

HOMETOWN FIGHT-CYCLE PARTNERSHIP DECK

KING KILLER



MICHAEL HECKERT

BKFC PRO FIGHTER / FOUNDER / CREATOR

CLEARWATER, FLORIDA

OCTOBER 23, 2026

OWN THE HOMETOWN FIGHT CYCLE.

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Event details and all fight-night assets subject to promoter confirmation.



A LOCAL FIGHT WITH NATIONAL CONTENT MILEAGE.

One hometown event becomes a 13-week campaign: content, community, conversion, hospitality, and fight-night proof.

WHY THIS WINDOW IS DIFFERENT

Hometown demand + creator distribution + operator execution.

- Clearwater crowd advantage and proven local ticket pull.
- Fight-camp content across Instagram, TikTok, YouTube, X, and owned web.
- Founder-level execution: landing pages, UTM tracking, ecommerce, and sponsor reporting.
- Scarce category inventory, not an overcrowded logo board.

2-1

BKFC PRO RECORD

2

STOPPAGE WINS

53K+

PLATFORM FOLLOWERS*

13

WEEKS

**OCT. 23 / OCC ROAD HOUSE**

The venue is promoting another Clearwater fight night after a prior sold-out event.

The sponsor buy is the full campaign—not a guaranteed broadcast shot. Every promised asset is controlled, tracked, and documented.

**Gross follower count across platforms; not deduplicated. Audience screenshots and current analytics supplied during diligence.*

THE BRAND IS ALREADY IN THE WINNING FRAME.

A sponsor can buy into a credible hometown story with real fight-night assets, visible placement history, and a result to build on.



PAST/PRESENT SUPPORT SHOWN IN FIGHT KIT: BLUEFITMD • UFC GYM • 1-TOM-PLUMBER • VITALITY WELLNESS

FIGHTER. CREATOR. FOUNDER. OPERATOR.

The value is the combination: local attention, athlete credibility, creator output, and a builder who can ship the conversion layer.



MICHAEL "KING KILLER" HECKERT
BKFC PRO • TAMPA BAY • @MICHAELHECKERT

FIGHTER

2–1 pro record; both victories by knockout/stoppage.

Fight-night credibility, training access, and high-intensity creative.

CREATOR

27K Instagram + 20K TikTok + 3K YouTube + 3K X.

Short-form, stories, long-form, live updates, and sponsor-integrated series.

FOUNDER

King Killers + OurCoordinates + a digital training product.

Authentic product storytelling and an owner’s understanding of margins and conversion.

OPERATOR

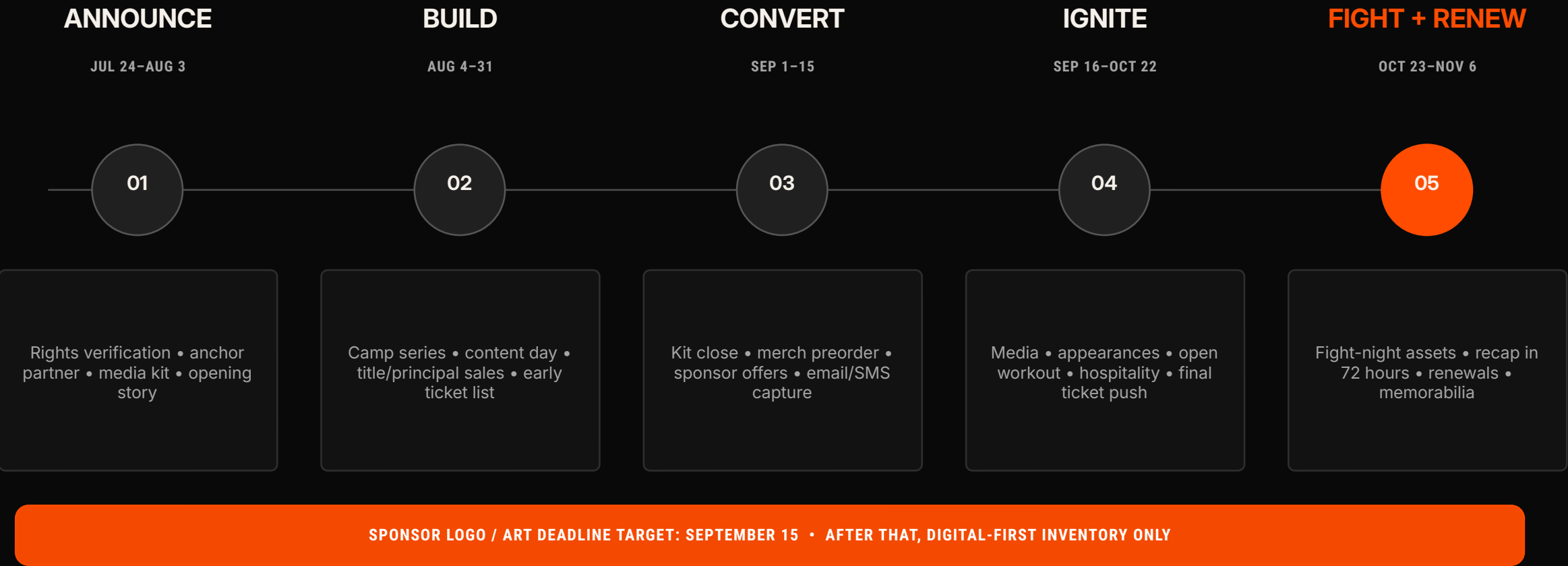
Web design, ecommerce, funnels, analytics, and reporting.

UTMs, landing pages, lead capture, content handoff, and a sponsor-ready recap.

53K+ GROSS FOLLOWERS / OWNED WEBSITE / TWO ECOMMERCE BRANDS / POST-CAMPAIGN REPORTING

13 WEEKS. FIVE MOMENTS. ONE HOMETOWN STORY.

The sponsor enters early enough to compound attention instead of arriving as a last-minute logo.



SELL CONTROLLED ASSETS—NOT UNCERTAIN CAMERA TIME.

Every placement is sold with approval language, a production deadline, and a measurable content package around it.



FIGHT KIT

Largest approved placement, standard placements, walkout/corner assets.

PROMOTER APPROVAL REQUIRED

CONTENT

Dedicated reels, story sets, product integrations, winner/warrior assets.

CONTROLLED + TRACKED

HOSPITALITY

Sponsor guest list, group tickets, meet-and-greet, afterparty—where approved.

RIGHTS / TICKET TERMS TBD

USAGE

Organic reposting, paid usage, whitelisting, raw footage, stills.

LICENSED BY TERM

APPEARANCES

Retail visit, gym seminar, corporate talk, content shoot, open workout.

SCHEDULED DELIVERABLE

CONVERSION

Landing page, UTMs, promo code, lead capture, email/SMS handoff.

FIGHTER + FUNNEL

Proposed deliverables and placements are subject to promoter approval, production deadlines, and final written agreement.

BUILT TO REACH \$75K+ WITHOUT TURNING THE KIT INTO A BILLBOARD.

Public asking prices. Internal negotiation floors and concessions live in the private command center.

1 LIFETIME POSITION LIFETIME SPONSOR \$25,000 ONE PAYMENT. EVERY FIGHT. UNTIL THE FINAL BELL. • Logo on Michael's fight kit at every future professional fight through his final professional fight • No renewal or per-fight placement fee—ever • Clearwater presenting designation + premium current-fight placement • 6 short-form videos + 12+ story frames + website hero • Content/appearance day + landing page + 72-hour recap	2 AVAILABLE PRINCIPAL FIGHT-CYCLE PARTNER \$10,000 • Prominent approved placement or walkout asset • 3 short-form videos + 8 story frames • One sponsor activation or content shoot • Organic usage rights + tracked CTA • Post-campaign recap and renewal plan	4 AVAILABLE FIGHT KIT PARTNER \$5,000 • Standard approved shorts / walkout placement • 1 dedicated short-form video + 4 stories • Fight-week tags + winner/warrior asset • Organic reposting rights • Performance recap
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Lifetime placement covers one non-transferable brand/logo and remains subject to promoter, sanctioning-body, commission, and event-contract approval. If a specific fight prohibits placement, the agreed owned-media make-good applies and the lifetime term continues. Full terms are defined in the agreement.

START SMALL. PROVE VALUE. RENEW BIGGER.

Digital inventory lets brands move after kit deadlines—and gives every sponsor a measurable next step.

4 AVAILABLE

CONTENT PARTNER

- 1 dedicated reel/short
- 3–5 story frames
- Tracked CTA / promo code
- Organic usage + recap

\$2,500

6 AVAILABLE

CLEARWATER CORNER CLUB

- Sponsor wall + website listing
- 2 fight-cycle story mentions
- Local partner thank-you asset
- Recap inclusion; no kit guarantee

\$1,250

HIGH-MARGIN ADD-ONS			
\$1,500	EXTRA DEDICATED REEL Concept, shoot, edit, post	\$1,000	RAW FOOTAGE PACK Organized clips + still selects
\$1,500+	30-DAY PAID USAGE Brand paid social license	\$2,500/mo	WHITELISTING Creator-handle ad access
\$2,000+	APPEARANCE / SEMINAR Up to 90 minutes, local	\$2,500–5K	CATEGORY EXCLUSIVITY Depends on lane and term
\$3,500	SPONSOR LANDING PAGE Design, build, UTMs, lead capture	\$3,000+	CORPORATE TALK Discipline, resilience, execution

Paid media, whitelisting, and usage rights require exact term, channel, territory, edit rights, and spend caps in writing.

THE FIGHTER + FUNNEL PACKAGE.

Turn attention into leads. This is the offer most local athlete sponsorships cannot execute in-house.



\$12,500–\$20,000

SPONSORSHIP + CAMPAIGN BUILD

- 01 OFFER Ticket bundle, consultation, retail visit, estimate, trial, or promo.
- 02 CREATIVE Fight-camp reels, stories, stills, hooks, and local proof.
- 03 LANDING PAGE Fast mobile page with brand story, fighter proof, and one CTA.
- 04 TRACKING UTM links, QR codes, promo code, lead capture, and dashboard.
- 05 FOLLOW-UP Email/SMS handoff, retargeting creative, and 72-hour recap.

BEST FIT: LAW FIRMS • HOME SERVICES • AUTO • WELLNESS • REAL ESTATE • MEMBERSHIP BUSINESSES

MAKE THE PARTNERSHIP FEEL BIGGER THAN THE CHECK.

Choose one headline activation and support it with repeatable content. Avoid random deliverables that do not lead anywhere.

HIGH MARGIN

FIGHT CAMP CONTENT DAY

Six local brands, one premium production day, six sponsor-specific mini campaigns.

LOCAL HEAT

CLEARWATER OPEN WORKOUT

Public workout + sponsor sampling + ticket push + media availability.

B2B VALUE

HOMETOWN HOSPITALITY

Approved group tickets, sponsor guest list, meet-and-greet, and afterparty.

FOUNDER FIT

BUILD & BRAWL

Founder interview series: operators who built Tampa Bay businesses from the ground up.

MEASURABLE

THE KNOCKOUT OFFER

Lead-gen landing page tied to a sponsor's strongest customer offer.

OWNED REVENUE

KING KILLER LIMITED DROP

Numbered poster, hometown tee, premium bundle, and post-fight memorabilia.

RECOMMENDATION: LEAD WITH "FIGHT CAMP CONTENT DAY" + "HOMETOWN HOSPITALITY" + ONE CONVERSION OFFER.

SPONSORSHIP IS THE ENGINE—NOT THE ONLY REVENUE LINE.

Build a portfolio of high-margin channels without turning fight camp into a second full-time job.

1	CASH SPONSORSHIP	\$55K–\$90K	Title, principal, kit, content, and local partners.
2	UGC + CONTENT RETAINERS	\$10K–\$25K	Brand-owned creative and sponsor content day.
3	TICKET ECONOMICS	TBD	Commission, allocation, group/VIP, and hospitality—only after rights confirmation.
4	LIMITED MERCH DROP	\$5K–\$15K	Preorder hometown tee, signed poster, premium bundle.
5	APPEARANCES + SEMINARS	\$4K–\$12K	Gym seminar, retail activation, corporate talk, content shoot.
6	DIGITAL + MEMBERSHIP	\$3K–\$12K	Fight Camp Challenge, training product, behind-the-scenes access.
7	AFFILIATE + LEAD GEN	\$2K–\$10K+	Codes, qualified leads, CPA/rev-share where compliant.
8	MEMORABILIA + RENEWAL	\$3K–\$15K+	Signed/fight-worn auction and annual partner conversion.
MODELED RANGES ARE OPPORTUNITY SCENARIOS—NOT FORECASTS OR GUARANTEES. PRIORITIZE CASH COLLECTED AND CAMP PERFORMANCE.			

SELL THE CUSTOMER MATCH, NOT THE FIGHTER’S NEED.

Start with businesses that monetize local attention, premium male audiences, recurring customers, or visible community leadership.

A

LOCAL HIGH-LTV

Law firms • auto dealers • HVAC/plumbing/roofing • medspa/wellness • dental • real estate/mortgage

B

PERFORMANCE FIT

Recovery • hydration • supplements • meal prep • fitness equipment • men’s grooming • apparel

C

HOSPITALITY

Restaurants • bars • venues • hotels • entertainment • group-event operators

D

ENTERPRISE / COMMUNITY

Credit unions • insurance • tech employers • logistics • regional brands with Tampa Bay roots

FIRST CALLS: EXISTING SPONSORS → 25 CLEARWATER/TAMPA BAY HIGH-LTV BUSINESSES → 25 PERFORMANCE BRANDS → MEDIA / HOSPITALITY.

CLEAR DELIVERABLES. CLEAR DISCLOSURES. CLEAR RECAP.

The goal is to make Michael easy to approve, easy to work with, and easy to renew.

BEFORE

- ✓ Signed scope and payment schedule
- ✓ Brand asset intake + approval windows
- ✓ Category conflict check
- ✓ UTM / code / landing-page plan

DURING

- ✓ Content calendar shared
- ✓ FTC disclosure on every material connection
- ✓ Platform screenshots and link tracking
- ✓ No unapproved product or performance claims

AFTER

- ✓ 72-hour asset delivery target
- ✓ Reach, views, engagement, clicks, codes
- ✓ Content library + usage term log
- ✓ Renewal recommendation within 7 days

LEGAL / TAX NOTE

Use an attorney-reviewed agreement; track cash and in-kind compensation; sponsorship/endorsement income is generally taxable. This deck is commercial strategy, not legal or tax advice.

THE NEXT MOVE

CLAIM A CATEGORY. BUILD THE STORY. OWN CLEARWATER.

Partner process

- 01-05 15-minute fit call
- 01-05 Category + rights check
- 01-05 Custom scope within 48 hours
- 01-05 50% to reserve inventory
- 01-05 Launch calendar and asset intake

MICHAELHECKERT.COM/#PARTNER

@MICHAELHECKERT



FIGHT NIGHT: OCTOBER 23, 2026 • CLEARWATER, FLORIDA

Final event details, opponent, ticket terms, and fight-night rights remain subject to promoter confirmation.