

Meeting summary for USFL

01/14/2025

Quick recap

The team discussed plans to market and promote upcoming MMA events, including the selection of members for the United States MMA team and the development of a system to track and manage martial arts competitors' records. They also discussed the creation of a poster for their digital content, potential partnerships and promotions, and plans for creating promotional posters for upcoming events. The team's goal is to have a system in place to manage a growing number of competitors and to build a personal connection with their audience.

Next steps

- Jim to create initial blurb for team selection announcement, including regional dates in March and national dates in June.
- Jim to send the blurb to Pamela for design enhancement.
- Pamela to design and create visually appealing content based on Jim's blurb.
- Joe to provide the finalized content to Brandon for posting on all outlets.
- Ian to email Gary Defranco regarding digital art assistance for the announcement.
- Ian to email J. Adams regarding potential NBC Sports and Fox Sports coverage.
- Team to prepare interviews with favorite competitors to create compelling stories for potential TV coverage.
- Joe to follow up with everyone after locking in the venue for youth nationals, aiming for another meeting on Thursday or Friday.
- Team to create separate posters for adult and youth nationals.
- Joe to contact Dusty as a backup for poster creation if Gary Defranco is unavailable.

- Ian to explore poster creation options with his local contact if needed, pending budget approval.
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Summary

Marketing MMA Events and Athletes

Joe is discussing plans to market and promote upcoming MMA events with Ian, Lauren, and Jim. He mentions adding a former Nevada Secretary of State to the organization's board as the director for Nevada to leverage political connections. Joe wants to start advertising soon and asks the team to prepare content and details on events to promote. He also mentions having athletes compete to represent the US at world championships. Some key points are aligning on marketing timelines, content creation responsibilities, and identifying participating athletes.

United States MMA Team Selection

The team discussed the process for selecting members for the United States MMA team. They agreed that potential team members should provide their information, possibly including a qualification match in their region. The dates for these events were to be determined. The team also discussed the need for a form or online application for potential team members to fill out, with details such as age, weight, and weight class. The team decided to create a Google Doc for this purpose.

Martial Arts Competitor Record Management

The team discussed the development of a system to track and manage martial arts competitors' records and accolades. They considered a free text field for experience and accolades, but also discussed the need for specific data such as wins by submission, knockout, and TKO, and losses by knockout. The team agreed on the importance of including coaches' contact data and the need for a system to sort and analyze the data. They also discussed the potential for multiple tournaments as a qualifier for international competitions.

The team's goal is to have a system in place to manage a growing number of competitors, with a target of around 100 participants.

Poster Design and Content Discussion

The team discussed the creation of a poster for their digital content. Joe suggested that Pamela could make it look amazing and then send it to Brandon for posting. Ian proposed using a paid service for the poster design, but Joe mentioned that he could ask Dusty or Gary Defranco for help. It was decided that Ian would provide the content for the poster. Pamela's contact details were requested by Jinighti's, and Ian agreed to provide them. The team also discussed the possibility of using a paid service for the poster design.

Exploring Partnerships and Audience Engagement

Ian, Joe, and Jinighti discussed potential partnerships and promotions for their upstart promotion in Texas and Dallas. Joe suggested reaching out to his friend, Jay Adams, who could help with NBC Sports and Fox Sports promotions. Ian agreed to send an email to Gary Defranco, who could potentially assist with digital art. Joe also mentioned Drew Andrew Smith, the former marketing director for the UFC, who could provide insights into Fight Pass. The team agreed to focus on building a personal connection with their audience, similar to the ABC Wide World of Sports model. They also discussed the possibility of interviewing favorites ahead of time to sell their story effectively.

Promotional Posters and Event Planning

Joe and Ian discuss plans for creating promotional posters for upcoming events. They consider engaging different designers like Gary, Dusty, or Ian's contact based on cost and turnaround time. Joe clarifies that separate posters are needed for the youth and adult national events due to potential alcohol or gambling sponsors for the adult event. Ian raises the idea of selling tickets through promoters who would receive a percentage, but Joe notes this may not work for adult events with participants from different regions. For the

youth nationals, selling VIP tables to parents is a potential revenue stream. Joe plans to follow up after securing the venue to schedule another meeting.