



## FASTEST GROWING WRESTLING LEAGUE IN THE WORLD

MLW packages its content distinctly for Millennial & Gen Z sports fans, giving the property broad appeal. MLW features a diverse roster of performers ranging from Mexican Luchadores, recognizable ex-WWE Superstars and UFC fighters as well as elite talent from around the world.

MLW wrestlers have distinct backgrounds with a cultural connection that makes the wrestlers and their journeys relatable and authentic to viewers.



Major League Wrestling features some of the sport's most storied and iconic families, with several 2nd and 3rd generation fighting athletes. The league embraces Mexican Lucha Libre and taps into the Hispanic demo.

### MLW'S 1-2 PUNCH COMBO

The secret to MLW's success is a powerful dual play with Millennial and Latino fight fans.

Latinos enjoy MLW because of the renowned luchadores the league promotes who are household names in Mexico. Watching MLW gives Latinos the opportunity to enjoy an authentic experience from their homeland.



### LOCATION! LOCATION! LOCATION!

MLW produces its broadcasts in top Latino markets such as New York City, Chicago, Miami and Dallas. MLW broadcasts are atmospheric and take place in eye-grabbing environments. MLW partners with the hottest venues to take the genre out of sterile arena environments and places it in sexy, energetic and trendy locales.

### CREATIVE HEAVYWEIGHTS

MLW creative is led by former senior WWE Creative Executive Court Bauer. Court and his creative team are rich in experience, producing pro wrestling for WWE, NBC, the USA Network, the CW, Pay-Per-View as well as MMA content for UFC Fight Pass.



Major League Wrestling's flagship series, **MLW FUSION** is a 60-minute adrenaline rush featuring a new era of wrestling for a new generation.

**Diversity:** MLW has a diverse roster of talent ranging from recognizable pro wrestling superstars, Mexican luchadores, top ranked MMA fighters and accomplished talent from around the world. They display a diversity of wrestling styles.



**Authenticity:** MLW is an immersive, unfiltered experience. Raw and anchored in today's cultural fabric, MLW features relatable wrestlers and creative. Millennial & Gen Z viewers want authenticity.

**Storied Wrestling Families!** MLW spotlights the next generation of some of wrestling's most legendary families. Fans are instantly invested in the journeys of the sons and daughters of their favorites.



**IPs with Familiarity!** Major League Wrestling features former WWE Superstars with a large social media presence and built-in followings. Viewers are quickly immersed in the IPs of some of wrestling's most popular wrestlers.

**Experience the Difference!** MLW presents pro wrestling as a combat sport. The WWE & AEW experience is a scripted variety show for 50+ year old males; MLW is a night at the fights for 18-29 year-old men and women.

## FEATURING FAMOUS WRESTLING FAMILIES

- Los Parks
- Ross & Marshall Von Erich
- The Samoan Dynasty
- And more!





***The Grandest Luchadores! Femme Fatales! Thrilling Action!***

Enter the masked world Mexican wrestling with AZTECA UNDERGROUND.

**Mexico's Most Iconic Luchadores!** Azteca Underground stars Mexico's most popular luchadores. These larger-than-life characters rival the popularity of Marvel and Star Wars in Mexican households.

**Crossover Tentpole Events!** Periodically fans will be drawn into storylines and tentpole events featuring series crossovers between Azteca Underground and MLW Fusion, increasing audience engagement and viewership retention.

**Authentic!** Journey to Mexico's grandest arenas and underground fight clubs as masked heroes and villains awe viewers with acrobatics and theatricality.

**Episodic!** Azteca Underground is a telenovela for men featuring cliffhangers, capers, the fantastical and supernatural all anchored in Mesoamerican folklore.

**Action-packed!** Unleashing sky combat from the top rope, luchadores are video game characters in the flesh with their rapid-fire attacks and gravity defying maneuvers.

**Multigenerational Viewing Experience!** Lucha Libre is a cultural tradition throughout Latin America. Generations watch lucha libre as a family co-viewing experience.



### **DID YOU KNOW?**

Mexico's top 3 sports (*in order*) are:

- 1) Soccer
- 2) Lucha Libre
- 3) Boxing

## ANNUAL SPECIALS

*4-6 specials per year | Runtime: 120 mins*

MLW produces critically acclaimed marquee events featuring a super-sized line-up with big matches and top ranked fighters and champions.



## Must-See Tentpoles

Similar to the CW Network's DC Comics cross-over events featuring the Flash, Arrow and other series, MLW's cornerstone tentpoles serve as the culmination of storylines where rivalries are resolved, stars from each series team-up and the events themselves are themed out.



MLW's slate of annual events include:

- Battle Riot
- Opera Cup
- Never Say Never
- Blood & Thunder
- Fusion on Thanksgiving
- SuperFight



## Schedule

The events are placed on the calendar to best optimize our partner's scheduling strategies.

Typically, MLW's tentpole events occur every 2-3 months with the weekly series storylines building to these must-see tune-in cornerstone broadcasts.





## MAJOR LEAGUE WRESTLING'S GROWING CONTENT FOOTPRINT

Wrestling has been a part of the fabric of pop culture since its inception. From launching PPV to cable to syndication and now streaming. It always has and always will be a driving force. *Why?* Because it gets eyes on emerging trends in broadcasting.



Major League Wrestling currently can be seen on **Vice TV**, **DAZN**, **Fubo Sports Network** and in both English and Spanish on **beIN Sports**.

### THE NUMBERS

**350,000+ viewers per episode!**

#### Growing global brand

MLW airs in **20** countries

#### #1 on beIN SPORTS

MLW often outperforms all programming on beIN, including soccer matches.

#### YouTube

168.4 million watch time minutes!

#### The Demos

- 22.3% 18-24
- 36.44% 25-35
- 24% 35-44
- 10.3% 45-54

#### MLW Radio Network is the #1 podcast network!

MLW podcasts are regularly on the daily top 100 iTunes Sports Chart, outperforming a number of ESPN, FOX, NBA, UFC and NFL podcasts.



### WRESTLING IS HOT!

- Wrestling is a top 20 daily Google search
- Trends on Twitter daily
- Wrestling has a larger social media following than the NBA, NFL, Major League Baseball, and the NHL combined.
- Wrestling has been part of the fabric of pop culture for over 70 years and a driver licensing at every step. *Why?* Fan loyalty!





# MAJOR LEAGUE AWARENESS

**MLW IN THE MEDIA:** MLW receives regular coverage from Sports Illustrated, Forbes, Miami Herald, CBS, ESPN Radio, ABC, the Orlando Sentinel, the Baltimore Sun, Sporting News, SB Nation and a myriad of wrestling publications.



**Meet Court Bauer, Pro Wrestling's Young Genius**

December 21, 2018 at 11:34 am  
By Chuck Carroll

(CBS) — The year is 2005. After years of unprecedented popularity, the pro wrestling landscape is undergoing a massive seismic shift. Two of the big three promotions have crumbled, leaving only World Wrestling Entertainment standing in their ashes.

A barely 20-something Court Bauer finds himself embedded with top



**SPORTS**

**MAJOR LEAGUE WRESTLING'S FUTURE BEGINS WITH SATURDAY NIGHT SUPERFIGHT PAY-PER-VIEW**

BY PHILLIP MARTINEZ ON 11/1/19 AT 1:05 PM EDT



**SPORTS**

**MLW's Austin Aries has different wrestling approach with WWE behind him**

By Joseph Staszewski October 28, 2019 | 5:37pm



Austin Aries in MLW  
Harry Amato/SBLO



**Marshall and Ross Von Erich Bring Their Loaded Family Name to MLW**

By JUSTIN BARRASSO  
May 08, 2019

The Von Erich legacy is ready to rise from the ashes.

Ross and Marshall Von Erich have signed with Major League Wrestling, and will make their debut at the June 1 television taping in Waukesha, Wisconsin.



**UN REVENANT DANS L'ARÈNE**

Que fait un lutteur sur une arène une fois les cinquante atteints ?

Il sont très peu nombreux ceux qui réussissent à accomplir des prouesses et des acrobaties entre les câbles à cet âge.

Après avoir joué le héros durant les années 1990, le Québécois a vu son étoile pâlir et sa notoriété décliner au passage du deuxième millénaire. Devant cette tournure douloureuse, le sympathique gladiateur a décidé, en 2000, que

ses 50 ans parce qu'il avait encore à accomplir dans ce qui avait toujours été sa passion. Son retour n'a ressemblé en rien à celui d'un Mario Lamoureux qui d'un Guy Lafleur, qui avaient écrit une page de l'histoire du hockey québécois.

À la mi-octobre, BDO qui mange pas beaucoup de viande, je fais attention à mon alimentation, je ne consomme aucune boisson et je ne fume à rien qui puisse altérer ma forme.



**MLW's Court Bauer, Konnan Discuss Diversity, Opportunity In Wrestling Amid WWE's Ongoing Decline**



**MLW Saturday Night SuperFight review: An A+ show**

By Mando Mac Piazzi | Nov 3, 2019, 10:00pm EST

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## 2021 ROSTER







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**ACH**



**ALEX KANE**



**DELMI EXO**



**GINO "EL INTOCABLE" MEDINA**



**ALICIA ATOUT**



**KEVIN VON ERICH**



**SAVIO VEGA**



**SÉPTIMO DRAGÓN**



**RIVERA**



**IKURO KWON**



**ARIA BLAKE**



**CALVIN TANKMAN**



**SLICE BOOGIE**



**ARAMIS**



**PUMA KING**



**AREZ**



**HOLIDEAD**



**ASHLEY VOX**



**ZENSHI**



**GRINGO LOCO**





## ALEX HAMMERSTONE

### *World Heavyweight Champion*

Alex Hammerstone is the golden boy of MLW and your World Heavyweight Champion.

Agile, powerful and possessing an innovative arsenal, there is no denying Hammerstone's dominance and excellence in everything he does.

In his first year in MLW, the Phoenix powerhouse easily defeated some of MLW's top ranked wrestlers, culminating in becoming the inaugural National Openweight Champion.

The Master of Muscle Mountain, Hammerstone is arguably the strongest athlete in MLW.

Winning several bodybuilding contests, including winning the NPC Terminator in Tucson and establishing the Hammerstone Bodybuilding Invitation in 2020, Hammerstone is a force to reckon with.

Recognized for his muscular and natural powerful, Hammerstone is a genetic beast. The Phoenix powerhouse wrestler can bench press 565 pounds and squat-press 830 pounds!

One of the most impressive physical specimens in the sport, Hammerstone is by no means a one-dimensional professional athlete.

Enjoying hanging with his fellow Dynastic bro Richard Holliday or shredding on the guitar for his girlfriend, "Your Boy Hammer" is an easy-going ruffian of the ring. Just don't cross the mighty Hammerstone... or he may just drop a nightmare pendulum on you.





**nZo**

*Former WWE Superstar*

WWE's Enzo Amore reigned supreme as the WWE Cruiserweight Champion. Now, known as nZo, the "Certified G" keeps it real in MLW.

Known for rapping to the ring and his street smarts, nZo is as outrageous as he is entertaining.

A hip hop recording artist, nZo enjoys calling out wrestlers and battle rapping to provoke adversaries.

With a social media following of over **1 million** and growing, nZo is one of the most recognized wrestlers in MLW.







## JACOB FATU

Sudden. Brutal. Total destruction.

These are words often identified when witnessing Jacob Fatu in and out the ring. A human path of destruction, Fatu is the next generation in a long line of Samoans who have claimed title belts, shortened careers and dominated the sport.

Jacob Fatu is a force within the CONTRA Unit, an international organization cloaked in mystery but driven to gain power, disrupt leagues such as MLW and conquer all in their path by any means necessary.

A member of the iconic Anoa'i/Fatu wrestling family, Jacob Fatu has followed in his cousin The Rock's steps, winning the World Heavyweight Championship.

In the ring, Jacob Fatu is an uncanny force. Mixing an aerial assault with power and a violent viciousness, this natural athlete is a menace unlike any other in Major League Wrestling.





## THE VON ERICHS

### *World Tag Team Champions*

Following in the footsteps of their legendary family, Ross and Marshall Von Erich are 3<sup>rd</sup> generation grapplers.

Top-level wrestlers in both singles and tag team competition, the Von Erich boys fight for for their family's name and their future.

When not wrestling, the brothers can be found spending time with his family on their ranch in Hawaii, enjoying surfing, spear fishing and innovating new high flying moves off of waterfalls.

In 2019, the brothers were spotlighted in VICE's *Dark Side of The Ring* series, representing a new hope for a new chapter in the family's fabled story in the sport.

Believing in the mantra to always look forward, never backward, Ross and Marshall have embraced their destiny: fighting with honor and winning championship gold.







## LA PARK

*Mexico's iconic luchador*

One of the most famous Mexican luchadores in the history of the sport, LA Park is one of MLW's top ranked wrestlers.

LA Park has always been one of the most unpredictable men in the sport. That makes an encounter with "The Chairman" one most competitors desperately try to avoid.

No stranger to MLW, LA Park competed in the 2002 World Heavyweight Title Tournament as well as taking part in one of the most talked-about rivalries in the league's history as he battled Sabu from 2002 through 2003.

Since then, the man known originally as La Parka has continued his wickedness south of the border where he has ascended to legendary status with his wild, chaotic brawls. LA Park regularly performs in the main event in 20,000-seat arenas across Mexico.

While much about LA Park has remained the same, one thing has changed. He is no longer alone. Now there are two. His son, Hijo de LA Park, has emerged as a mysterious and very capable accomplice.





## KING MO

*Bellator MMA Fighter*

King Muhammed Lawal, known to many as "King Mo," is the most violent royal you'll find in a wrestling ring.

A former Strikeforce Light Heavyweight Champion and Rizin Heavyweight Grand Prix Champion, the 6' tall 217-pound fighter is a member of the prestigious American Top Team ("ATT") under the guidance of Dan Lambert.

No stranger to the sport of pro wrestling, King Mo is a lifelong fan making his pro wrestling debut in 2012.

While flamboyant and outspoken, King Mo is to many the truest fighter of all.

With 21 wins in MMA (13 by KO), the former NCAA Division 1 All American for Oklahoma State and Bellator fighter has exceptional qualifications and a record along with MMA championships to back it up.

A world class athlete, Mo looks to make Major League Wrestling his kingdom for fighting.







## King MUERTES

### *Star of Lucha Underground*

A destructive force, King Muertes unleashes the purest vengeance in the world.

Fear as the “Man of 1,000 Deaths,” King Muertes is one of the most popular luchadores in wrestling.

Ruling on his thrown as conqueror of the underground lucha fight scene, Muertes’ death grip loomed over all... until his temple fell.

In the years that followed, Muertes wandered the earth with an unquenchable desire for revenge... until he was summoned.

Now, the seemingly invincible King Muertes looks to build a shrine of death with the bodies of the men he’s conquered, and careers destroyed in Major League Wrestling.

