



## **Pallas Athena Fighting Championship**

### **Case Study**

**How MILLIONS Promoted and  
Streamed PAWFC**

**MILLIONS**

Pallas Athena Women's Fighting Championship (PAWFC) is a pioneering professional Mixed Martial Arts (MMA) organization exclusively featuring female fighters. Established as the first all-women MMA corporation in Canada, PAWFC aims to ascend to the top position among all-women MMA leagues in North America. The league showcases top-tier professional MMA talent from Canada and around the globe, offering a platform for female fighters to exhibit their skills and athleticism.



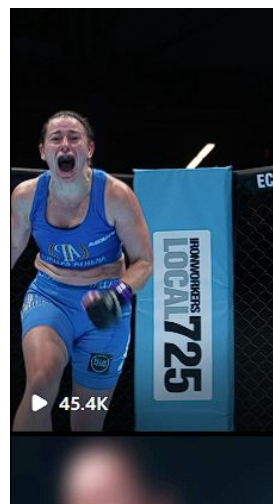
The partnership between PAWFC and MILLIONS.co has significantly boosted women's MMA globally. Utilizing MILLIONS.co's live streaming and promotional skills, PAWFC expanded its reach, engaging fans and enhancing event monetization. PAWFC aims to become North America's leading all-women MMA league, providing a unique platform for female fighters to display their skills and inspire global audiences.

**\$11,056**

Additional Event  
Revenue Generated

**111,656**

Additional Views on  
Instagram Content



**Bee Nguyen**



**Regan Gowling**



**Jessica Rook**



***MILLIONS Media Content is amplified to your audience through your fighter's network, driving sales and views.***

### **Increased Viewership**

The collaboration with MILLIONS.co resulted in a significant boost in viewership for PAWFC events, with fans tuning in from around the world to watch live streams of the matches.

### **Enhanced Engagement**

The release of 12 unique clips on social media generated considerable buzz and excitement among MMA enthusiasts, leading to higher engagement levels across PAWFC's digital platforms.

### **Monetization Success:**

PAWFC's partnership with MILLIONS.co proved to be financially lucrative, with the league generating \$8,000 in revenue from online streaming, laying the groundwork for sustainable growth and expansion.

### **Conclusion**

The partnership between PAWFC and MILLIONS advanced women's MMA globally by leveraging MILLIONS.co's expertise in live streaming and digital promotion. This collaboration enabled PAWFC to expand its audience, engage fans, and increase revenue. PAWFC is now set to become the top all-women MMA league in North America, providing a premier platform for female fighters to inspire audiences worldwide.

