



PFC — PILLOW FIGHT — **CHAMPIONSHIP**

The logo features the letters 'PFC' in a large, bold, orange sans-serif font at the top. Below it is a horizontal orange line. The words 'PILLOW FIGHT' are in a bold, black sans-serif font, flanking the word 'CHAMPIONSHIP' which is also in a bold, black sans-serif font. A thick, orange curved line starts from the bottom of the 'PFC' line and sweeps down to the right, ending under the 'CHAMPIONSHIP' text.

2026 Tournament Series Sponsorship Opportunities

WHO WE ARE

PFC: Pillow Fight Championship is the world's first professional pillow fighting league featuring professional fighters engaging in intense, fast-paced and all ages-friendly combat unrivaled by any other professional sports entertainment or fighting organization.

However, PFC isn't just for professional fighters. We have developed a unique set of rules and regulations to complement our patent-pending and safe combat pillows that allow anyone to participate.

Pillow Fight Championship has been credited for being a safe alternative to traditional, violent combat sports and for it's cardiovascular and benefits.



UNIQUE COMBAT



PFC's premier professional-level fighters come from various Mixed Martial Arts and athletic backgrounds. Our Professional Pillow Fighters include former NCAA Division I Athletes, current and former UFC combatants and competitors from all walks of life and martial arts disciplines.

The combat is safe, but real - it demonstrates the athleticism of the combatants with every fight.

Our uniquely designed, patented combat pillows enable combat that is safe for the fighters, but unlike many other combat sports, the audience can clearly hear the power behind each blow.

PFC offers three distinct event types, Tournament Series, Single Event and Immersive Events.

2026 TOURNAMENT SERIES

8-12 Event Series

High Quality TV Production & Distribution via PFC Partners
Live streaming on Kick, Rumble, Instagram, TikTok
Sponsor Activations



PFC will host up to 12 events throughout 2026 that will serve as a “season” of Professional Pillow Fighting.

Tentative Dates and Locations:

April 18 - Warwick, NY

May 16 - Winston-Salem, NC

June 6 - Destin, FL

July 3 - Altoona, PA

Aug. 7 - Orlando, FL (ESPN Show)*

Aug. 29 - Memphis, TN

Sept. 19 - Fort Lauderdale, FL

Sept. 29 - St. Louis Park, MN

2026

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EVENT FORMAT

- **Each event will feature self-contained tournaments (Men's, Women's or both) to crown a specialized Tournament Champion.**
- **Tournament Champion earns cash prize and opportunity to challenge the PFC World Champion.**
- **Immersive Fan Experience**
- **When applicable, a branded and sponsored Super Fight* will be included, utilizing local, celebrity and “big name” talent through existing relationships & Celebrity PFC via Kevin Healy and Red Key Media.**
- **Events are designed to run 90-120 minutes and will be optimized for live and future broadcasts.**



SPONSORSHIP ELEMENTS

- Branding appears on ring elements, uniforms & pillows
- All events are “Presented by (SPONSOR)”
- Regular mentions by commentary team during broadcast
- Events are prominently featured on FightPFC.com
- Live Events have space for on-site sponsor showcases
- Sponsor commercials integrated into broadcast
- PFC Digital/Social Content from event features main sponsor
- Custom content created specifically for branded events
- Sponsor Ads appear in video content from event



RECENT & PAST PARTNERS



INGKA™

MANSCAPED™



 **Streambet**

2026

Hush.

**BEAST
BITES**



 **HARRIS PILLOW**
SUPPLY



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GLOBAL APPEAL

Pillow Fight Championship has proven global appeal with official leagues and affiliates in Poland, Ghana, Nigeria, Malaysia, France, Lebanon, Belgium, The Netherlands, UAE and India.



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FAN EXPERIENCES

Pillow Fight Championship offers unique opportunities for fan and customer engagement at shopping malls, sports venue and more. Recent partnerships include the Charleston River Dogs and Italie Deux Shopping Centre in Paris, France.

- Professional Tournaments
- Pillow Fighting Lessons
- Meet and Greets



CONTENT CREATION



Each event features a content creation experience for sponsors, PFC, fans and influencers with access to fighters, attendees and the venue to capture content for social media, B-roll, commercial purposes and more including, but not limited to:

- Tryouts/Fan voting
- Interviews with talent and staff
 - Product reviews
 - PFC fan experiences

SHARED OWNERSHIP



PFC retains primary ownership and the perpetual right to distribute, transmit, exhibit, license, advertise, duplicate, promote, perform, telecast and otherwise exploit all content created at each respective event.

Sponsor retains shared ownership to utilize all content from broadcast, social media, fan experience and otherwise captured by PFC for their brand purposes and promotion.

ESPN SUCCESS

In 2023, PFC made it's ESPN: Ocho debut in Primetime on Friday Night. According to ESPN's internal numbers, 127,000 viewers tuned in. PFC was the second most-viewed event during the 2023 Ocho.

Since the broadcast, the 2023 PFC Ocho event plays on ESPN's FAST channels every 60 hours and every weekend on ESPNews, also making PFC a regular weekend broadcast in sports bars across the country.

PFC returned to ESPN2 in August 2025 with Hush Presents Pillow Fight Championship and was the highest rated program of the day on ESPN2 according to Nielsen data and highlights and clips from the event have already generated more than 18 million views on TikTok, Instagram and YouTube.



SOCIAL MEDIA EXPOSURE



Instagram/FB (Aug. 4 - Nov. 11)

255,000+ followers

13.5 Million Views

86.9% 18-44 / 89% Male, 11% Female

Reels Play range: 5K - 3 million



TikTok (Aug 1 - Nov 11)

412,000+ followers

18 Million Total Likes

16 Million Viewers

89.2% 18-44 / 83% Male, 17% Female



YouTube (Aug. 1 - Nov. 11)

(includes Shorts)

15,200+ Subscribers

2.5 million views

89% 18-54 / 85% Male, 15% Female

Utilizing PFC's social media, sponsor (Hush) branded content has reached 18 million+ viewers and counting across 4 platforms in just over 30 days from August - September 2025.



KEY AUDIENCE

90%

GEN Z &
MILLENIAL
AUDIENCE
(18-45)



@FIGHTPFC



500K+ followers

More than 2 Billion Views All -Time

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DISTRIBUTION

Utilizing PFC's existing non-exclusive relationships with Dooya Media Group, DAZN and FUSEMEDIA, PFC will package and distribute content on all available platforms, including our own channels with licensing available to additional outlets to maximize our potential reach and exposure. Sponsor branding on these distributed shows is in perpetuity. We anticipate PFC content to reach more than 20 million viewers across these channels.



YouTube



Roku TV



rumble

FUSEMEDIA



POTENTIAL REVENUE SOURCES



TICKETS



MERCHANDISE

**BEAST
BITES**

**SECONDARY
SPONSORSHPS**



**BROADCAST
RIGHTS/ADVERTISING**



**DIGITAL &
SOCIAL MEDIA**

PARTNER INVESTMENT



Partner Investment

Full & Partial Partnership Available

- National Presenting Sponsor of all or select 2026 events
- Sponsor visibility to millions of viewers across traditional & social media
- Logo placements in and around the ring and on ring elements including pillows
 - Distribution with content partners and internal channels
 - Sponsorship of Fan Immersive Experiences where applicable
 - PFC's Social Media & Content Expertise
 - Fully collaborative & creative partnership

2026

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LEADERSHIP CONTACTS



Steve Williams | steve@fightpfc.com

Co-Founder & CEO

35+ years at the forefront of emerging telecommunication & entertainment technologies, including the first on-demand music channel, The Box



Kevin Powers | kevin@fightpfc.com

Chief Content Officer

15+ years as a creator & producer in digital/social media, television, OTT, sports and entertainment, including WWE where he was part of the team that grew WWE's social media to more than 1 billion followers.

THANK YOU

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www.FIGHTPFC.com