

**SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES AND EXCHANGE ACT OF 1934**

**Date of report (date of earliest event reported): February 28, 2017**

**ALLIANCE MMA, INC.  
(Exact name of registrant as specified in its charter)**

**Delaware  
(State or Other Jurisdiction of  
Incorporation)**

**001-37899  
(Commission File Number)**

**47-5412331  
(IRS Employer  
Identification No.)**

**Paul K. Danner, III  
Chief Executive Officer  
590 Madison Avenue, 21st Floor  
New York, New York 10022  
(Address of principal executive offices)**

**Registrant's telephone number, including area code: (212) 739-7825**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligations of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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## **ITEM 7.01 REGULATION FD DISCLOSURE**

On February 28, 2017, Alliance MMA, Inc. (the “Company”) issued a press release announcing that the Company retained Kings Highway Media, LLC (“Kings Highway”) for the purposes of assisting the Company with domestic and international omni-channel media rights distribution and monetization. Kings Highway is a full service global media brand distribution advisory, highly adept at introducing and expanding the domestic and global media presence for venture capital, private equity, IP rights holders and sports & entertainment companies in the United States and internationally. Kings Highway directs the building of equity value in addition to multi-divisional revenue growth of its clients’ branded assets. A copy of the press release is attached as Exhibit 99.1 hereto and incorporated by reference herein.

The information under this Item 7.01 and in Exhibit 99.1 in this Current Report is being furnished and shall not be deemed “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that Section. The information under this Item 7.01 and in Exhibit 99.1 in this Current Report shall not be incorporated by reference into any registration statement or other document pursuant to the Securities Act of 1933, as amended.

## **ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits.

99.1 Press Release dated February 28, 2017.

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**SIGNATURE**

Pursuant to the requirements of the Securities and Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

ALLIANCE MMA, INC.

By: /s/ Paul K. Danner, III  
Name: Paul K. Danner, III  
Its: Chief Executive Officer

Dated: March 1, 2017

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## EXHIBIT INDEX

99.1 Press Release dated February 28, 2017.

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NEW YORK, NY 10022  
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**ALLIANCE MMA, INC. RETAINS KINGS HIGHWAY MEDIA  
AS STRATEGIC MEDIA RIGHTS CONSULTANCY  
SPORTS ENTERTAINMENT VETERAN ANDREW WHITAKER TO HELM GLOBAL EFFORT  
AND IMPLEMENTATION**

**NEW YORK, NY – February 28, 2017** – Alliance MMA, Inc. ("Alliance MMA" or the "Company") (NASDAQ: AMMA), the largest group of regional mixed martial arts (MMA) sports organizations in the U.S., announced today the retention of Kings Highway Media, LLC for the purposes of domestic and international omni-channel media rights distribution. The partnership supports Alliance MMA's focus on key revenue drivers including live events, content and sponsorships.

Kings Highway Media, founded in 2012 and led by Managing Partner Andrew Whitaker, is headquartered in Rowayton, CT. Alliance MMA, headquartered in New York City, currently holds more than 60 events a year, with plans to execute over 125. Regionally, Alliance MMA can be seen on CBS Sports Net (Cage Fury Fighting Championships' CFFC63 airs this Thursday at 10:30pm) and Comcast SportsNet Chicago.

"Kings Highway understands there are so many ways to deliver content today. The amount of time spent daily in front of screens, and answering the questions of who is watching those screens and most critically, what devices they are watching on, all come into play," said Robert Haydak, President of Alliance MMA. "We are confident Kings Highway will pursue all the right avenues for us."

Andrew Whitaker, Kings Highway's Managing Partner, is notable for his success in creating and then leveraging the international market and its appetite for the professional wrestling organization, World Wrestling Entertainment, Inc. (NYSE: WWE). He, along with his team, currently consults for a global clientele, which includes rugby union, cricket, horse racing, boxing, wrestling and select media rights agencies.

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“Alliance MMA intends to take their linear and non-linear content to new markets globally, and Kings Highway looks forward to sitting down with our friends worldwide to introduce them to all that is Alliance MMA. We couldn’t be more excited.” said Whitaker.

Alliance MMA currently operates eight regional MMA promotions across the country: Atlantic City-based Cage Fury Fighting Championship (CFFC), Washington-based Combat Games MMA (COGA), Chicago-based Hoosier Fight Club (HFC), Memphis-based V3 Fights, Baltimore-based Shogun Fights, Ohio-based Iron Tiger Fight Series (IT Fight Series), Miami-based Fight Time Promotions, as well as a San Diego-based promotion. The Company expects to acquire up to twelve additional MMA promotions over the next eight months.

**About Alliance MMA, Inc.**

Alliance MMA (NASDAQ:AMMA) is a mixed martial arts organization offering premier promotional opportunities for aspiring mixed martial arts (MMA) fighters who wish to advance to the sport's highest level of professional competition. Alliance MMA's mission is to identify and cultivate the next generation of fighters and champions for the Ultimate Fighting Championship (UFC) and other premier MMA promotions.

With some of the world’s leading MMA promotions under the Alliance MMA umbrella, the organization aims eventually to host in excess of 125 events per year, showcasing more than 1,000 fighters. Alliance MMA is also dedicated to generating live original sports media content, attracting an international fan base, and securing major brand sponsorship revenue for live MMA events, digital media and Alliance MMA fighters.

MMA is the world’s fastest growing sport with worldwide fans of approximately 300 million according to sports marketing research firm Repucom. MMA is a full contact sport that allows a wide range of fighting techniques, including striking and grappling from various martial arts and disciplines including Boxing, Wrestling, Brazilian Jiu Jitsu, Karate and Muay Thai. Professional MMA fights are legal and regulated by state athletic commissions in all 50 states.

Alliance MMA, Inc. was incorporated in 2015 for the purpose of acquiring businesses that engage in the promotion of mixed martial arts (MMA) events. In 2016, the company completed an initial public offering that culminated in a listing on the NASDAQ stock exchange. Alliance MMA is the only mixed martial arts promotion company that is publicly-traded.

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For more information visit, [www.alliancemma.com](http://www.alliancemma.com)

*Forward-Looking Statements*

*This press release contains forward-looking statements within the meaning of the federal securities laws. These statements relate to anticipated future events, future results of operations or future financial performance. In some cases, you can identify forward-looking statements by terminology such as “may,” “might,” “will,” “should,” “intends,” “expects,” “plans,” “goals,” “projects,” “anticipates,” “believes,” “estimates,” “predicts,” “potential,” or “continue” or the negative of these terms or other comparable terminology. Actual results may differ materially from historical results or those indicated by these forward-looking statements as a result of a variety of factors including, but not limited to, those discussed under the heading “Risk Factors” in our registration statement on Form S-1 (Registration No. 333-213166) declared effective by the Securities and Exchange Commission on September 2, 2016. Alliance MMA encourages you to review other factors that may affect its future results in Alliance MMA’s registration statement and in its other filings with the Securities and Exchange Commission.*

Contacts

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