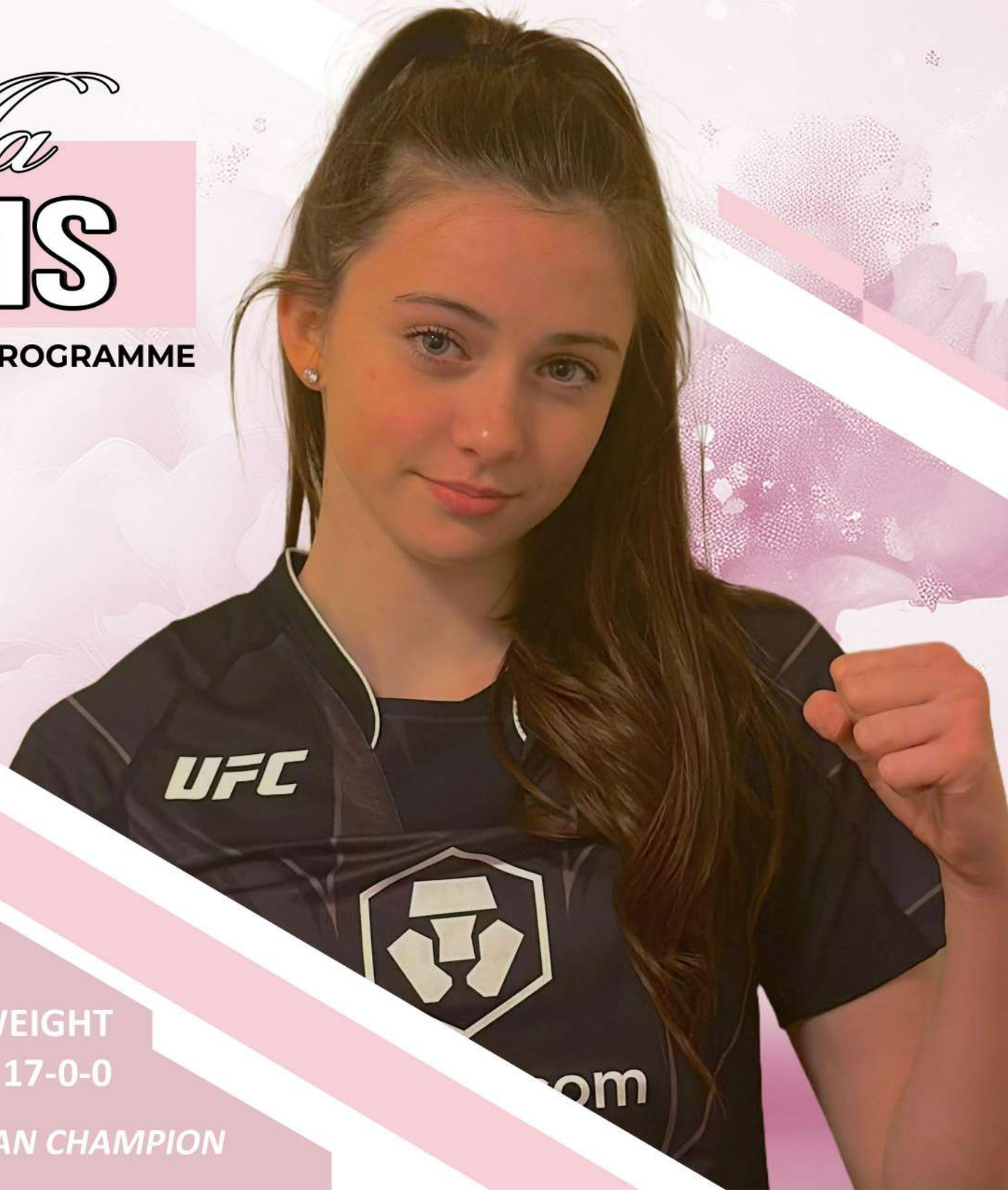


Bella **ADAMS**

OFFICIAL PARTNERSHIP PROGRAMME



■ COUNTRY ENGLAND

■ WEIGHT CLASS STRAWWEIGHT

■ JUNIOR MMA RECORD 17-0-0



WORLD & EUROPEAN CHAMPION

THE STORY:

My journey into martial arts began thanks to my sister Lilah, who was a huge UFC fan and always wanted to train in MMA. Our parents searched for a kids' MMA gym, but since options were limited in London, we joined Fightzone London—a Brazilian Jiu-Jitsu academy where we've now been training since September 2021.

At first, I never considered MMA because I wasn't confident in my striking. I was fully focused on Jiu-Jitsu and had no plans to branch out. That changed when I was offered the chance to do an exhibition MMA fight in Liverpool. Despite having no MMA experience, I accepted—and it completely changed my perspective. From that moment, I knew MMA was what I wanted to do. For many juniors it might just be a hobby, but for me, it became a way of life.

I still train Jiu-Jitsu regularly and continue to compete. It's where I started, and it's a huge part of who I am as a fighter. My Jiu-Jitsu foundation has been essential in my MMA development.

I'm committed to competing in major BJJ and MMA events around the world, earning my BJJ black belt under my Professor Marco Canha, signing with the UFC, and ultimately becoming a UFC World Champion.





ACHIEVEMENTS / ACCOLADES



#1 World Ranked Female Junior MMA Fighter



2026 IMMAF European Champion



2025 IMMAF World Champion



2025 IMMAF European Champion



2024 IMMAF World Champion



Brazilian Jiu-Jitsu Blue Belt



30+ BJJ Gold Medals



2025 Abu Dhabi AJP Grand Slam Gold Medallist



Victory Invitational (1-0)



Submission Series (1-0) Adults Purple Belt Bracket



BJJ 2024 Allstars UK #1 Ranked Gi and No Gi Under 18's



2025 IBJJF No-Gi European Champion



2025 IBJJF European Silver Medallist



2024 IBJJF Juniors European Gold Medallist



2024 IBJJF Juniors London Open Champion



2023 IBJJF Juniors European Championships Silver Meddalist

ACHIEVEMENTS / ACCOLADES

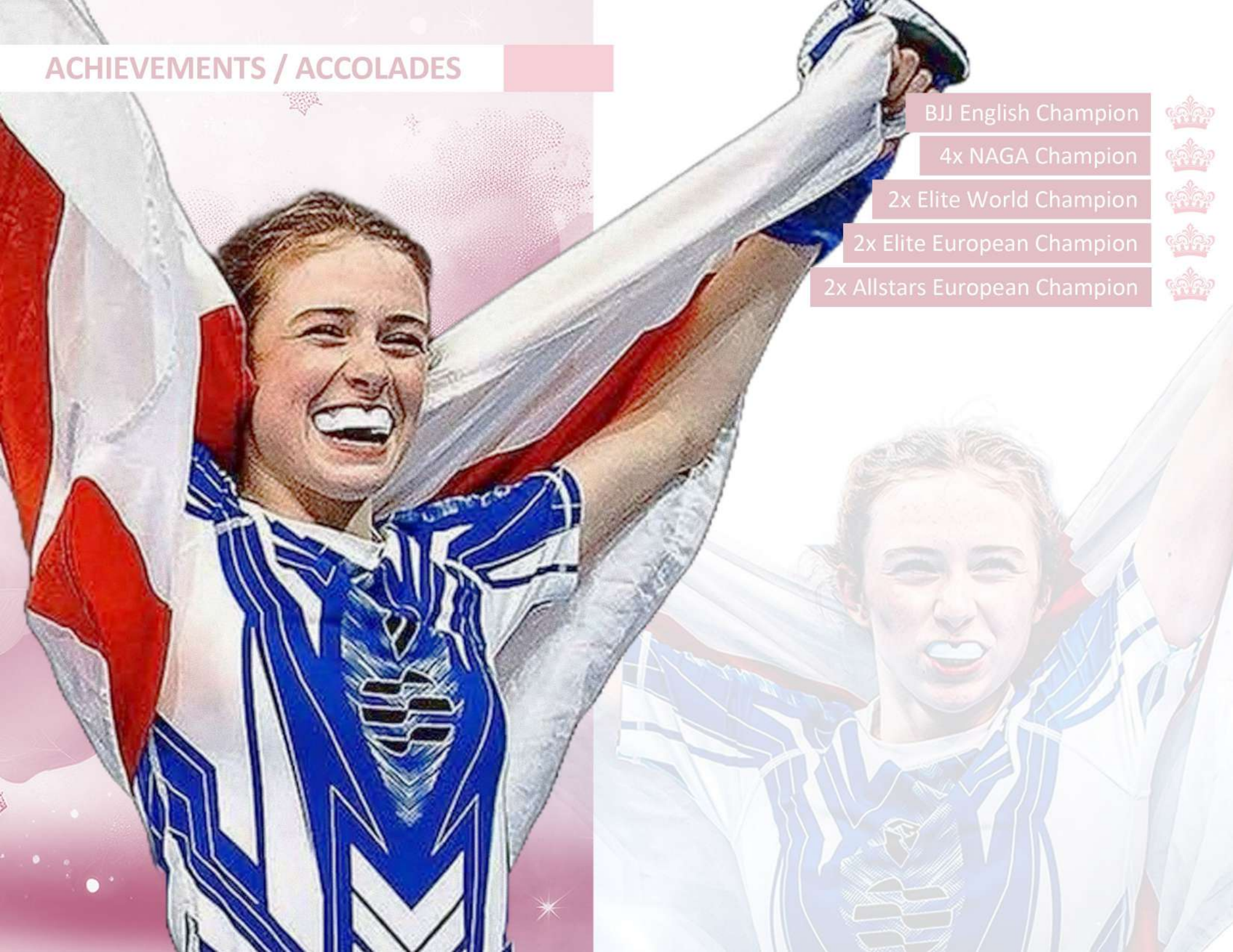
BJJ English Champion

4x NAGA Champion

2x Elite World Champion

2x Elite European Champion

2x Allstars European Champion





 **2024 IMMAF**
YOUTH WORLD CHAMPIONSHIPS

PERFORMANCE OF THE DAY



YOUTH – WOMEN
YOUTH B / 48 KG (106 LBS)

BELLA ADAMS



 **Abu Dhabi
GRAND SLAM
PRIME**
2024 - 2025

APR 11-13, 2025

LONDON



**Abu Dhabi
AJP TOUR**



**25 IMMAF
N CHAMPION**



FIGHT

**COER
SOCCERBET.RS**

IMMAF

HD Global Athlete Management deliver business and media solutions for organisations by connecting their brands with our elite combat sports athletes.

We are proud to represent some of the world's leading combat sports athletes while forging strong relationships with many of the world's leading MMA gym facilities as well as operating with every major global MMA promotion.

We see our role as assisting our partners to become more commercially successful, helping them create new relationships, improving their presence within the marketplace and ultimately, increasing their revenue streams.

We do this by working hard with our partners across 3 key business areas:

RELATIONSHIP MANAGEMENT

MULTIMEDIA PRODUCTION

BRAND SPONSORSHIP



MULTIMEDIA PRODUCTION

We will use the expertise of our network to create multimedia content with our athlete for your company, to tell the story of your brand, product or vision. There are no set formulas here. Just engaging, dynamic content, delivered from our team of experts to meet the demands and goals of your business.

RELATIONSHIP MANAGEMENT

We will help your business to grow levels of engagement with your desired audience. From a consumer perspective and other like-minded businesses and individuals within the Combat Sports arena – we will use various strategies to encourage partnerships to flourish.

BRAND SPONSORSHIPS

We will help your brand to support events, activities, athletes, people and organisations. We will help you to grow your business through building relationships and raising the awareness and visibility of your products in the marketplace.

We also help individual athletes to attain sponsorships with the various companies that we work with. It is our goal to create Mutualistic Symbiotic relationships. Long lasting relationships that are of equal benefit to all.



MMA IS A GLOBAL SPORT COMPRISED OF VARIOUS COMBAT DISCIPLINES



BOXING



JIU-JITSU



JUDO



KARATE



MUAY THAI



TAEKWONDO



WRESTLING

A DEVOTED GLOBAL AUDIENCE



**NORTH
AMERICA**

150M

EUROPE

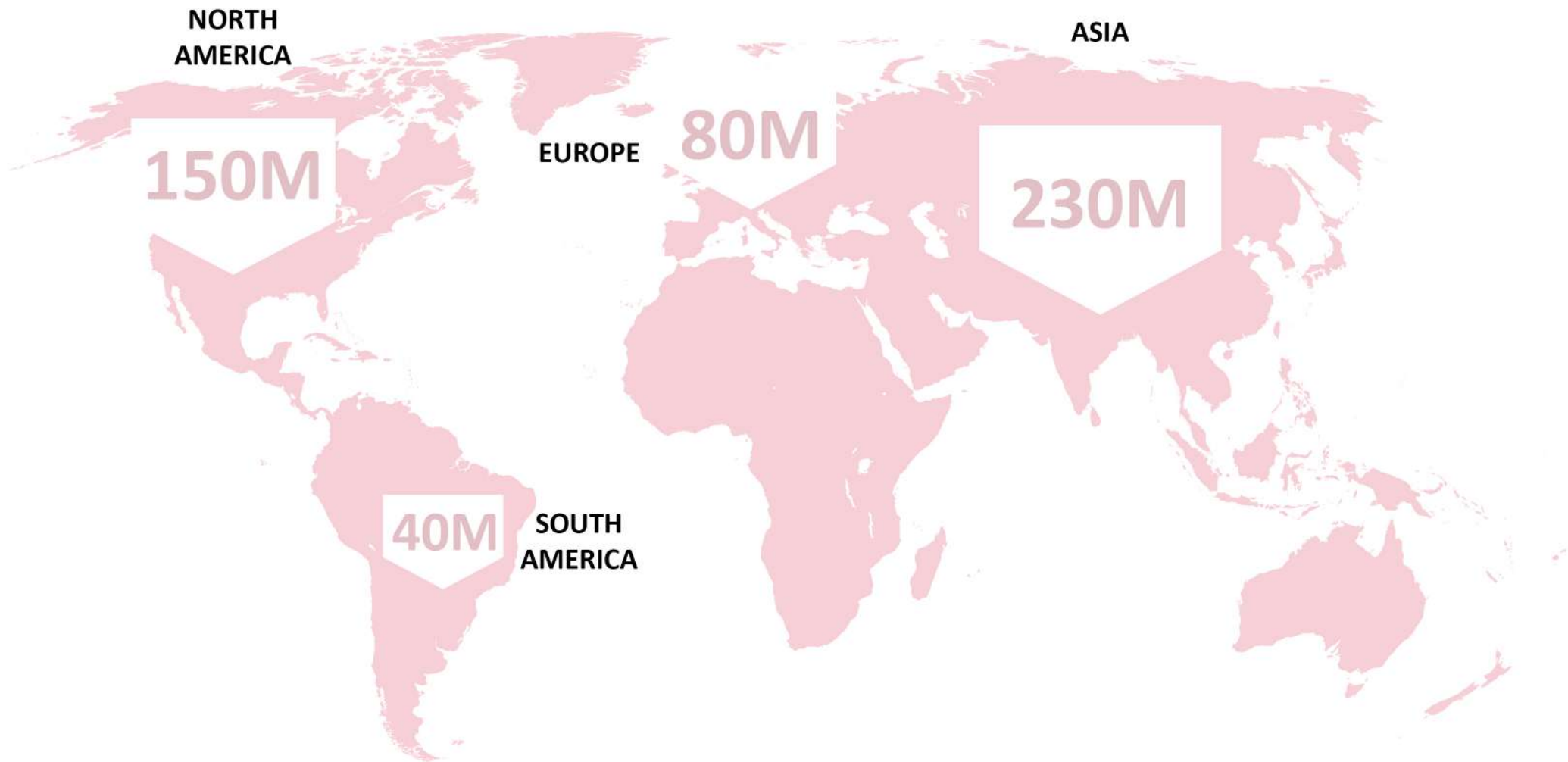
80M

ASIA

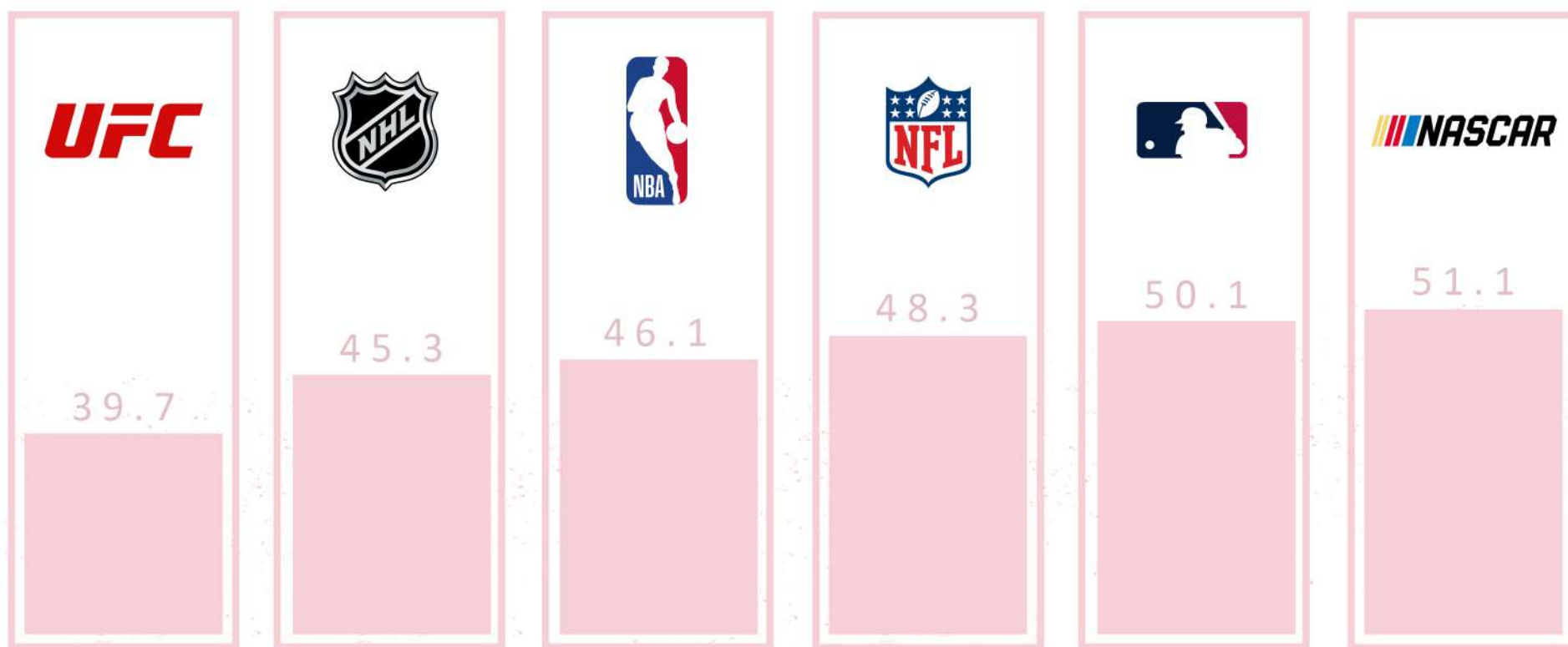
230M

**SOUTH
AMERICA**

40M



COMPRISED OF THE YOUNGEST ADULT FAN BASE



PARTNERSHIP STRATEGY



INFLUENCERS AND
AMBASSADORS



ACTIVATIONS - INSTORE
AND IN MARKET



COMPETITIONS - SOCIAL
MEDIA DRIVEN



MEDIA

SPONSOR BENEFITS :

Our strategy revolves around telling the fighter's personal story in a way that is compelling. Our audiences become deeply invested in each fighter's development through engagement and resonance with the fighter's as well as integrated sponsored products. The value for sponsors is the ability to deeply embed products into a fighter's daily routine, allowing invested viewers to become fully aware of that product's value and purpose.

This unique opportunity will help brands build deeper relationships with their target market by speaking directly to audiences through social media formats. Our athletes sponsors are integrated into fights and shows, so your message gets through regardless. MMA attracts intensely loyal followings, and has athletes who are highly accessible to their fans In comparison to other popular sports. Heavy Duty provides a platform that is accessible to a broad base of fans. Our fighters will be able to promote your brand on air and off as they continue their careers. HD Global nurtures fighter's with unparalleled determination into world-class athletes with sustainable careers, and your brand could be the cornerstone of their world. A sponsorship with our athletes provides brands with increased global visibility & a consistent message across all our available platforms.



ATHLETE SPONSORSHIP ORDER FORM

Company Name:

Address:

Contact Name:

Contact Number:

Athlete Sponsorship Fee:

Sponsorship Term:

Signature:

Date: