



*Awakening*

**MEDIA KIT**

Q2 2023





## INTRODUCTION

**Female fighters struggle to find enough fights, further their careers, and get represented for their skill and grit. Our creativity and passion opens up infinite possibilities that benefit everyone in the industry.**

Awakening's vision to be the global beacon of possibility for female fighters has increased each year since inception. We fill a huge gap in the female fight community, as a brand that operates with integrity, respect, and is supportiveness of female athletes without resorting to sexualization.

We are 100% committed to working tirelessly to strengthen overall social acceptance of female combat sports, and creating new opportunities for athletes to advance their careers.

Our global audience considers us an authoritative source, and are fully inclusive to all martial art disciplines. Gyms, clubs, promotions, matchmakers, commentators and fight fans are attracted to our quality value-based content - which is free of charge.

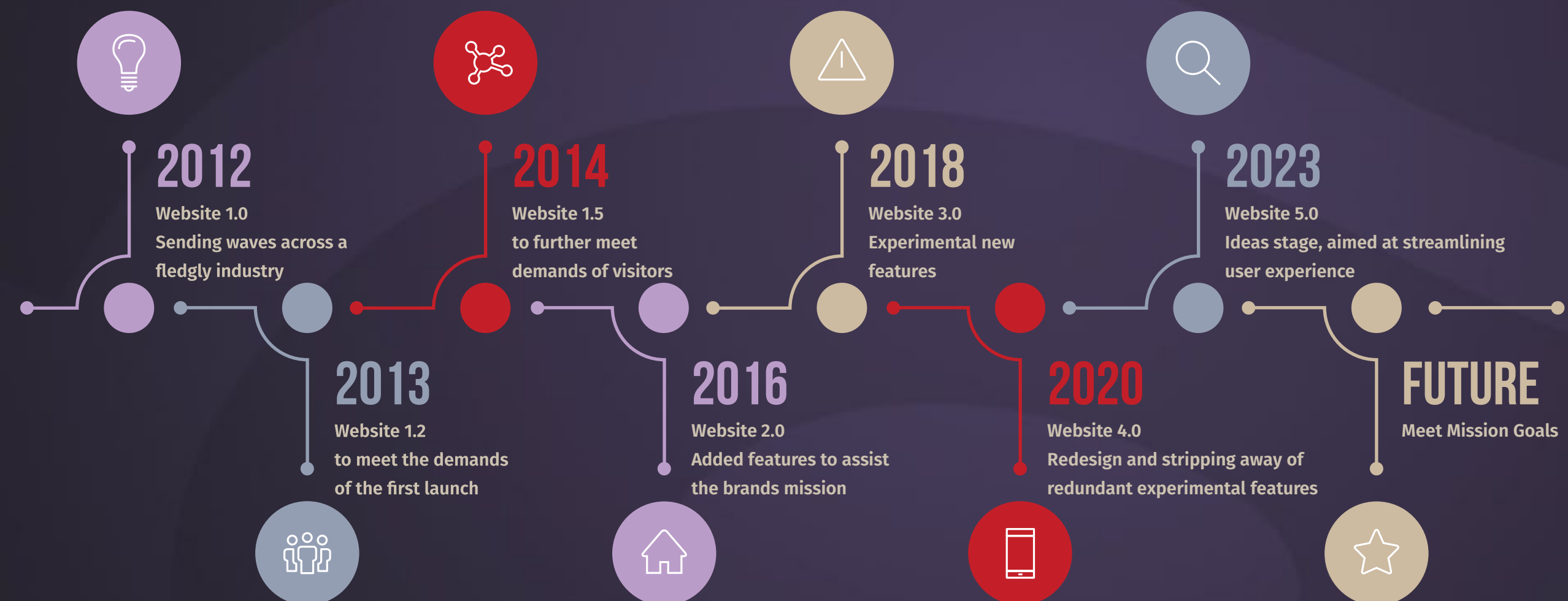
## AWAKENING FIGHTERS BRAND

**“Awakening Fighters” stands for promoting the growth of the female fight industry and inspiring the next generation.**

We collate the history of female combat sports, and display athlete histories and fight records on over 23,000 fighter profiles. We have earned the respect and gratitude of tens of thousands of athletes and fans worldwide in multiple disciplines; from amateur martial artists to UFC fighters. We are one of the leading authorities.

Female combat sports and fitness is booming. Many brands are choosing to gain public brownie points (or clout) for supporting the movement. You will not find another brand who; a) has done more authentic work in this area, and b) who has gained more recognition for actually making a difference. We have been catalysing the growth of the industry for years.

Since 2012, we have been instrumental in creating new career opportunities for female athletes and their teams. Upholding this ethos has attracted a lot of audience positivity. We are known to operate with integrity, respect and style.



## KEY PERSONNEL



### REW MITCHELL

#### Founder, CEO & Spokesperson

Rew's background is in design photography and videography. With 30 years experience he has completed thousands of works for brands as large as Coke.

He has trained in several martial arts and written a book on the subject.



### EVELYN CRYSAN

#### Website Management

Evelyn's background is in economics. Her work maintaining the Awakening website is invaluable and has undoubtedly made it possible for many athletes to further their careers.

We class her as the backbone of Awakening Fighters.

### DAXX GIARB

#### Founder, Website Development

Daxx's background is in music production, website development and coding. His knowledge and grit has made the complexity of the Awakening website what it is today.

Aside from the Awakening website, he is involved in crypto and game development.



# ATHLETE DATABASE

At the heart of the brand is our massive and game changing online database.

We house over **23,000** athlete profiles, with approximately **300** new athletes added each month. Including photos, statistics, fight histories, useful links and indepth infomation, and from a wide variety of martial art disciplines.

The profiles not only serve to assist fighters in advancing their careers:

- Prospective matchmakers, promoters and sponsors use the database to scout for talent
- Athletes use it to recce their opponents, reminisce on past glories, and to send out to promoters and companies whilst looking for fights and sponsorship
- Fight commentators use it as a source of infomation
- Fight fans use it to follow their favourite athletes' progress, and likely to assist in making betting decisions

Whilst there are other fighter databases out there, ours stands alone because it is the worlds largest and most comprehensive all female fighter database. It is also the only one that was built to make **positive societal impact**.

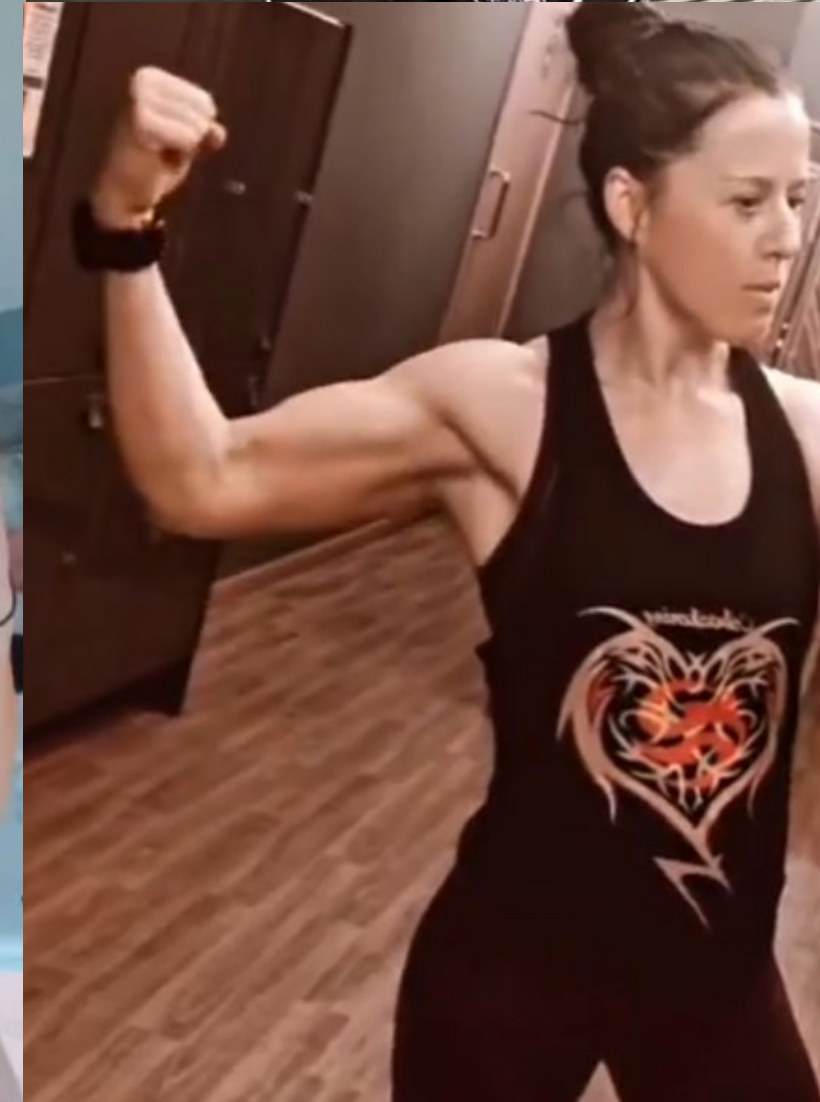


# SHOP

Home to over 1000 products. We strive for quality.

A new product gets added every week.

All proceeds go directly back into supporting the growth of the female fight industry.



AWAKENING FIGHTERS

**ONE**  
Championship



“ Their innovative approach constantly causes ripples in the fighting world. I've known Rew for over a decade and he never stops. Female fighters around the world are blessed to have such a knowledgeable, neutral, and supportive brand as Awakening Fighters.

**Amber Kitchen** **Fighter**

**UFC**



“ Awakening...Thanks for believing in me and my dreams from the ground on up... we will make it to the top!

**Tecia Torres** **Fighter**

“ Thank you so much for supporting me and female fighters so well! Finally we have a complete female oriented martial artist website! You guys do such inspiring work.



**UFC**

**Andrea Lee** **Fighter**

“ Rew has probably enhanced more professional fighter presentations and resumes, and contributed to more personal memoirs than even he realizes, and I suspect more than a few of the great fights over the last eight years occurred, at least in part, because of the Awakening Fighters website.



**Claire Baxter** **Journalist & retired fighter**

“ It's a pleasure to work alongside Awakening, Rew is very passionate about his work and produces amazing photos. He has dedicated his years to the combat world!



**ENFUSION**

**Julie Kitchen** **Commentator**

**INVICTA**  
FIGHTING CHAMPIONSHIPS



“ The best place to get all the info you need about female fighters!

**Kaitlin Young** **Matchmaker**

**UFC**



“ The time & effort that Awakening is putting in is awesome sauce & I couldn't be happier having the chance to work with Rew & the crew. There is no other database on the Internet that has such an in-depth focus. It should be every fan's information source for female fighters.

**Bec Rawlings** **Fighter**

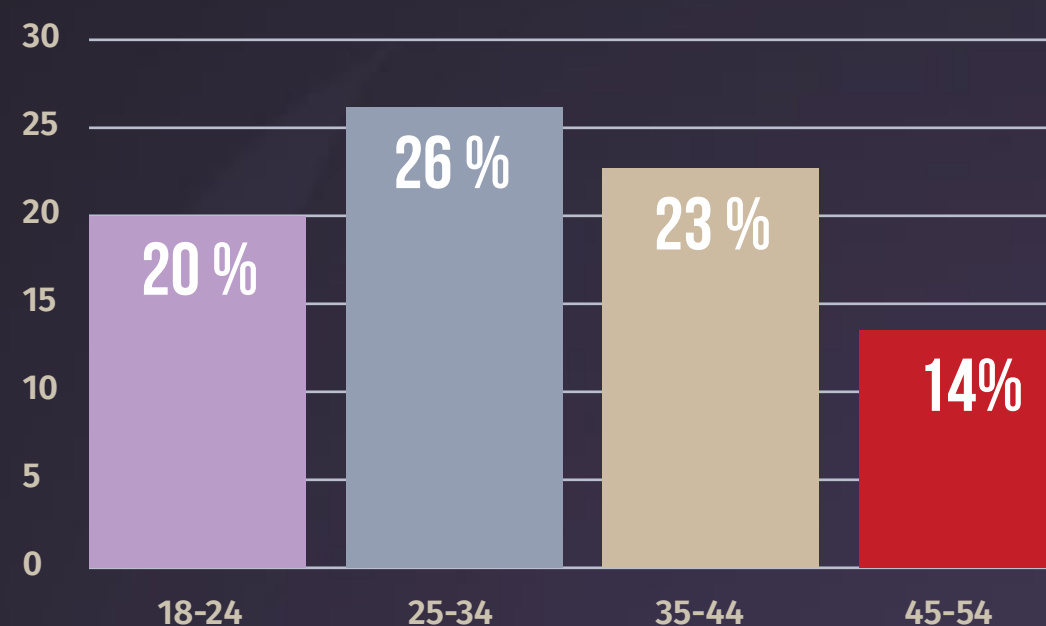


## AUDIENCE DEMOGRAPHICS

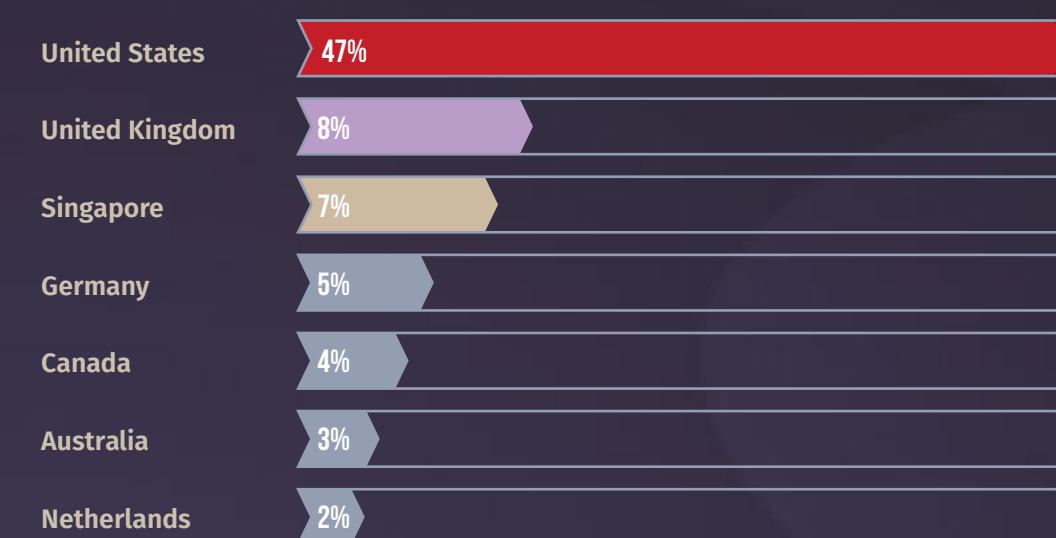
**Main segment 1:** She is in her early twenties, athletic and practices martial arts. She works a day job and likely does not have children yet.

**Main segment 2:** He is in his early thirties, athletic and practices martial arts. He works a day job, has an athletic partner and has children.

Below is the age group breakdown of our audience. We are concentrating on improving our reach to the 18-24 age group



Below is the breakdown of the audience in our top 7 countries. We have reached 207 countries to date.



**70** MALE  
Percentage of audience



**30** FEMALE  
Percentage of audience



**20 451**

Average Users p/month

Male martial artists outnumber female martial artists by a factor of 30:1

- **Male Audience**  
70% male audience is surprising high and proves that support for the movement exists
- **Female Audience**  
30% female audience is extremely high, taking into account the 30:1 ratio.



## STATISTICS

### WEBSITE

GLOBAL RANK **1,956,248**  
OUT OF 1,986,154,062 WEBSITES

Awakeningfighters.com is ranked in the **top 0.1% of the internet.**

As of January 2023 there are 1,986,154,062 (1.9 billion) websites. This means that the Awakening Fighters website is ranked in the top 0.1% of websites in the world. We are extremely proud of this, and as I am sure you can agree, is very impressive for a team of just three people.

**21,654**  
FOLLOWERS  
UNIQUE VISITORS P/M

**56,490**  
FOLLOWERS  
PAGE VIEWS P/M

**61%**  
FOLLOWERS  
BOUNCE RATE

### SOCIAL MEDIA

It is typical within our niche for accounts to post other people's work for clout. We are proud to say that 99.9% of the content we publish is original.

**10.4K**  
FOLLOWERS  
INSTAGRAM

**10K**  
FOLLOWERS  
FACEBOOK PAGE

**3.3K**  
FOLLOWERS  
FACEBOOK GROUP

**842**  
FOLLOWERS  
YOUTUBE

**45K**  
VIEWS PER MONTH  
YOUTUBE

# FREQUENTLY ASKED QUESTIONS

## Why did you start the company?

Rew had an “aha!” moment in 2012, whilst watching a Strikeforce preshow fight promotion. He had been involved in Conservation Photography and understood the importance of photography, images have the power to change the world. He noticed that women were not being promoted in a respectful or powerful way, and this is something he felt he could introduce. After a few months he noticed there was a lack of information available, and decided to build the Awakening database to help female athletes find more fights, that were better paid.

## What is the problem your company is solving?

Awakening Fighters helps female fighters get seen for their hard work, skill and accomplishments. With an athletes’ bio, photos, details, martial art and fight history displayed correctly and respectfully in our searchable database, they increase their potential for better opportunities immeasurably. Matchmakers and promoters at the highest level use our website.

## What are your future plans for the company?

The website will continue to strive towards cataloguing the entire history of female fighting. To achieve this we first need to upgrade to a 4x better server. Secondly we would like to expand our team by two in the near future. Thirdly, we would like to be in a position to create more content for YouTube and social media. And lastly, we also have a longer term goal of hosting streamable events. For this we are still in the developing plan stage,

## What milestones have you achieved?

This year we reached the target of 50,000 page views per month, and have added almost 23,000 athletes to the database. One of the Awakening photographs was selected to be the cover of a physical education text book sent to all high-schools in the US. We have also been nominated for the Martial Arts Illustrated hall of fame for our positive influence on the industry.

## What do you charge to create a profile?

We do not charge for profile creation. We do not believe in charging the very people we are trying help. We rely on sponsorship, advertising and shop sales.

## What do you charge for photoshoots and videography?

Depending on the shoot, generally our rule is that all we require is travel expenses.

## Do you accept sponsorships and advertising?

Yes we do. We have a wide range of unique opportunities to choose from, and are also open to custom ideas and discussion. To find out more, see the Media Center on our website.



**THANKS FOR LISTENING!**

**Rew Mitchell**

**[info@awakeningfighters.com](mailto:info@awakeningfighters.com)**

Phone number available on request