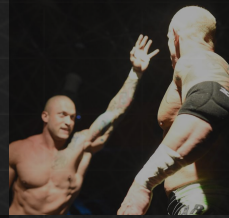


# M★VERICK WRESTLING

THIS IS NOT  
A DRILL.



2020 Sponsorship Deck

# LA'S RISING DESTINATION FOR PRO WRESTLING

Sponsors@mavwrestling.com  
(951) 990-0526

 @Maverickwrestling

 @MaverickProwrestling

 @MavProwrestling

## 01

The "What" and "Why"

- Maverick overview, audience demo, social reach

## 02

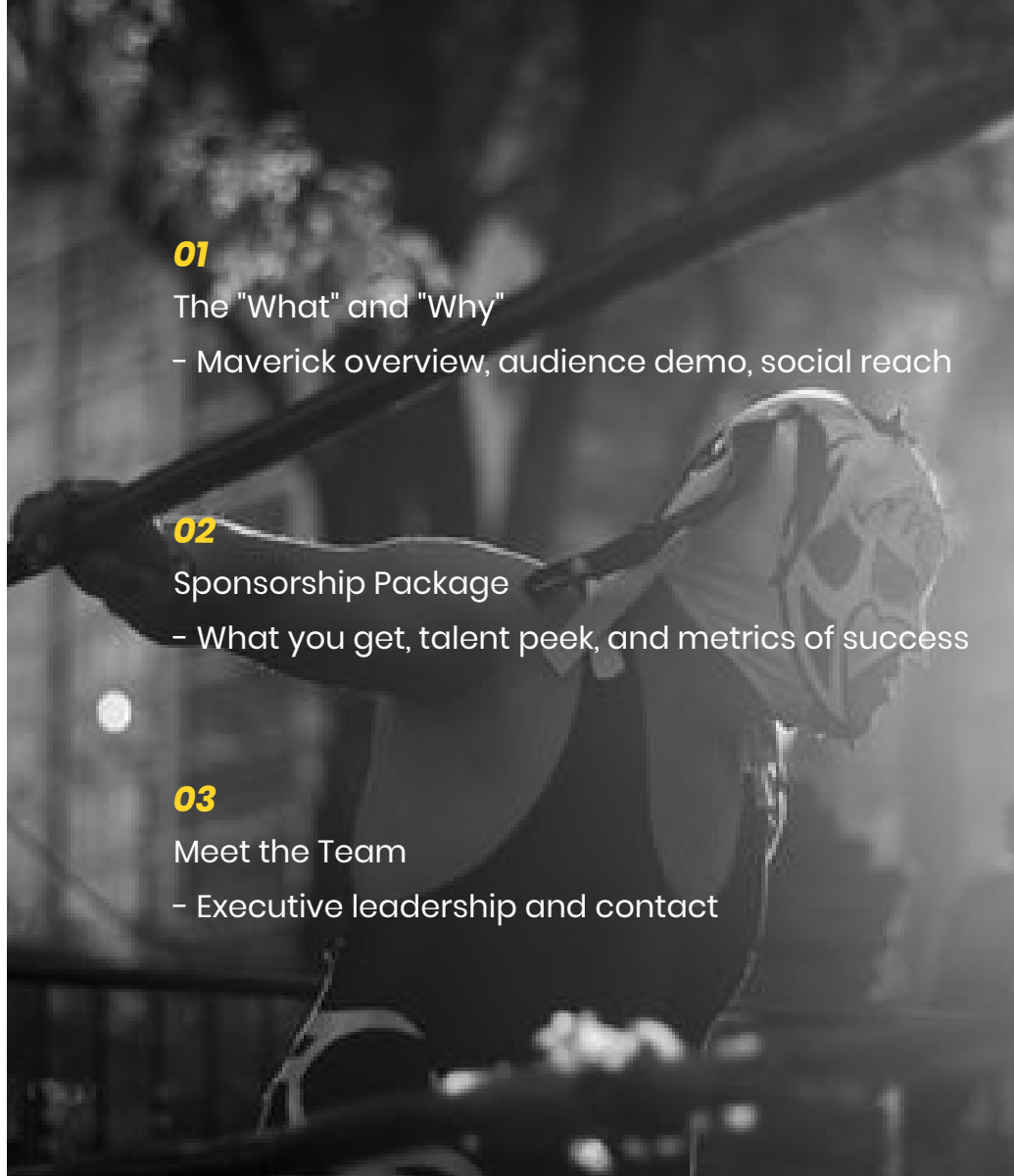
Sponsorship Package

- What you get, talent peek, and metrics of success

## 03

Meet the Team

- Executive leadership and contact



01

# The "What" and "Why"



**Maverick Wrestling** is a Los Angeles based independent wrestling company. Our goal is to contribute to and advance wrestling culture by **entertaining the hell out of our passionate community**.

To do that, we need to strengthen our platforms (both live event and digital) to **transform venues** and **support our athletes** to create a top-shelf sport experience for everyone.

## **Wrestling = pop culture**

Face it, pro wrestling is cool again! And our wrestlers don't just "wrestle." Maverick continues to serve as an incubator for talent. Our can't miss

Giving LA's **loyal wrestling community** what they want

---

roster is chock-full of **crossover appeal**, gaining recognition across markets including professional MMA, fitness supplements, stunt work, music, & TV/Film production.

We're looking for a spirited business to build something special with in a mutually beneficial partnership.

Sponsoring us will put your brand in front of our aggregated social following of 1 million fans per event. Plus your company will have access to our marketable athletes for custom branded content and full integration into our live events.

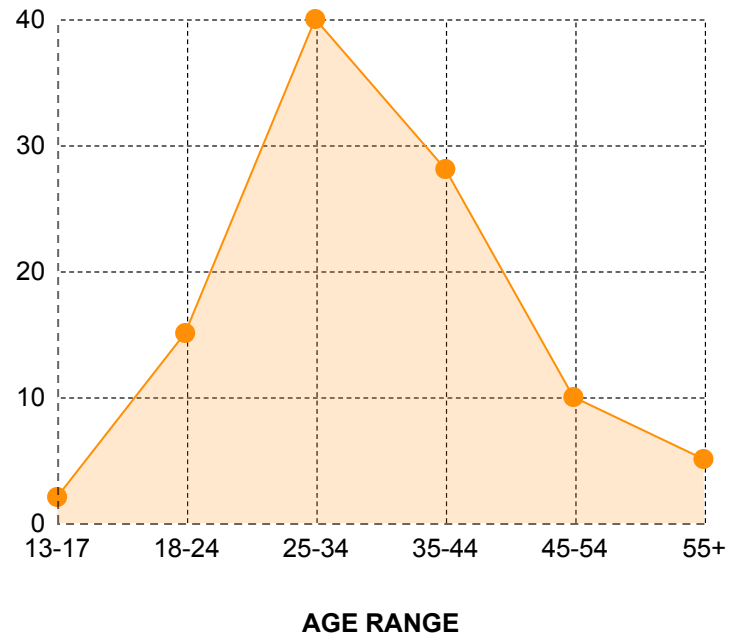


# Gender



Women (12%) Men (88%)

PERCENT



\*Men make up 60% of our 25-44 demo

# The "What" <sup>01</sup> and "Why"

Demo insight



**Grab** their eyes.  
**Hook** their **hearts**.



# Sponsorship Package

02

Use our athlete's influence to increase your brand's **network**, **awareness**, and **sales**



## New Audience and Talent Access

- Aggregated social following of 1+ million fans per event
- Talent shout outs and custom digital content promoting your products
- Talent contributions to your brand's blog, podcast, newsletter, or testimonials
- Increase website traffic by having our athletes and talent plugging your digital campaigns
- Brand name on all social platforms

Custom "a la carte" services can also be made available through negotiation & subject to activation fee.

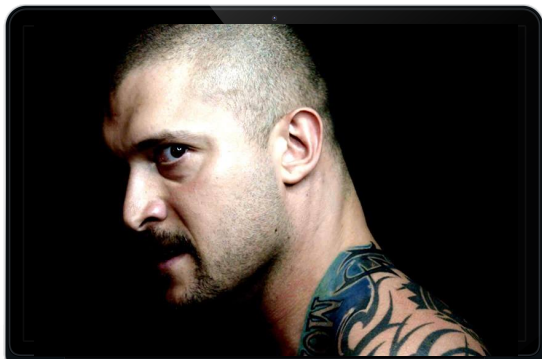
## Full Integration and Local Expansion

- Brand logo on Maverick t-shirts, flyers, tickets, website
- Brand presence displayed throughout venue, ring apron, canvas, and photoshoots
- Brand mention in event promotional videos and talent hype reels
- Booth section during live events for additional sales/demo opportunities
- Catered matches with a special "brought to you by" your brand

02

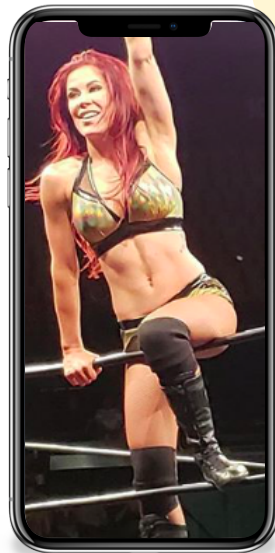
# Sponsorship Package

Talent peek



## Killer Kross

- Globally reknowned and frequently televised main event performer on Lucha Underground, Ring Warriors, Impact & more
- 60K+ social followers
- Competitive MMA background



## Madison Rayne

- 450K+ social followers
- Veteran performer with appearances in WWE, Ring of Honor, Impact, & more
- Certified fltness trainer

Our network of athletes are **trustworthy, positive role models** in & out of the ring.

Let them promote your product as brand ambassadors with their own **unique voice & personality**.



## Luchasaurus

- 100K+ social followers
- AEW superstar, former WWE performer, & regular appearances around the world
- Stuntman, gymnast, & Big Brother cast member in '15 & '17







# Sponsorship Package

02

Charting KPIs to **track** behavior and **measure** performance

## Metrics of success

				
<b>OBJECTIVE</b>	<b>BRAND AWARENESS &amp; EXPOSURE</b>	<b>MARKET ENGAGEMENT &amp; AFFINITY</b>	<b>MARKET BEHAVIOR</b>	<b>SALES GROWTH</b>
<b>METRIC</b>	Measure the use of a hashtag before and after a campaign period or live event.	Measure the number of likes, shares, comments. Number of people sampling your product/service and their comments/feedback.	Measure the willingness to buy or engage with your services.	Measure the increase in total sales; changes in number of products per customer; conversion rates.
<b>MECHANISM</b>	Logo placement and mention across full spectrum of communication channels including web, social, email, VOD, podcast, print, and newsletters.	Provide branded content before, during and following events. Product/service demonstrations and sampling during a pop-up at events.	Make product/services available for sale or for subscription.	Apply a special sponsorship code or coupon to redeem during the campaign/event period.

 **Be witness**



03

# Meet the Team

Let's chat about how we can collaborate.

Contact:

sponsors@mavwrestling.com  
951-990-0526



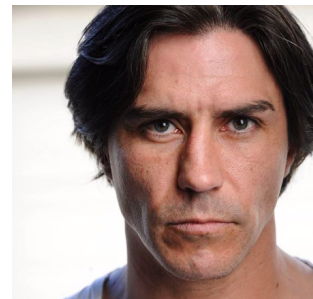
**Brandon Ficara**

*Owner, Managing Director*



**Kevin "Killer" Cross**

*Partner, Brand Ambassador*



**Paul London**

*Partner, Director of Talent & Booking, Former WWE multi-champion*



**M★VERICK**



**Reach out.**

**Let's have some fun.**