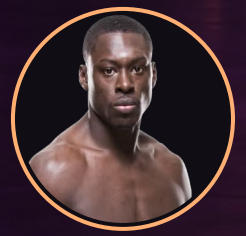
“Curtious” Curtis Millender presents

# FIGHT FRIENDS

## Fighter stories. Live fights. A community in your corner.

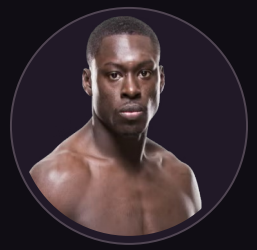
An Orange County media company and live MMA experience.



Access. Software. Live execution.
Pro-am MMA / Orange County.

Meet the fighters before the world does.

# Why this team.



## ACCESS

**“Curtious” Curtis Millender**

UFC credibility. Earned trust.
Gym, fighter and creator relationships.
His reputation opens doors.



## EXECUTION

**Joshua R. Franco**

Olympics. Super Bowl.
Major-event permitting experience.
Sundown amateur-fight delivery.




## AUTOMATION

**D. Saul Jameson**

Software + servers already in place.
Automate media and operations.
Grow output with lean staffing.

Credentials and capabilities include founder-supplied information. Open operating roles: production, sponsor sales and finance.

# Trusted relationships. Recognizable voices.




## Bobby “King” Green

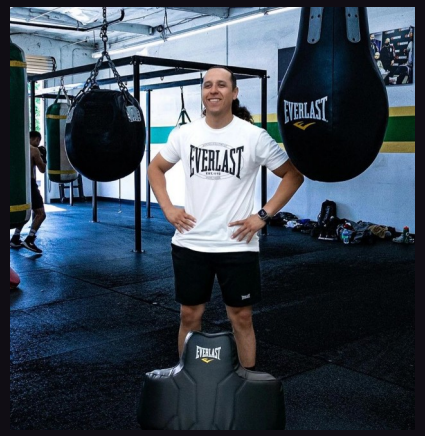
**261K Instagram / 10.3K Kick**




## Arnold Barboza Jr.

**132K Instagram / 11.5K Kick**

Established voices meet the next generation.




## Flaminhotmitts

**190K Instagram / 84.6K Kick**

More reasons to follow the fighter before fight night.

Nov 12, 2026 public counts. Audiences overlap. Founder-reported willingness; agreements and appearances pending.

# One shoot.
# An ongoing media campaign.

**CAPTURE**

## A day inside the fighter’s world.

Curtis + the fighter.
Training, conversation and real stakes.

**STREAM + EPISODE**

Long sessions fans can follow.

**CLIPS + APPROVALS**

Software turns footage into usable moments.

**DISTRIBUTION + REPORTING**

Company and creator channels. Tracked results.

Existing clip software and infrastructure. Expand automation around publishing, reporting and repeatable operations as pilots prove the workflow.

# Regional pros.
# The next generation.



## Pro main card.
## Amateur undercard.

**Five pro bouts and five amateur bouts are the launch target.**

Follow their work, their people and their road to fight night.

Card and format subject to approval. Reference photo: Sundown / Acronym.

# The event is the payoff.
# The sponsorship runs for weeks.

**10+**
fighters

**8**
weeks

**200**
short edits

**600**
total uploads

---

**CAMPAIGN PARTNER**

Naming, host reads and recurring brand presence.

**STORY + SEGMENT PARTNERS**

Episodes, purposeful integrations and creator posts.

**LIVE + CONTENT RIGHTS**

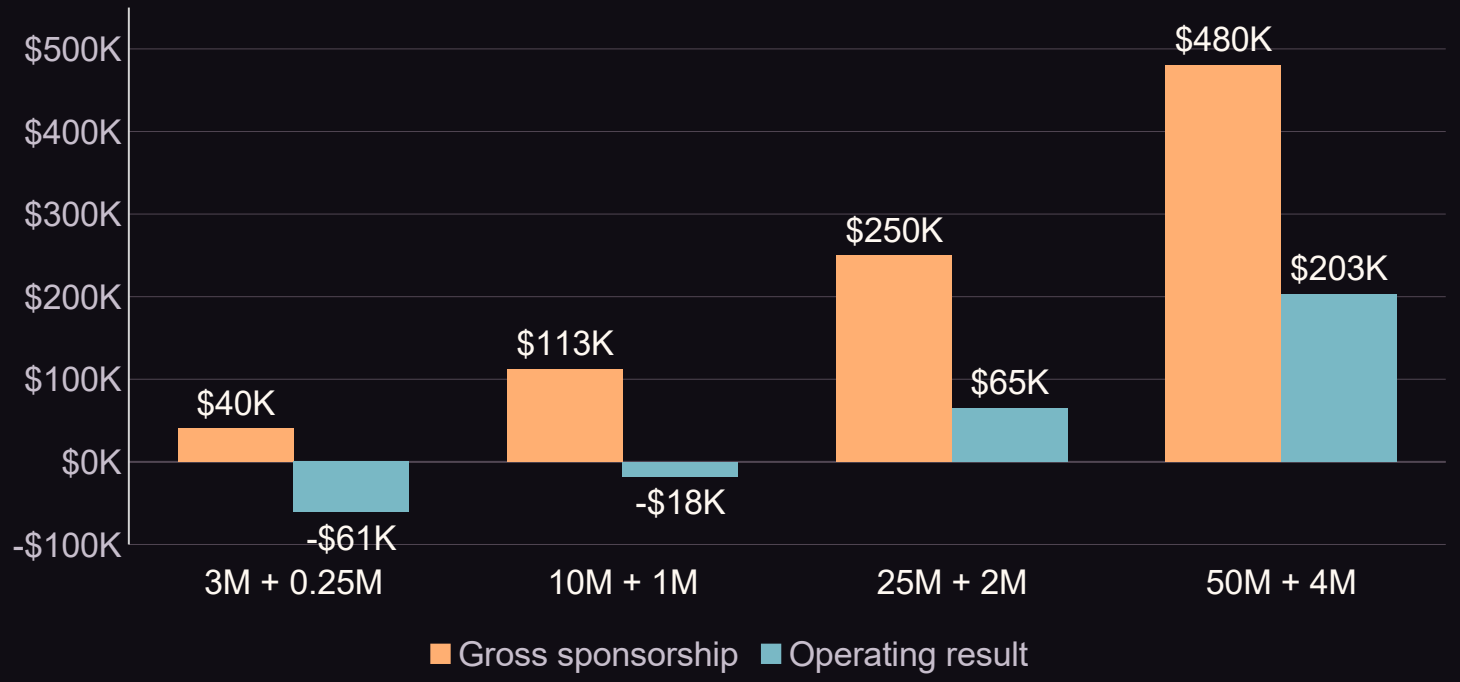
Activations, hospitality and licensed content reuse.



Proposed output: 20 capture sessions; 600 uploads = 200 edits x 3 placements. Subject to rights, creator commitments and budget.

# Audience growth expands sponsorship revenue

Illustrative USD per campaign. Short-form + long-form views; not unique people.




$10 short / $25 long per 1,000 views. 70% on qualifying, sold posts.
Live fees: $15K / $25K / $40K / $60K. $150K cost; $65 net ticket; 60% sponsor revenue retained.

**25M clips + 2M long-form**

**$250K**

gross sponsorship

**$65K**

operating result at 1,000 paid

**At 600 paid: $39K result**

Before tax, setup, founder salaries and extra overhead. Sources and full method: fightfriends.com/deck/#sources

# Built in Orange County. Repeatable in fight hubs.

**Local access. Shared infrastructure. One Fight Friends network.**

## FIGHT FRIENDS

Brand + media workflow
Software + publishing + reporting
National sponsor coordination

## LOCAL PARTNER

Trusted host + gym and creator access
Capture team + licensed event operator

## ORANGE COUNTY

Launch market

## PHOENIX / LAS VEGAS

Candidate markets
Partners, demand and local economics
set the pace.

Orange County comes first. Expansion needs separate funding, signed partners and local approvals. fightfriends.com/deck/#expansion

# Prove it in one Orange County pilot.

## 1 / GET THE CARD READY

### Before announcing the event

Confirm licensed promoter, venue and approvals.
Secure fighter and creator media rights.

## 2 / START THE SERIES

### Pre-fight campaign

Film gym visits and release episodes and clips.
Sell sponsor packages and collect deposits.

## 3 / DELIVER FIGHT NIGHT

### Target: weeks 8–12 from funding

Run the pro-am card when approved.
Track ticket sales and sponsor delivery.

## 4 / DECIDE ON EVENT TWO

### After campaign close

Review sponsor renewals and campaign margin.
Commit when the next card is funded.

Planning targets. Venue, lineup, sanctioning, media rights and schedule are subject to confirmation.

# What one pro-am launch costs.

| Per pilot | Allowance |
| --- | --- |
| Media + audience growth | $36,000 |
| Live-event delivery | $102,000 |
| Contingency | $12,000 |
| **Total pilot campaign** | **$150,000** |

**Includes pro purses and added event costs.**

**$20K**

**paid distribution**

Included in media + growth.

Five regional pro bouts and five amateur bouts planned.

Planning allowances. Final promoter, insurance, production and venue quotes will set the event budget.

# Pay creators for the work that earns sponsorship.

## 25%

**collective sponsorship pool**

Paid from collected sponsorship cash as agreed work is delivered.

## Long-term upside

**Founding creator roles**

Core partners help build the series, the audience and the brand.

**Host visits. Publish with the fighters. Keep showing up between cards.**

Participation and payments are set in individual creator and campaign agreements.

# Build a business someone can buy.

## What generates cash

**Tickets and sponsorships fund the event and stories.**

The media catalog can support licensing as viewership grows.

## What a buyer can acquire

**A fight brand, original media and an audience that returns.**

Potential buyers include promotions, event operators and sports-media groups.

The sale thesis depends on documented rights, renewing sponsors and repeatable economics.

# Appendix / Pro-am campaign budget

| Cost item | USD | Cost item | USD |
|---|---|---|---|
| Venue | 20,000 | Insurance premium | 4,000 |
| Permitting services | 10,000 | Staff + security | 5,000 |
| Cage + event AV | 7,000 | Marketing | 3,000 |
| Broadcast production | 10,000 | DJ | 1,000 |
| Story production | 6,000 | Event operations | 4,000 |
| Travel + replacements | 8,000 | Content / overhead | 10,000 |
| Medical / sanction / officials | 12,000 | Contingency | 12,000 |
| Paid distribution | 20,000 | Pro purses and bonuses | 18,000 |
| | | **Total campaign cost** | **150,000** |

Sponsorship variable costs are separate. Bond premium, collateral and any co-promoter split are quote-sensitive.

# FIGHT FRIENDS

fightfriends.com

Original fighter stories leading into live pro-am MMA in Orange County.

**Pro-am**
Orange County launch

**5 + 5**
Pro and amateur bouts planned

**8 weeks**
Planned fighter-story campaign

## What it is

Curtis and guest creators follow fighters from their gyms to fight night. Fight Friends builds its own channels and original library.

## Why this team

Curtis opens gym doors. Josh brings major-event permitting. Saul scales media output with existing software and infrastructure.

## How it makes money

Tickets and multi-week sponsorships come first. Owned programming builds a case for future licensing.

## How to join

Fighters, gyms, creators, sponsors and fans can start at fightfriends.com/get-involved.

## What the pilot proves

Sponsor delivery, returning viewers, ticket conversion and the cost of turning one shoot into weeks of content.

## Where it can go

Repeat in Orange County, then test the media format with a local host in another fight market.

Launch format and participating fighters are subject to approval and confirmation.