

TEAM ARM WRESTLING FEDERATION



**A Sleeping Giant. An Untapped Market.
The New Home of Combat Sports.**

**TAWF (pronounced 'tough')*

ARM WRESTLING IS BIGGER THAN YOU THINK.



A large crowd of spectators is gathered around a table where two men are arm wrestling. The crowd is diverse, with many people cheering and holding up their phones to record the match. The atmosphere is electric, with bright stage lights illuminating the scene.

\$150M



GLOBAL MARKET IN 2025

(Projected to reach \$220M by 2032)

10M



POTENTIAL GLOBAL FANS

(Across social media and television)

1M



DEDICATED PAYING FANS

(Single events draw up to 500,000 PPV buys)

The passion and the money are already there. But they **have no home.**

A SPORT WITHOUT A SPINE



Scattered Events: One-off supermatches create temporary hype but no long-term loyalty or recurring revenue.



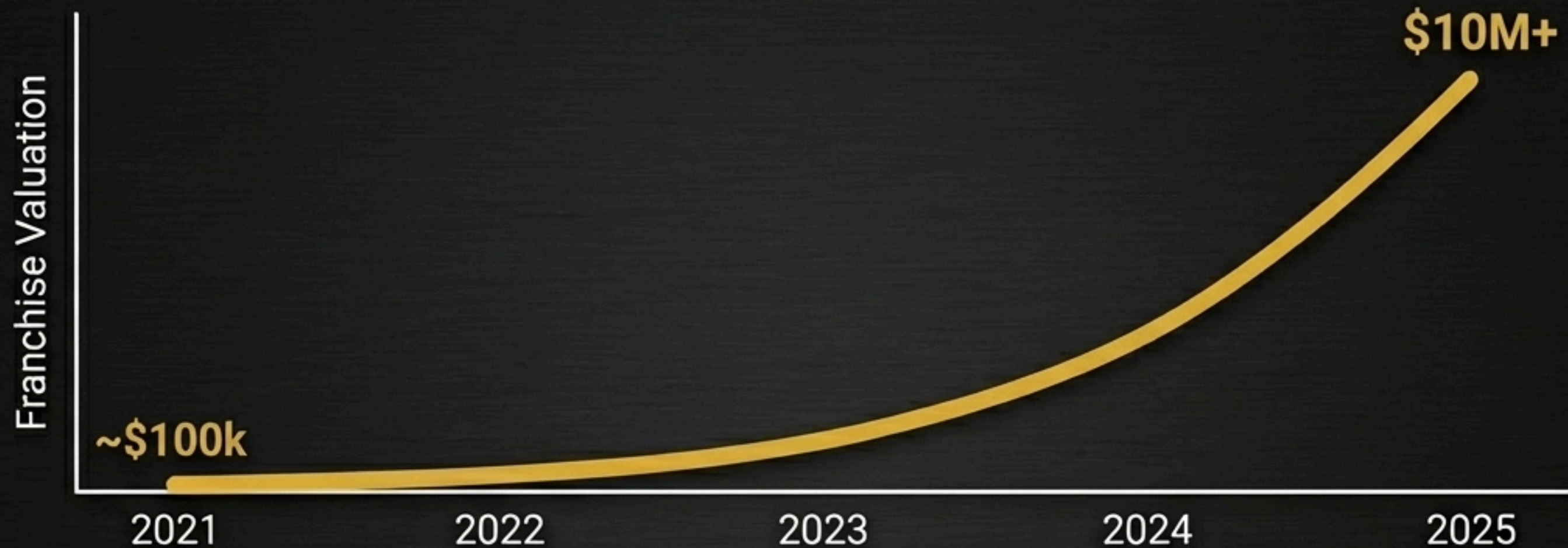
No Unifying Narrative: No seasons, standings, or rivalries that build over time for fans to follow.



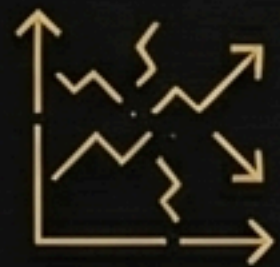
Confusing for Fans & Brands: No single destination for content and no clear, scalable package for sponsors.

Result: A frustrated fanbase and a deeply undervalued asset class.

WE'VE SEEN THIS STORY BEFORE. IT'S THE MLP PLAYBOOK.



THE FORMULA



Unify a passionate, fragmented sport.



Create a media-first, team-based format.



Build valuable, city-based franchise IP.

TAWF is executing this same proven playbook for a sport with more primal energy and universal familiarity.

WE'RE NOT ANOTHER PROMOTION. WE ARE THE LEAGUE.

CANADA



USA



City-Based Franchises:
Creating local identity, fan loyalty, and valuable IP.



Structured Season:
A 14-week season with standings, playoffs, and a USA vs. Canada final.
A story anyone can follow.



Broadcast-Ready Product:
Confirmed to air nationally on Fight Network and Game+, reaching audiences across Canada and the US.

THE INTENSITY OF A FIGHT. THE STRATEGY OF A TEAM SPORT.



TAWF DELIVERS:



"Struggle of Will": All the drama of combat without the high risk of head trauma, making it a safer and more sustainable format.



Constant Action: 32 matches per game, with a dynamic scoring system (Gambles, Flash Pins, Shutouts) that creates constant engagement.



Managerial Strategy: A "chess match of strength" with real-time decisions on lineups, substitutions, and gambles.

BRAND-SAFE INTENSITY THAT NETWORKS CAN SCHEDULE WEEKLY.

THIS ISN'T AN IDEA. IT'S A MOVEMENT.

81,443,824

TOTAL MEDIA REACH FROM LAUNCH

108

POSITIVE MEDIA STORIES
(100% POSITIVE SENTIMENT)



NATIONAL POST

ca.sports.yahoo.com

SOLD OUT

INAUGURAL PRE-SEASON EVENT
(TORONTO VS. MONTREAL)



**FIGHT
NETWORK**



NATIONAL BROADCAST
RELATIONSHIP
(FIGHT NETWORK / GAME+)

BUILT TO LAST. READY TO SCALE.



From day one, TAWF has been built with the operational discipline of a major league.

- **League Constitution:** Clear governance and franchise structure.
- **Official 30-Page Rulebook:** Defines every aspect of competition and scoring.
- **Professional Broadcast Plan:** Detailed strategy for a world-class viewing experience.

HOW WE WIN OFF THE TABLE.



SPONSORSHIPS
\$300,000

League & Team assets



TICKET SALES
\$180,000

Live event revenue from 12 games



MEDIA RIGHTS
\$40,000

Broadcast licensing fees from Anthem



MERCH & CONCESSIONS
\$40,000

Fan apparel and on-site sales

Total Season 1 Projected Operating Revenue: \$560,000

FUELING THE INAUGURAL SEASON.



THE ASK
\$250,000 CAD
SEED INVESTMENT
(as part of a \$575k total capital stack)



This raise fully funds our 12-game inaugural season and provides a buffer for operations.

MORE THAN A LEAGUE. AN ECOSYSTEM.



3 ARCS OF ENGAGEMENT

1. **The League:** The core media product (City vs. City).
2. **The Athlete:** A clear path from amateur to pro star.
3. **The Fan:** An interactive world of stats, gaming, and fantasy.

TAWF becomes the front door to the entire sport of arm wrestling.

PASSION, PEDIGREE, AND A POWERFUL 'WHY'.



Jason Costantini: Executive Producer & Co-Founder

- Visionary, entrepreneur, and cancer survivor who discovered professional arm wrestling after being unable to power-lift. The driving force behind a league that embodies resilience, strength, and unity.



Alex Keary: Co-Founder

- The grassroots builder who sparked the original flame, launching the Table Monkeys YouTube channel that grew into the foundation for TAWF.



Our league is led by world champions, veteran promoters, and the foundational pillars of Canadian arm wrestling.

ORGANIZE THE MARKET. OWN THE UPSIDE.

- ▶ **A Proven Playbook:** Replicating the success of MLP in a massive, undervalued market.
- ▶ **A De-Risked Investment:** Proven media traction, a signed broadcast deal, and a sold-out live event.
- ▶ **A Scalable Model:** Clear revenue streams and high-value franchise IP.

Join us as a seed investor to fuel the launch of
of the world's next great combat sport league.



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