

ATTITUDE MMA

WHERE ATTITUDE MEETS ACTION



AMMA

ATTITUDE UNLEASHED

**JOIN FORCES WITH THE REGION'S
PREMIER MMA SHOWCASE AND PUT
YOUR BRAND IN THE SPOTLIGHT**

STEP INTO THE CAGE — AS A PARTNER.

E X C L U S I V E

PARTNERSHIP 2026 OPPORTUNITIES

ATTITUDEMMA.COM

**COMPETITIVE
COMBAT SPORTS PROMOTION**



ATTITUDE MMA FIGHTS

MEMPHIS' LONGEST RUNNING MMA PROMOTION IN THE MID-SOUTH

Attitude MMA Fights is the premier Mixed Martial Arts promotion in the Mid-South. Founded in 2014 and based in Memphis, Tennessee, we deliver high-impact, full-contact events that showcase rising talent and established fighters in a professional, high-production environment.

Our events combine electric live atmospheres with global digital reach. Through free worldwide streaming on Roku, Amazon Fire TV, and YouTube, sponsor branding and event content are delivered to fight fans across the United States and internationally.

Proven Fighter Development - We have established a clear pathway for athletes to advance to higher levels of competition. Notable alumni include Julius Walker, Danny Barlow and AJ Cunningham, all of whom have competed in the UFC. Several additional fighters from our roster have progressed to the LFA, PFL, Dirty Boxing and BKFC, demonstrating the quality of competition and preparation our events provide.

Audience & Reach

- Our events attract dedicated fans from across the Mid-South. The last four events drew a combined 2,486 attendees. Our digital platforms deliver strong additional exposure: Combined following across official channels and key team amplification exceeds 50,000.
- 800,000 – 1,000,000+ total views and impressions generated in the last 28 days.
- Estimated unique reach of 180,000 – 260,000+ individuals.
- Official channels delivered ~450,000+ views/impressions and 90,000+ reach.
- Key team amplification (Whitney Lavender and Jamie Grant) added 350,000 – 450,000+ impressions.
- Website generated 2,634 visitors and 4,769 page views in the last 28 days.

Our Mission - To elevate the next generation of MMA fighters from the Mid-South to the international stage by providing a professional platform, high-visibility events, and meaningful pathways to larger promotions.

Why Partner With Us? - Sponsorship with Attitude MMA Fights positions your brand in front of an engaged, passionate audience through multiple high-impact channels. Partners benefit from:

- Prominent in-cage and arena branding
- Live stream video integration on major connected TV platforms
- Social media campaigns with measurable reach and engagement
- Website exposure on AttitudeMMA.com
- On-site product activation opportunities
- Fight night announcements and commentator mentions



For more information contact:
Promotions Manager - Jamie Grant
(901) 431-3110 - jgrant@attitudemma.com

Sponsor Advertising Packages & Opportunities

Sponsorship Tiers — Attitude MMA Fights

Attitude MMA offers four sponsorship levels designed to fit businesses of every size — from local startups to major regional brands. With the explosive growth of Connected TV (CTV) and combat sports streaming, your brand now has the opportunity to be seen by millions of fight fans across Roku, Amazon Fire TV, and YouTube, in addition to our in-arena audience and social media reach.

Tier 4 — Single Event Sponsor \$500

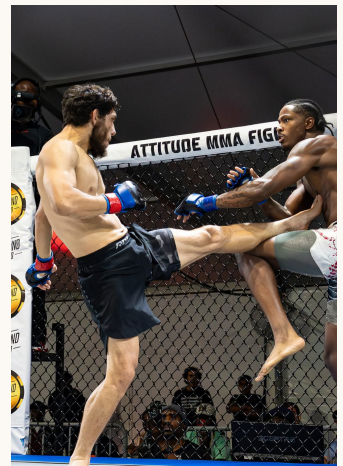
Ideal for small businesses, community organizations, and first-time sponsors seeking affordable visibility during a live MMA event. This tier provides meaningful exposure without a major investment.

Fight Night Shout-out Package — Dedicated emcee mentions + social media posts highlighting the sponsor on fight night.

Social Media Spotlight — One dedicated post on fight week and story series featuring the sponsor's logo and a short message.

Ringside Experience — 2 VIP tickets + photo opportunity with fighters or staff (great for small businesses).

Community Support Program — Option to sponsor a local program in partnership with Attitude MMA's community initiatives. (\$250)



Tier 3 — Broadcast Sponsor \$1,500

A strong mid-level package offering expanded visibility across multiple media channels leading up to and during the event. Includes a cage-side table for hosting clients or guests.

Corner Pad or Mat Branding — Logo on screen + social media recognition for the winning fight.

Fighter Feature Content — One fighter interview or behind-the-scenes video featuring the sponsor (shared on social + YouTube).

Product Activation Booth — Guaranteed space to sample products or run a small promotion at the event.

VIP Hospitality Package — Cage-side table for 4–6 guests with snacks/drink coupons and fighter meet-and-greet.

Post-Event Highlight Reel — Sponsor logo included in the official fight highlight video.



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Tier 2 — Co-Main Sponsor \$3,500

A premium sponsorship tier delivering major brand presence across digital, social, and broadcast platforms. Your company becomes a featured partner across all promotional channels.

Co-Main Event Sponsorship — “Co-Main Event brought to you by [Sponsor]” + on-screen graphics during the broadcast.

Custom Video Advertisement — 15–30 second sponsor video played during the live stream + option for a second ad.

Social Media Takeover — One-day takeover of Attitude MMA’s Instagram or Facebook stories leading up to the event.

Post Fight Interview Sponsorship — Sponsor logo on fighter post fight interview presented by [Sponsor]”.

Lead Generation Activation — Opportunity to collect emails or run a contest/giveaway at the event or via digital channels.

Post-Event Analytics Report — Basic reach and engagement report for the sponsor’s activations.



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Tier 1 — Main Event Partner (Exclusive) \$7,500

Limited to 1 sponsor per event

The highest level of partnership. Your brand becomes the official presenting sponsor of the entire event — the most powerful way to maximize exposure, elevate brand prestige, and dominate event-wide visibility.

Title / Presenting Rights — “Attitude MMA Fights 38 presented by [Your Company]” across all materials and the livestream.

Main Event Sponsorship — “Main Event brought to you by [Your Company]” + prominent on-screen graphics and multiple mentions.

Cage Naming Rights — Full custom cage-floor canvas + corner pads (already included) + option to name a specific fight or round.

Branded Content Series — Custom video series (e.g., fighter training vlogs or “Inside the Cage with [Sponsor]”) produced and promoted by Attitude MMA.

VIP Experience Package — Premium hospitality area for 8–10 guests, including fighter meet-and-greets and private access.

Multi-Platform Ad Package — Custom video ads + social media campaigns + website takeover elements.

First Right of Refusal — Priority opportunity to sponsor the next event or multiple events at a preferred rate.



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THE SPONSORSHIP TEAM

List of Attitude MMA Partners



HiLo

Commercial Services, LLC



MARINES

SPECIAL WARFARE

