

FIGHT SPONSORSHIP DECK · 2026

MIKE “MARVELOUS” HECKERT

Professional Bare-Knuckle Fighter · BKFC Middleweight · St. Petersburg, FL

2-1

BKFC PRO RECORD

2

WINS BY KNOCKOUT

27K+

INSTAGRAM FOLLOWERS

Every win on my record ended with someone on the canvas. Put your brand in the corner.

Built in Kansas. Forged in Florida.

Mike Heckert won an amateur MMA championship with Blackout FC in Kansas before turning pro in bare-knuckle boxing with the Bare Knuckle Fighting Championship — the toughest format in combat sports.

At 6'0" with a long reach for middleweight, he fights behind speed, range, and clean fundamentals — and he finishes: both professional wins have come by knockout.

Out of the ring he's a content creator and entrepreneur — “building businesses between rounds” — which means sponsors get a professional who understands brands, deadlines, and deliverables.

Amateur MMA champion (Blackout FC) · Pro bare-knuckle boxer (BKFC) · 1-0 in Crypto Fight Night

6'0"

HEIGHT / RANGE

MW

MIDDLEWEIGHT

31

YEARS OLD

FL

ST. PETE BASED

2-1 as a pro. Every win by KO.

W · KO

vs. Justin Walters — BKFC Fight Night Clearwater

OCC Roadhouse, Clearwater, FL · April 2026 · Knockout win in front of the hometown Tampa Bay crowd

W · KO

vs. Scott Lampert — BKFC 53

Orlando, FL · November 2023 · Pro bare-knuckle debut — outclassed a heavy-handed power puncher

L

Professional loss on record

Losses build fighters. The full record, fight film, and breakdown are available on request.



100% of pro wins by knockout — the kind of finishes that become highlight reels with your logo in frame.

Combat sports' breakout story

BKFC bills itself as the world's fastest-growing combat sport — raw, short, knockout-heavy fights built for the highlight-clip era.



A rising league

Global event schedule across the US, UK, Australia, and Asia with major-platform streaming on every card.



Made for clips

Short rounds, no gloves, constant action — bare-knuckle KOs travel further on social than almost any sports content.



A Florida stronghold

BKFC runs frequent Florida cards — Clearwater, Hollywood, Orlando — putting Mike in front of hometown crowds.



An engaged fanbase

Fight fans are loyal, vocal, and follow fighters — not just events — making fighter sponsorship high-leverage.

Sponsoring a rising fighter in a rising league = ground-floor pricing on growing attention.

A real, growing audience — with receipts



27K+

INSTAGRAM

1,800+ posts · primary channel



[—]

TIKTOK

fight clips & training



[—]

YOUTUBE

vlogs & breakdowns



3.2K

X / TWITTER

fight-week commentary

CONTENT PILLARS

Fight content & camp footage · Striking technique breakdowns · Training & entrepreneur lifestyle

Found everywhere as @michaelheckert. Full engagement and demographic data ships in the media kit on first contact.

Why brands win with Mike



The Finisher

Both pro wins by knockout. Sponsors don't get decisions on a scorecard — they get highlight-reel moments that get reposted for years.



The Story

“Building businesses between rounds” — a fighter-entrepreneur angle that media loves and brands can build campaigns around.



The Hometown Draw

Based in St. Pete with BKFC running regular Tampa Bay-area cards — local crowds, local press, and Florida market activation.



The Professional

A creator who runs his own brands: he answers fast, hits deadlines, and treats sponsor deliverables like fight camp — non-negotiable.

Clean record, clean image, camera-ready — a safe bet in a sport full of wild cards.

Where your brand shows up



IN THE RING

- Fight shorts / kit logo placement
- Walkout shirt & entrance branding
- Cornerman gear & banner visibility
- Post-fight interview shout-outs
- Broadcast-visible placements on national streams



BEYOND THE RING

- Dedicated posts, stories & reels
- Fight-camp content series featuring your product
- Technique-video brand integrations
- Appearances, meet & greets, gym activations
- Usage rights for sponsor's own channels

Every package is built around a fight cycle: announcement → camp → fight week → the win → the highlight afterlife.

Three ways to get in the corner

TITLE PARTNER

ONE BRAND ONLY · LEAD
PLACEMENT

- Prime fight-shorts logo (largest)
- Walkout shirt + corner banner
- Post-fight interview mention
- Monthly dedicated social content
- Fight-camp series presented by you
- Appearance day included

Investment: [\$X,XXX] / fight cycle

FIGHT KIT PARTNER

ON THE KIT · IN THE FRAME

- Fight-shorts logo placement
- Fight-week social features
- Tagged camp content
- Highlight-clip logo visibility
- Usage rights for your channels

Investment: [\$X,XXX] / fight cycle

CONTENT PARTNER

DIGITAL-FIRST PACKAGE

- Dedicated posts, stories & reels
- Product integration in technique videos
- Promo codes & link placements
- Performance recap after each cycle

Investment: [\$X,XXX] / fight cycle

Multi-fight and annual deals available — pricing scales with placement, exclusivity, and content volume.

08 · LET'S TALK

Get your brand in the corner.

Every fight is a campaign: the announcement, the camp, fight week, the knockout, and the clip that lives forever. Let's build your package around the next one.

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