



# 2025 SPONSORSHIPS & GIVING

[www.wrestleclaw.com](http://www.wrestleclaw.com)

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## OVERVIEW

The Champions League of American Wrestling (CLAW) is a professional sports league launching in 2025 featuring competitive, high-level wrestling. The league features six teams competing in a regular season schedule culminating in playoffs and Super Dual Championship. CLAW is the only professional league for real wrestling.

## SPONSORSHIPS

Businesses can choose from a variety of sponsorships that best align with their goals. Typical objectives are increasing sales/revenues, building brand awareness, supporting the sport of wrestling, and rewarding customers, employees, or suppliers.



## CHARITABLE GIVING

Some organizations and individuals prefer to donate to our 501(c)3 affiliated company, Top of the Podium Inc. Since 2014, TOP has served the wrestling community in many ways, including increasing youth participation and promoting the sport to the public.

Without question, wrestling produces positive impacts on younger people. The effect on a participant's overall health (e.g., exercise, nutrition) is obvious, but wrestlers are well-known for developing a strong work ethic, discipline, personal responsibility, accountability, courage, mental and physical toughness, perseverance and more. With the unprecedented challenges and temptations facing today's youth, the potential impact of wrestling has never been more important. Top of the Podium promotes youth wrestling by visiting schools, conducting free introductory clinics, and more.



## LEAGUE SPONSORS

The following league-wide sponsorships offer a wide range of benefits:

**BRONZE.** The Bronze sponsorship includes recognition on all streamed/television broadcasts, event programs (print and digital), the CLAW web site (includes links to sponsors' sites), PA announcements at local tour events, and social media posts.

**SILVER.** The Silver sponsorship includes all Bronze benefits listed above, plus a complimentary exhibit booth at any tour events, inclusion on video board displays and mat signage for all dual meets, and one 30-second commercial spot per dual meet broadcast.

**GOLD.** The Gold sponsorship includes all of the benefits listed under the Silver and Bronze levels, including special recognition of all items listed under Bronze. In addition, sponsors are entitled to extra video board display time, three commercial spots per dual meet, VIP pre-match access to athletes and/or general managers, 12 VIP reserved tickets for all events, and recognition as the official provider of service/product of choice for the league.



## BROADCAST SPONSORS

These sponsorships provide visibility to tens of thousands of viewers of CLAW matches on full broadcasts and social media. Most of these options also provide exposure to “in-person” attendees. All sponsorships apply to the entire 2025 campaign (regular season + post-season matches).

**PYLONS.** Sponsors can feature their corporation logos on one or more pylons used during all CLAW matches. Pylons are part of the wrestling action, and announcers will verbally recognize sponsors throughout each broadcast. In addition, a sponsor can design custom pylons (in the shape of their product) that are used during the fourth round of all matches. For example, a pylon can look like a Gatorade bottle, toothpaste tube, battery, etc.



**MAT SIGNAGE.** Sponsors may acquire “signage” placed next to the mat at all CLAW events. Signs are 4’ long by 2’ high and can include company name, logo and tagline. Alternatively, a sponsor can imprint a logo directly on the mat. The exact size and placement will be agreed upon in advance.

**VIDEO BOARDS.** During the broadcast, a sponsor’s logo (or animated advertisement) will be displayed on video boards around the mat. This includes the main score table (LED panel) and 1-2 other LED video boards stationed around the mat. Sponsor images are displayed for 30 seconds in a continuous rotation.

**OFFICIAL REVIEW.** At CLAW meets, action is stopped during matches for Official Reviews (initiated by a team throwing a challenge brick, or by the officials wanting to self-check a call). At such times, the broadcasters will announce the review is “presented by {name of sponsor}” (along with displaying corporate logo) prior to replays being shown. Sponsor logo can also be included on challenge brick.

**SPECIAL GRAPHICS.** Select graphics will be “presented by” this sponsor (includes verbal recognition and logo display). This includes the official lineup card, the “crystal ball” (an important graphic that shows fans upcoming matches and related odds), and select other stats (e.g., league leaders).

**COMMERCIAL SPOTS.** Sponsors can place 30 or 60 second commercial spots during CLAW broadcasts. The spots can be broadcast 1-3 times during each dual meet.



## SOCIAL MEDIA AND “TOTAL ACCESS” SPONSORS

Social Media sponsors are recognized before/after the following posts on X, IG, TikTok, Facebook, and YouTube throughout the regular and post-season (and at other times during the off-season), as follows:

**“TOP 5” SERIES.** Throughout the season, CLAW will post social media clips highlighting top moments, including “Top 5 Moments of the Week” and “Top 5 Takedowns of the Week.” At the conclusion of the season, a “Top 5” of the season series will be produced.

**MOVE OF THE WEEK.** During each week of the regular season, CLAW will invite fans to vote on the “Move of the Week.” The voting, along with the final winner, will be presented by the sponsor.

**PRESS CONFERENCES.** The sponsor’s logo will be prominently displayed on the backdrop of the podium and be highly visible during all pre-match and post-match press conferences. Short form clips will be posted on social media, and full pressers will be broadcast on CLAW Total Access.

**CONDENSED MATCHES.** Every individual match and dual meet will be presented in a condensed form (e.g., 2-3 minute highlight reel) for CLAW Total Access subscribers. Select condensed matches and meets will also be streamed on a complimentary basis for the general public, including during the off-season.

## UNIFORM SPONSORS

Spartan Combat is the Official Supplier of uniforms for the league. Other businesses have the opportunity to place corporate logos prominently on uniforms. Sponsors will also receive appropriate recognition on the team's web site, social media, etc.

**ATHLETE UNIFORM: SLEEVE.** A sponsor's logo will be digitally imprinted on the sleeve of a team's official uniform. In addition to matches, the logo will be visible during publicity shots, promotional videos, and public appearances. In addition, it will be included on replica uniforms sold to the general public.

**ATHLETE UNIFORM: SHORTS.** A sponsor's logo will be digitally imprinted on the shorts of a team's official uniform. In addition to matches, the logo will be visible during publicity shots, promotional videos, and public appearances. In addition, it will be included on replica uniforms sold to the general public.

**OFFICIAL'S UNIFORM: SLEEVE.** A sponsor's logo will be digitally imprinted on the sleeve of the official's shirt.





## OFF-SEASON SPONSORS

CLAW is a year-round enterprise with fan-engaging activities occurring at various times. The Off-Season sponsorship grants rights to a single sponsor to be the exclusive sponsor for the inaugural CLAW Draft and 2025 Awards Show. The exclusive sponsor will be prominently recognized in all marketing and promotional materials (print and digital) as well as during the event. For example, the 2025 CLAW DRAFT presented by (name of company) or similar language will be used.

**ANNUAL DRAFT.** The first ever CLAW Draft is planned for the summer of 2025. It will be held at Harrah's Atlantic City casino and resort immediately after weigh-ins at Nuway's Summer Nationals. This large tournament attracts over 2 thousand wrestlers and a total attendance of 5-10 thousand people. Each athlete will be given a free ticket (with sponsor information included) to the Inaugural Draft.

In addition, the event will be streamed live, archived online, and broadcasted on FAST TV channels. The 2025 draft will generate tremendous excitement in the wrestling community as high-profile General Managers battle to secure the top wrestlers in the nation on their respective teams. We expect tens of thousands of persons to watch the draft remotely. In addition to CLAW's publicity efforts, we expect numerous podcasters and media outlets to cover the draft, including preview shows and post-draft analysis. We anticipate incorporating the sponsor's name or logo in CLAW's official logo for the draft.



**AWARDS SHOW.** At the conclusion of each season, CLAW will host an awards show similar to the ESPYs. Athletes, teams and even fans will be celebrated and recognized for notable accomplishments and moments from the preceding season. This show will be streamed live, broadcasted on FAST TV channels, archived on CLAW Total Access, and restreamed several times during the off-season.



## LOCAL TOUR SPONSORS

Sponsorships are available for local events in which tickets are sold to the public. This is a fantastic way to “give back” and connect with the local community. Options include:

**EXHIBIT BOOTH.** Sponsors can set up an exhibit booth or table in a high-visibility area at the venue. In 2025, our sole event (Super Dual One) will be held at UPMC Cooper Field House on the campus of Duquesne University in downtown Pittsburgh, PA.

**FAN GIVEAWAY.** A sponsor can provide a branded promotional gift to ticket holders. For example, the first 1000 fans receive a bobblehead, hat, water bottle, etc. In addition to the branding on the product, this giveaway will be featured in pre-match promotions.

**IN-MATCH PROMOTION.** Sponsors can award fans with prizes if a particular outcome occurs during a designated the event. The options are endless, but examples include giving all fans a discount or free coupon if a pin occurs in a certain match (or a pylon is knocked down in a specific round). Alternatively, rather than rewarding all fans, a prize can be given for the winner of a trivia contest (between matches), the contestant who does the longest handstand, etc.

**CLAW CLINICS.** A business can sponsor free clinics for youth wrestlers prior to the event. This normally is comprised of two clinics: One led by CLAW wrestlers for experienced/current wrestlers, and a separate clinic for kids who have never wrestled before.

**LOCAL PROMOTION.** A local business can promote the tour event in various ways, including in-store displays (or discount coupons), local social media or television spots, and more.

**EVENT SPONSOR.** Local businesses may sponsor the tour event. Sponsors receive recognition on social media, web site, event programs and local tour souvenir shirts, plus verbal recognition at the event. A Gold sponsor will be the exclusive presented of the event, for example, “2025 PITTSBURGH CLAW DUALS presented by {name of company} or similar language.



## CHARITABLE GIVING

TOP OF THE PODIUM is a 501c3 nonprofit (Tax ID = 47-1282716), making donations eligible for tax-deductions under the Internal Revenue Code. TOP appreciates unrestricted donations of any amount and uses them prudently to advance its tax-exempt mission of growing the sport of wrestling. Proceeds will be used for community outreach and other activities designed to boost participation at the youth level and raise awareness about wrestling. Receipts are provided to donors for tax documentation purposes.

Donations can be directed towards any of the following activities:

**COMMUNITY OUTREACH.** Your donation will be used to make a difference in local communities. Specifically, TOP will use the proceeds to fund visits to schools and other community groups where kids are present. In most cases, we will utilize CLAW athletes to give motivational talks to such groups. Our goal is to spread the word about wrestling and encourage boys and girls to try the sport.

**ADOPT A SCHOOL.** A donor can “adopt” a school as a means to “give back” to a specific community. The exact approach can vary, but this normally includes having a CLAW athlete speak at the school (accompanied by a mascot) at a school rally and purchasing a block of tickets to award to select students. A financial donation (or gear donation, e.g., wrestling shoes, headgear, mat) can also be made to the school or its PTA. The overall purpose is to help and inspire students by teaching them about the benefits of wrestling.

**TICKET BUY.** A donor can purchase tickets for students at a specific school, youth league or community group. Alternatively, the donation can be used specifically to support persons in need of financial assistance. The purpose of this donation is to enable kids (who otherwise might not attend for various reason, including financial) to attend an exciting event that encourages them to wrestler or inspires them to greatness in other ways. Not only will they be entertained at a professional event, they will meet athletes and have opportunities to learn about and participate in wrestling-related activities.

**ATHLETE/TEAM SUPPORT.** A donor can support a team or individual athletes in various ways. Donations can be directed towards covering travel or compensation expenses. This is a terrific way to directly support athletes participating in CLAW.



## SPONSORSHIP PRICING

(pricing in thousands)

### LEAGUE SPONSORS

Gold	25
Silver	10
Bronze	5

### BROADCAST

Pylons	2.5 per pylon; 6 for all pylons; 10 for branded pylon
Mat Signage	3 for matside sign; 7 for mat imprint
Video Boards	3 for 30 second spots in rotation
Official Review	2 for all reviews
Commercial Spots	1 for two 30-second spots per dual
Special Graphics	3 for various graphics (starting lineups, "looking ahead", keys to victory)

### SOCIAL MEDIA AND "TOTAL ACCESS"

All sponsorships	20
Top 5 Moments	1.5
Move of the Week	1.5
Press Conferences	5 (includes logo on backdrop)
Condensed Matches	2

### UNIFORMS

Athlete Sleeve	9 per team; 16 for 2 teams; 30 for all 6 teams
Athlete Shorts	7 per team; 12 for 2 teams; 24 for all 6 teams
Official Sleeve	4 for all officials

### OFF-SEASON

Exclusive	10 all-inclusive
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### LOCAL TOUR

Exhibit Booth	1.5
Fan Giveaway	tbd
In-Match Promotion	tbd
CLAW Clinic	5
Local Promotion	tbd
Event Sponsor	15 for gold; 5 for silver; 1 for bronze



## PAYMENT OPTIONS



Champions League of American Wrestling, LLC (CLAW) is a Virginia-based corporation. Tax ID is **93-2374880**

### PAYMENT BY MAIL

Please make check payable to "CLAW" and mail to the following address:

CLAW  
c/o Tom Houck, President  
21007 Rostormel Court, Ashburn VA 20147

### PAYMENT DIRECTLY TO BANK

PNC Bank  
Routing Number (ACH): 054000030  
Domestic Routing Number (Wire Transfer): 043000096  
Account: 5533014758



All charitable donations should be made to Top of the Podium, Inc. is a 501(c)3 nonprofit organization. Tax ID is **47-1282716**

### PAYMENT BY MAIL

Please make check payable to "Top of the Podium" and mail to the following address:

Top of the Podium  
c/o Tom Houck, President  
21007 Rostormel Court, Ashburn VA 20147

### PAYMENT BY VENMO

@Topofthepodium

### PAYMENT DIRECTLY TO BANK

PNC Bank  
Routing Number (ACH): 054000030  
Domestic Routing Number (Wire Transfer): 043000096  
Account: 5336106565