

# 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.

**\$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



# FRAGMENTED



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



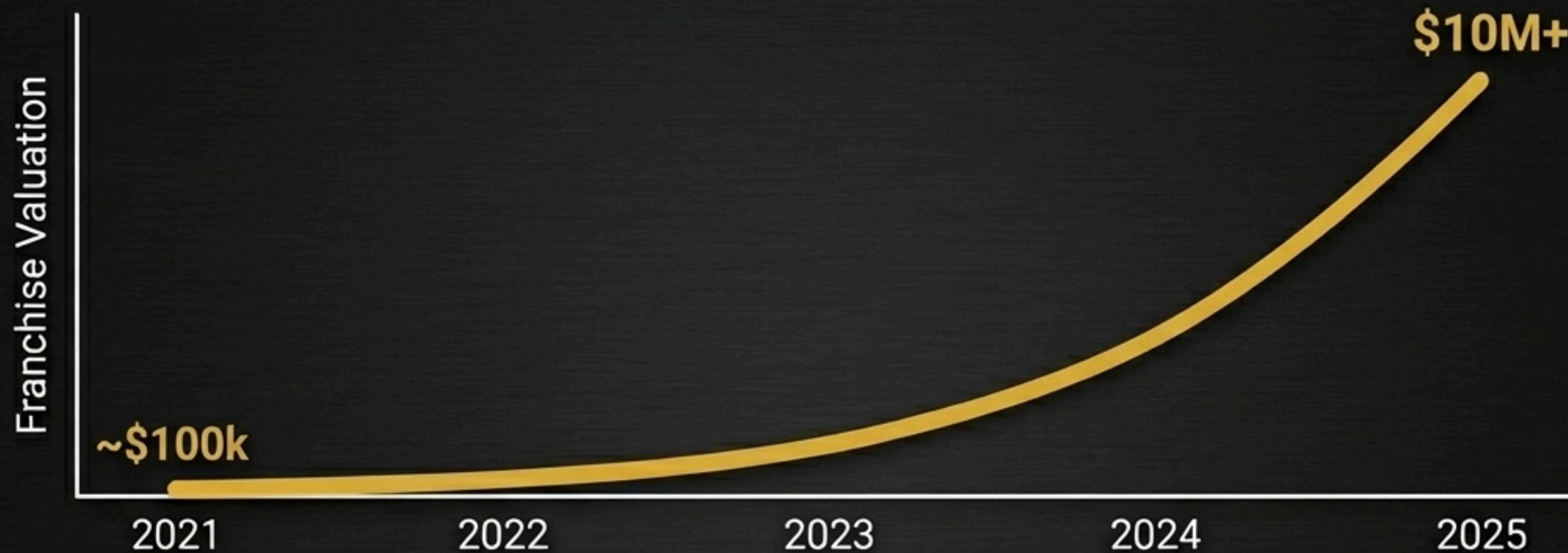
**No Unifying Narrative:** No seasons, standings, or rivalries that build over time for fans to follow.



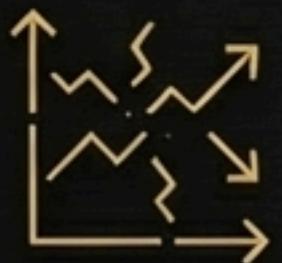
**Confusing for Fans & Brands:** No single destination for content and no clear, scalable package for sponsors.

**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.

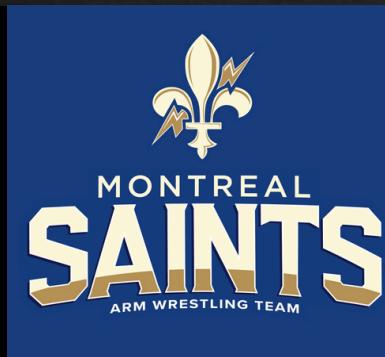


Build valuable, city-based franchise IP.

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)



INAUGURAL PRE-SEASON EVENT  
(TORONTO VS. MONTREAL)



NATIONAL★POST

[ca.sports.yahoo.com](http://ca.sports.yahoo.com)



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.



Youth & Amateur Leagues



Supermatch Showcases



Digital & Gaming



Global Expansion

## 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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