

Advertising with The Mighty IWA

Mightyiwa.com

By advertising with The Mighty IWA your company will reach thousands of fans nationwide and globally.

On average our professional wrestling events attendance draws over three hundred enthusiastic fans.

On social media (E.g. YouTube, Facebook, Twitter, etc.) we maintain an audience of thousands and growing.

We at the IWA strive to provide, safe, affordable family entertainment, and reach out to those in need who otherwise wouldn't be able to attend a live entertainment event enhancing their lives and that of the community at large.

We allow our sponsors to foster good relationships with the local community and that of our viewers over social media.

Attendees and viewers can see the companies that want to associate their Brand with that of the Mighty IWA, to provide Quality entertainment to people the world over.

Plans and Pricing

Tier one plan:

For an initial endorsement of \$350.00 (\$250.00 each *consecutive month) your organization will be allowed to have *promotional, flyers, pamphlets, and any literature you wish. Your organization will also be permitted to proudly display *temporary signage and/or banners provided by you at the event of your choosing.

Tier two plan:

For an initial endorsement of \$600.00 (\$450.00 each *consecutive month) your organization will be allowed to have *promotional, flyers, pamphlets, and any literature you wish. Your organization will also be permitted to proudly display *temporary signage and/or banners provided by The Mighty IWA at the event of your choosing providing reasonable time constraints for publishing. In addition, The Mighty IWA will bring special attention to your organization by Making an announcement to the audience and streaming viewers Before and After event in the form of "Special Thanks" and *notification of any promotions or sales your organization is or will be running.

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Tier three plan:

With Tier Three you get all the perks and benefits of the Tier Two plan, along with up to two VIP Tables, for anyone you wish (limit 4 people per table). The VIP tables include, Free Refillable beverages, *two alcoholic Beverages, A Pizza or sandwich from Cardo's Pizza with table service for everyone at VIP table with a limit of 4 people per table. You Will also receive (If desired) Custom media integration and cross promotion Via organizations name included on all promotional media The Mighty IWA uses for the event of Your choosing.

Your company will receive two banners and signage announcing that you support the community and local business by supporting The Mighty IWA.

All of this for the generous endorsement of \$1000.00 per event.

The French theorist Roland Barthes was among the first to propose that wrestling was worthy of deeper analysis, in his essay "The World of Wrestling" from his book *Mythologies*, first published in 1957. Barthes argued that it should be looked at not as a scamming of the ignorant, but as spectacle; a mode of theatric performance for a willing, if bloodthirsty, audience. Wrestling is described as performed art which demands an immediate reading of the juxtaposed meanings. The logical conclusion is given least importance over the theatrical performers of the wrestlers and the referee. According to Barthes the function of a wrestler is not to win: it is to go exactly through the motions which are expected of him and to give the audience a theatrical spectacle. This work is considered a foundation of all later study.

Magna Global conducted a new study for SportsBusiness Daily Global, and they found that the median age of pro wrestling viewers has increased over a 16-year period on traditional Broadcast and Cable Networks. The midpoint of the spread of viewers watching pro wrestling 90's was 28. The median age in 2006 was 33, and in 2016, the median age jumped all the way up to 54. That increase of 24 years in median age is the biggest jump among all sports by quite some margin.

(<https://www.magnaglobal.com/wp-content/uploads/2017/06/MAGNA-SBJ.pdf>)

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According to DUE.com, A business dedicate to tracking and predicting spending trends and habits of Americans via Payments, eCash, Online Invoicing, Time Tracking, Global Payments and Digital Wallet Solution for Freelancers, Small Business Owners, and Companies of all sizes.

(<https://due.com/blog/spending-habits/>)

Generation X

Their top money wasters are, Eating out, Uneaten/expired food, Grocery items, Cable, Credit card interest, Alcohol, Hobbies & Activities, Streaming Services, Cell phone bill and Mobil data, Cigarettes

Gen Xers spend the most annually out of any other generation, around \$67,000, 75% reported that they are also more savers than spenders, and 38% are maxing out their 401(k) contributions.

Millennials

Millennials are cutting back on discretionary expenses, like electronics and car payments, and scaling back on purchases like eating out.

But, Millennials can still waste money and are guilty of wasting their money on, Eating out, Uneaten/expired food, Alcohol, Entertainment, Grocery items, Hobbies & Activities, Streaming Services, Credit Card Interest, Car/Gas, Cell phone bill and Mobile data.

Thank you for your consideration of The Mighty IWA as one and investment of your advertising budget.

We look forward to doing great things together.

Please Contact Caleb Copper or Stephen Robinson @

Email,

Staff@mightyiwa.com

Phone,

1-(740)-500-4484

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*consecutive month is defined as continuation of endorsements without stopping, any interruption of endorsement equates to organization needing to start at initial Tier pricing.

*promotional, flyers, pamphlets, and any literature exclude any and all information or decimation or promotional items deem unfit to be allowed by The Mighty IWA and its subsidiaries for whatever reason.

The Mighty IWA will not tolerate what it deems as "Offensive Speech" or any promotion of Discrimination or discriminatory imagery or messages.