

WRESTLEBALL × BOXINGFINESSE

BUILDING THE CONTENT ENGINE.

THE OPPORTUNITY

WRESTLEBALL ALREADY HAS THE INGREDIENTS.

ATHLETES

COMBAT SPORTS

BASKETBALL

PERSONALITIES

COMPETITION

US MARKET

Now we build the media system around it.

THE CONTENT ENGINE

NOT POSTS. A SYSTEM.

LONGFORM

YouTube · Interviews · Events · Behind the scenes

SHORTFORM

Reels · TikTok · Shorts · cut from every longform piece

STORYTELLING

Athletes · Teams · Rivalries · Rules

DISTRIBUTION

Wrestleball · Teams · Athletes · Partners

CONVERSION

Followers → Tickets → PPV

SHOW, DON'T TELL

ONE VIDEO IN. THREE FORMATS OUT.

A · HYPE · 20-30S THIS IS NOT BASKETBALL. 0-1.5S Hardest impact, no context 3-18S 12-20 cuts on the beat: clash, throw, score 18-24S One slow-motion shot, whip back to speed FOLLOW @WRESTLEBALL DEC 2026 HYPEENTERTAINMENT	B · PERSONALITY · 20-30S MEET THE BALLER. 0-2S Close-up, athlete speaking, mid-sentence 2-4S Lower third: name · baller · team 16-22S Laugh, gym, ritual. The person, not the sport FOLLOW @WRESTLEBALL DEC 2026 PERSONALITYATHLETE FIRST	C · EXPLAIN · 30-45S WHY DO THEY FIGHT FOR THE BALL? 3-12S Real clash at 50%, overlay: 1 v 1 12-18S Takedown, freeze, +2 and possession 18-36S No dribbling, 20-second clock, zones 1-2-3 FOLLOW @WRESTLEBALL DEC 2026 EXPLAIN WRESTLEBALLZERO PRIOR KNOWLEDGE
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PROTOTYPE

ONE RULE. TWENTY-SIX SECONDS.

0 vs 0

1 v 1
EVERY POSSESSION STARTS 1-ON-1.

THE CLASH

Every possession starts one on one.

2 vs 0 16

20 SECONDS TO SHOOT.

TEAM PHASE

No dribbling. Pass and move. Twenty seconds.

2 vs 0 9

CLOSER IS EASIER.
FURTHER IS WORTH MORE.

THE ZONES

Closer is easier. Further is worth more.

REPEATABLE SERIES, NOT RANDOM POSTS.

01

WRESTLEBALL EXPLAINED

Rules and situations, made understandable in 30 seconds.

02

MEET THE BALLERS

Athlete introductions. Face, story, style.

03

INSIDE THE GYM

Gym visits. Where the sport actually lives.

04

ROAD TO DECEMBER

Event build-up. Countdown, stakes, matchups.

05

TEAM STORIES

Teams, rivalries, personalities.

06

FIGHTER × BALLER

Combat-sports personalities in the Wrestleball context.

DIGITAL FOUNDATION

ONE WRESTLEBALL IDENTITY ACROSS EVERY TOUCHPOINT.

WEBSITE

Home, teams, athletes, how it works, watch.

SOCIAL CHANNELS

Wrestleball, teams, athletes. One look.

CONTENT TEMPLATES

Intro, outro, lower thirds, captions, motion.

TEAM GUIDELINES

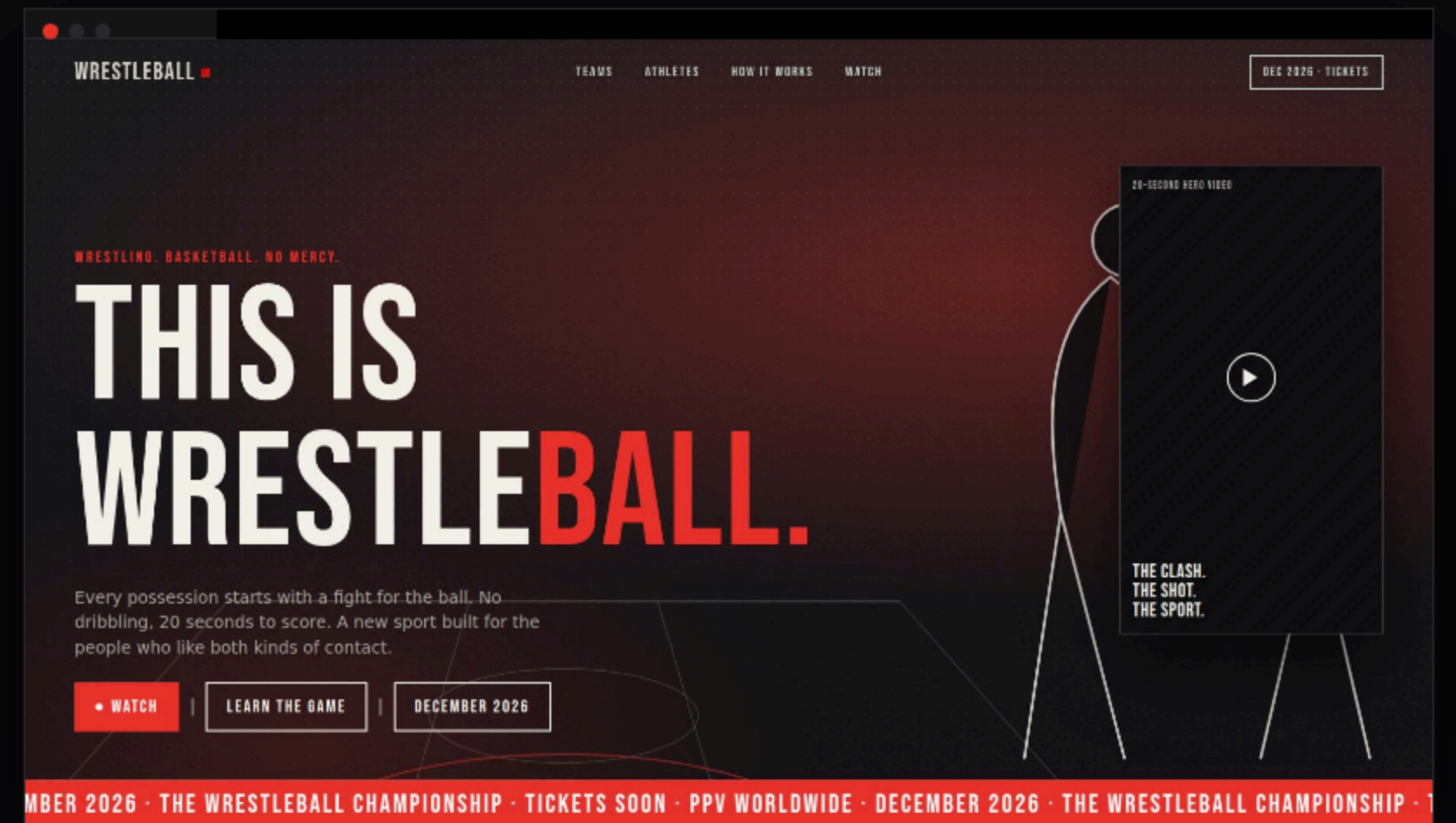
What teams post, how, and when.

ATHLETE GUIDELINES

Simple rules so 200 athletes look like one league.

TICKET / PPV FUNNEL

Every piece of content points somewhere.



THE LOOK

FOUR PIECES EVERY CLIP SHARES.

INTRO STING · 1.5S WRESTLE BALL ■ WRESTLING · BASKETBALL	OUTRO · 3S WRESTLEBALL FOLLOW @WRESTLEBALL DECEMBER 2020 · TICKETS SOON	LOWER THIRD MARCUS COLE BALLER · TEAM CHICAGO	CAPTION STYLE EVERY POSSESSION STARTS WITH A FIGHT.
INTRO STING 1.5 seconds. Never before the hook.	OUTRO 3 seconds. Follow + next event. Always.	LOWER THIRD Name, role, team. Bone and red.	CAPTIONS Uppercase, three lines max, one red word.

PHASE ONE

NEXT 30 DAYS.

01

CONTENT AUDIT

Sight every piece of existing footage, brand asset and channel.

02

SHORTFORM PRODUCTION STARTS

Weekly clips cut from existing material.

03

SOCIAL IDENTITY

Templates, fonts, motion, intro / outro.

04

CONTENT FORMATS

Test 3–5 recurring series. Keep what works.

05

WEBSITE AUDIT

What has to be better before December.

06

DECEMBER ROADMAP

Content → Athletes → Event → Tickets / PPV.

WEEK 1

AUDIT · ACCESS · CUT LIST

WEEK 2

IDENTITY · FIRST 4 CLIPS LIVE

WEEK 3

FORMATS TESTED · 8 CLIPS

WEEK 4

12 CLIPS · WEBSITE AUDIT · ROADMAP

LET'S BUILD WRESTLEBALL.



WHO DOES WHAT

TWO PEOPLE. TWO LANES.

MERT

- Digital product & website
- Brand system & templates
- Video production & motion
- Distribution setup & funnel

IGOR

- Editorial & content strategy
- Combat-sports knowledge & fighter network
- Audience understanding
- Social channels & formats

THE PILOT

THIRTY DAYS. THEN WE BOTH KNOW.

WE DELIVER CONTENT ENGINE V1

- Content audit of everything you have
- 12 shortform clips from existing footage
- 3 recurring formats, tested live
- Social identity: templates, motion, intro / outro
- Rule explainer 01 finished, 02 scripted
- Website audit + December roadmap

WE NEED ACCESS

- Raw footage archive + brand assets
- Posting access to Wrestleball channels
- One approver, 24-hour turnaround
- Two athletes willing to be on camera
- The December date, locked

HOW WE WORK WEEKLY RHYTHM

- Monday: plan + cut list
- Wednesday: clips for approval
- Friday: published + numbers
- Day 30: review, decide phase two
- Investment: agreed in the room, written here after