED CHARACTER WITH EXCEPTIONAL ABILITIES OF FIGHT IN A LOT OF DISCIPLINES. THE NINJA IS A KEY FIGURE IN GALLITOS. HE WILL BE THE ONE TO TEST THE TECHNICAL SKILLS OF THE CANDIDATES IN A SPARRING STYLE FIGHT DURING THE CASTING.

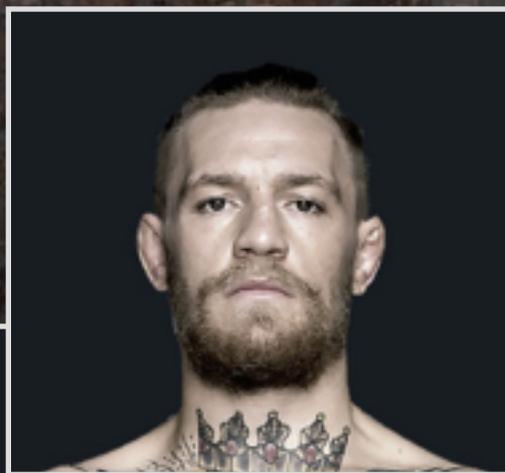


THE JUDGES:

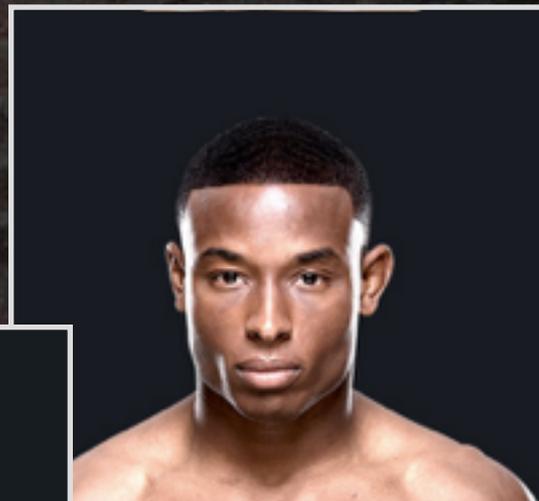


THE PANEL OF JUDGES RESPONSIBLE FOR DEFINING THE DIRECTION THE SHOW WILL CONSIST OF THE MOST RECOGNIZED FIGHTERS IN THE WORLD

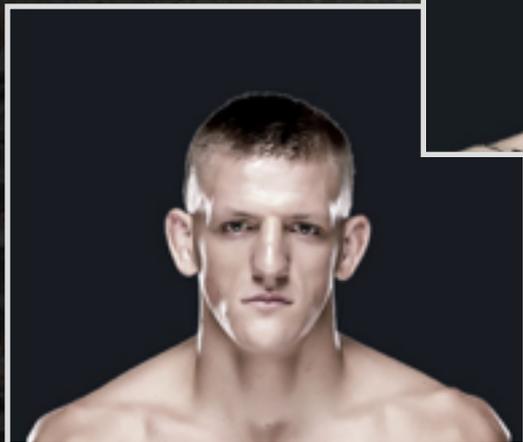
ANTON
BERZIN



CATHAL
PENDRED



CONOR
MCGREGOR



JOE
MERRITT

SELECTION:

THE ROAD

PHASE I



REQUIREMENTS:

MEN RESIDING IN MEXICO WHO MEET MEDICAL QUALITIES (FULL FITNESS ENDORSED BY AUTHORITIES IN THE FIELD) OF 18-50 YEARS WHICH SHALL APPLY FOR THE FOLLOWING CATEGORIES:

CATEGORY	WEIGHT LIMIT
HEROE	61.2 KG
BEAST	70.3 KG
MONSTER	83.9 KG
TITAN	111.3 KG

THE CATEGORIES WILL DIVIDE THE FIGHTERS INTO FOUR TOURNAMENTS, WHICH WILL BE TRANSMITTED SIMULTANEOUSLY AND INTERPOSED IN EACH ONE OF THE EPISODES.

PHASE II

CASTING:

AFTER SEVERAL FILTERS, CANDIDATES WILL SHOW THEIR QUALITIES AND MOTIVATIONS TO A GROUP OF JUDGES CONFORMED BY CELEBRITIES OR ICONS IN THE MARTIAL ARTS , SPORTS AND ENTERTAINMENT.



FACING THE JURY THEY WILL HAVE TO GO THROUGH SEVERAL TESTS:

- FACING THE NINJA, WHICH IN THE FORM OF SPARRING WILL TEST THE FACULTIES TECHNIQUES AND THEIR PASSION IN A CONFRONTATION.
- A SERIES OF TECHNICAL TESTS BASED ON A NUMBER OF EXERCISES FROM DIFFERENT FIGHTING DISCIPLINES EXAMPLE: PUNCHING(BOXING), KICKING (TAE KWON DO), KEYS (GRECO-ROMAN WRESTLING), ETC.
- TELL THEIR STORY AND WHY THEY WANT TO BE PART OF GALLITOS.

FASE III

- SELECTION

THE JURY WILL SELECT 16 FIGHTERS FROM EACH CATEGORY. ARE WE WILL CREATE CLIPS (PROFILES) FOR LARGE FEATURES THE FIGHTERS.

- THE DRAW

THE PRELIMINARY ROUND WILL BE ASSIGNED IN AN OPEN DRAW TO THE PUBLIC, TO DECIDE WHO WILL FIGHT FIRST AND INDIRECTLY SET THE COURSE OF TOURNAMENT.



SEASON I
FORMAT



PREVIEW :

**-ADVERTISING IN NATIONAL MEDIA,
OUTDOOR ADVERTISING, SOCIAL MEDIA AND GUERRILLA MARKETING
(GRAFFITI, STICKERS, FLYERS)**

EPISODE I :

**-RECOUNTS THE HIGHLIGHTS OF THE SELECTION STAGE.
THE MOST INTERESTING AND ATTRACTIVE CASTINGS WILL BE SHOWN FOR
THE PUBLIC DOES NOT NECESSARILY THOSE OF THE ELECTED CANDIDATES.**

**THERE WILL BE AN EXPLANATION OF THE TOURNAMENT AND ITS RULES. THE
PUBLIC
WILL MEET THE JUDGES AND THE PROCESS OF CREATING GALLITOS.
FROM ITS ORIGINAL IDEA TO OPENING DAY IN
A RETROSPECTIVE.**



EPISODE II

-CLIPS OF THE 64 FIGHTERS.

THE DRAW FOR THE PRELIMINARY STAGES (FIRST FIGHTS) OF THE FOUR CATEGORIES.

EPISODE III - PRELIMINARIES:

THE FIRST TWO PRELIMINARY FIGHTS EACH CATEGORY.

TOTAL: 8 FIGHTS.

EPISODE IV - PRELIMINARIES:

FOLLOWING TWO PRELIMINARY FIGHTS EACH CATEGORY

TOTAL: 8 FIGHTS



EPISODE V - PRELIMINARIES:

FOLLOWING TWO PRELIMINARY FIGHTS EACH CATEGORY

TOTAL: 8 FIGHTS

EPISODE VI - PRELIMINARIES:

FINALE TWO PRELIMINARY FIGHTS EACH CATEGORY

TOTAL: 8 FIGHTS

EPISODE VII - QUARTERFINALS:

TWO FIGHTS IN EACH CATEGORY

TOTAL: 8 FIGHTS



EPISODE VIII - QUARTERFINALS:

TWO FIGHTS IN EACH CATEGORY

TOTAL: 8 FIGHTS

EPISODE IX - SEMIFINALS:

THE TWO SEMIFINAL FIGHTS OF EACH CATEGORY

EPISODE X - FINALE:

THE FINAL FIGHT EACH CATEGORY

TOTAL: FINAL 4 FIGHTS



TECHNICAL

SPECIFICATIONS:

THE CLASHES TAKE PLACE IN AN OCTAGONAL PLATFORM WITH WALLS OF METAL WIRE COATED WITH BLACK VINYL HAVING A DIAMETER OF 9.8 M, 9.1 M SPACING AND POINT TO POINT.

THE FENCE IS 1.70 M TO 1.78 M. CAGE IS BASED ON TOP OF A PLATFORM, LIFTING 1.2 M ABOVE GROUND. IT HAS PADDED FOAM ON TOP OF THE FENCE AND BETWEEN EACH OF EIGHT SECTIONS. IT ALSO HAS TWO ENTRANCES AND OPPOSITE EACH OTHER OUT. THE CARPET, PAINTED WITH SPONSORSHIP LOGOS AND ART, IS REPLACED IN EACH EVENT.



THE VERDICT:

EACH ROUND WILL BE JUDGED BY THE FOLLOWING FACTORS:

SUBMISSION: A FIGHTER TAPS THE MAT OR HIS OPPONENT, EXPRESSES VERBALLY, OR CLEARLY COMMUNICATES TO BE SUFFERING PAIN (EG FROM YELLING) AT A LEVEL THAT MAKES THE REFEREE STOP THE FIGHT. IN ADDITION, A TECHNICAL SUBMISSION CAN BE CALLED WHEN A FIGHTER LOSES CONSCIOUSNESS OR HE IS ABOUT TO BE SERIOUSLY INJURED.

KO: A FIGHTER LOSES CONSCIOUSNESS.

TKO:

IF THE REFEREE DECIDES THAT A FIGHTER CAN NOT CONTINUE THE FIGHT IS DECLARED A TECHNICAL KNOCKOUT (TKO)



DECISION DE LOS JUECES:

DEPENDING ON SCORING, A MATCH MAY END AS:

UNANIMOUS DECISION (ALL THREE JUDGES VOTE THE SAME FIGHTER)

MAJORITY DECISION (TWO JUDGES VOTE A VICTORY FOR A FIGHTER, THE THIRD VOTES DRAW)

SPLIT DECISION (TWO JUDGES VOTE A VICTORY FOR A FIGHTER, THE THIRD OPTS FOR ANOTHER FIGHTER)

TECHNICAL DECISION (A FIGHTER BECOMES UNABLE TO CONTINUE AS A RESULT OF AN INVOLUNTARY ACTION OR MOVEMENT, RESULTING IN A DECISION BASED ON THE COMPLETED ROUNDS AND UNFINISHED IF THE NUMBER OF ROUNDS TO BE JUDGED IS SUFFICIENT)



DISQUALIFICATION

A FIGHTER PURPOSELY PERFORMES A MOVEMENT WHICH IS CONSIDERED ILLEGAL BY THE REFEREE

“ STAND UP ”

THE REFEREE CAN RAISE THE FIGHTERS IF HE BELIEVES THAT BOTH ARE RESTING ON THE GROUND OR ARE NOT PERFORMING SIGNIFICANT ADVANCES TO TAKE A DOMINANT POSITION.





PRIZE:

**BEING THE GALLO IS AN ACHIEVEMENT BUT ...
HAVE YOU REACHED THE GLORY?**

**THE FOUR WINNERS (ONE PER CATEGORY) WILL RECEIVE
FINANCIAL REMUNERATION OF 250,000 M / N**

**AND THE OPPORTUNITY TO SNATCH THE GLORY
FROM THOSE WHO ALREADY ACHIEVED IT.**



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