

Liliah
ADAMS

OFFICIAL PARTNERSHIP PROGRAMME



■ COUNTRY ENGLAND

■ WEIGHT CLASS < 40KG

■ JUNIOR MMA RECORD 14-1-0



WORLD & EUROPEAN CHAMPION

THE STORY:

From a young age, I knew I wanted to do MMA. Watching the UFC inspired me, and I was certain that one day I'd be fighting on that stage. I asked my parents to take me to a gym, but since kids' MMA wasn't very popular in London, they brought me to Fightzone—my Brazilian Jiu-Jitsu gym—where my journey really began. I've been training there ever since and building a strong foundation through Jiu-Jitsu.

MMA was always the end goal, but without many opportunities for kids in London, we decided to travel to Liverpool in April 2024, where the junior MMA scene is much bigger. That move changed everything for me. From my first MMA session, I knew this was what I was meant to do. My love for the sport has only grown—it's more than a passion now, it's my lifestyle and future.

I still continue to train and compete in Jiu-Jitsu regularly. It's where it all started for me, and it plays a huge role in my overall MMA game.

I aim to keep training and competing internationally, earn my BJJ black belt under my Professor Marco Canha, become a UFC World Champion, and one day be recognised as the greatest female MMA fighter of all time.



ACHIEVEMENTS / ACCOLADES (1)



#1 World Ranked Female Junior MMA Fighter

2026 IMMAF European Champion

2025 IMMAF World Champion

2025 IMMAF European Champion

2024 IMMAF World Champion

BMF MMA Juniors Champion

Fight Series Juniors MMA Champion

British Juniors MMA Champion

Brazilian Jiu-Jitsu Orange & White Belt

40+ BJJ Gold Medals

2025 Abu Dhabi AJP Grand Slam Gold Medallist

Victory Invitational (3-0)

Young Subs (1-0)

BJJ 2023 Allstars UK #1 Ranked Gi and No Gi Under 18's



ACHIEVEMENTS / ACCOLADES (2)



4x IBJJF European Champion



2025 IBJJF Juniors European Champion



2024 IBJJF Juniors European Champion



2024 IBJJF Juniors London Open Champion



2023 IBJJF Juniors European Champion



2022 IBJJF Juniors European Champion



3x NAGA Champion



BJJ English Champion



2x BJJ Elite World Champion



2x BJJ Elite European Champion



BJJ Elite National Champion



4x BJJ Allstars European Champion





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 worlds 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.



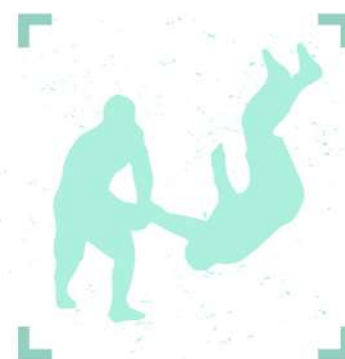
MMA IS A GLOBAL SPORT COMPRISED OF VARIOUS COMBAT DISCIPLINES



BOXING



JIU-JITSU



JUDO



KARATE



MUAY THAI

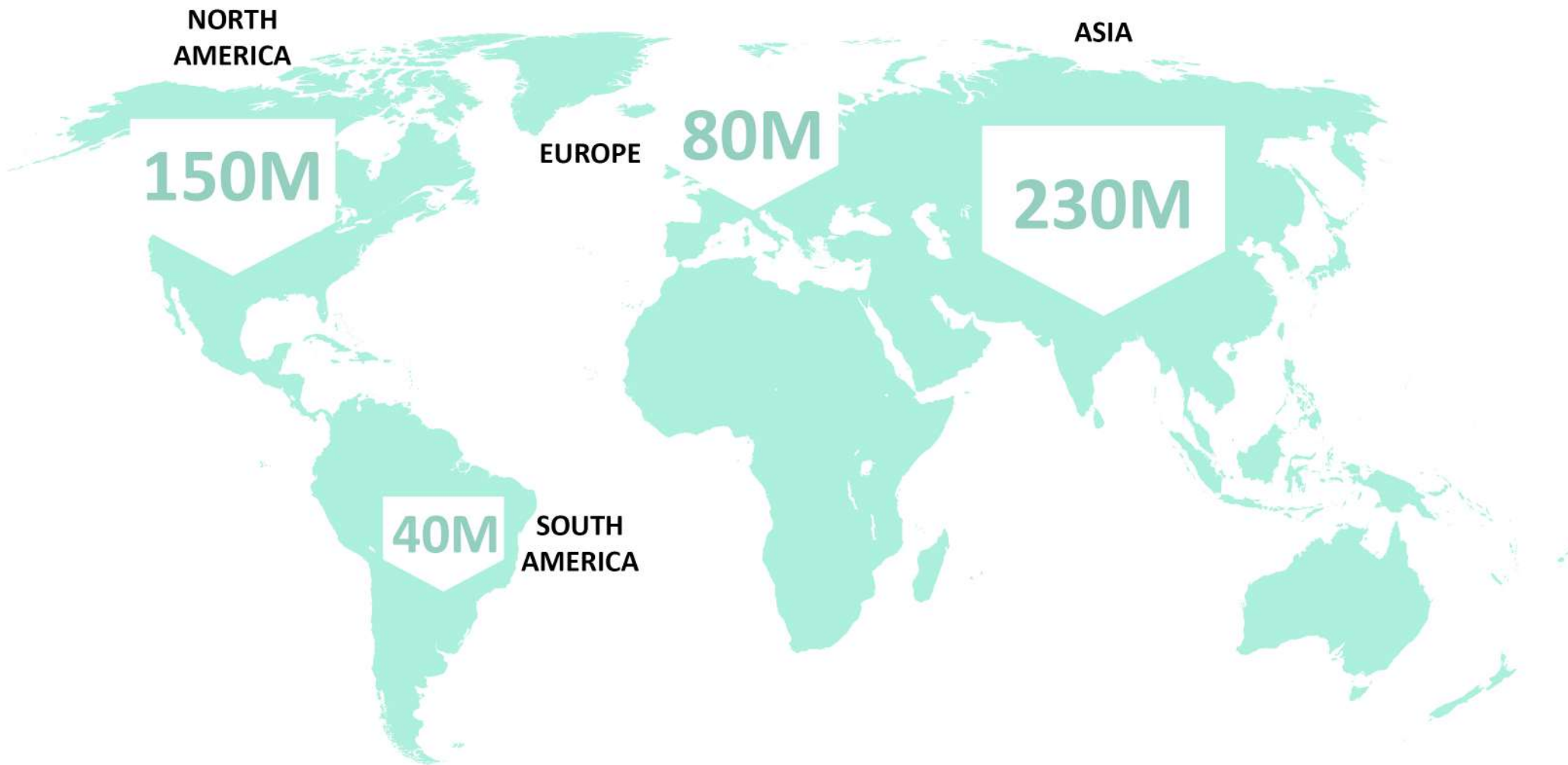


TAEKWONDO

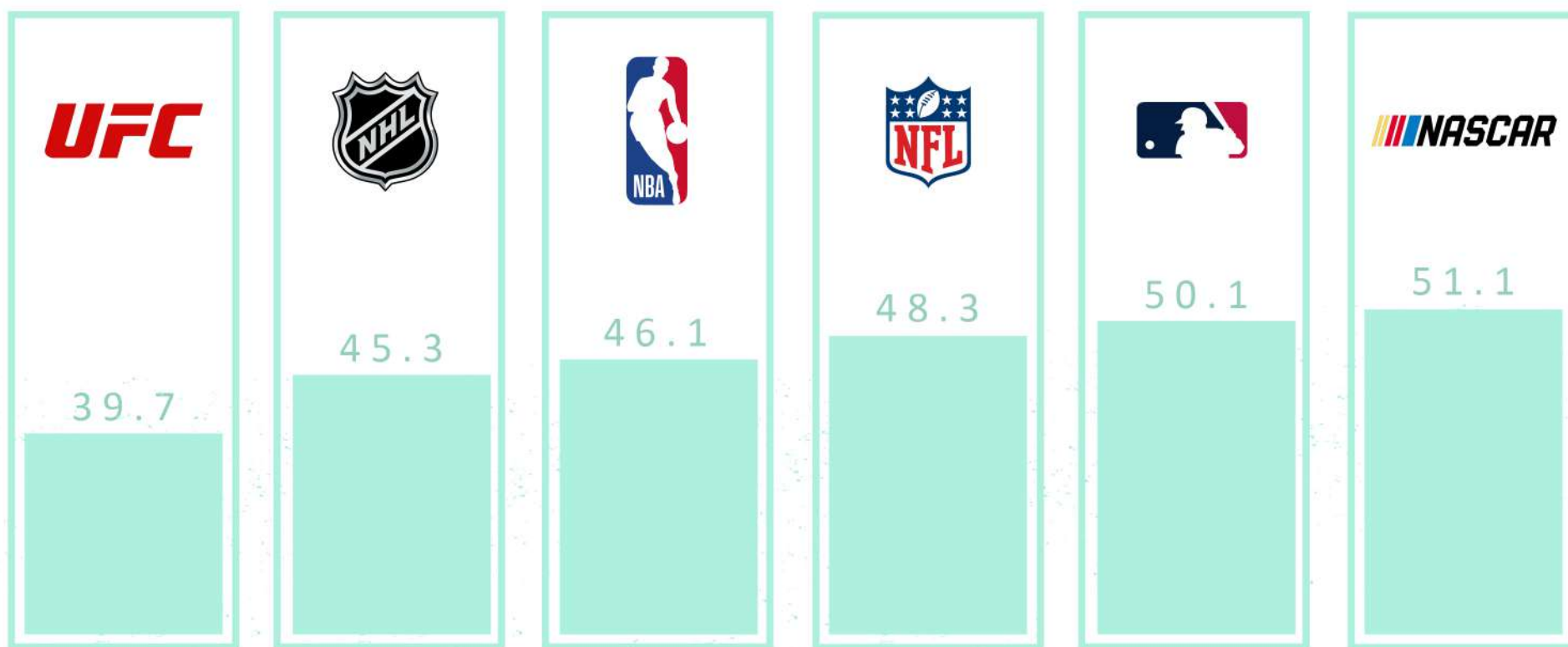


WRESTLING

A DEVOTED GLOBAL AUDIENCE



COMPRISED OF THE YOUNGEST ADULT FAN BASE



PARTNERSHIP STRATEGY



INFLUENCERS AND
AMBASSADORS



ACTIVATIONS - INSTORE
AND IN MARKET



COMPETITIONS - SOCIAL
MEDIA DRIVEN

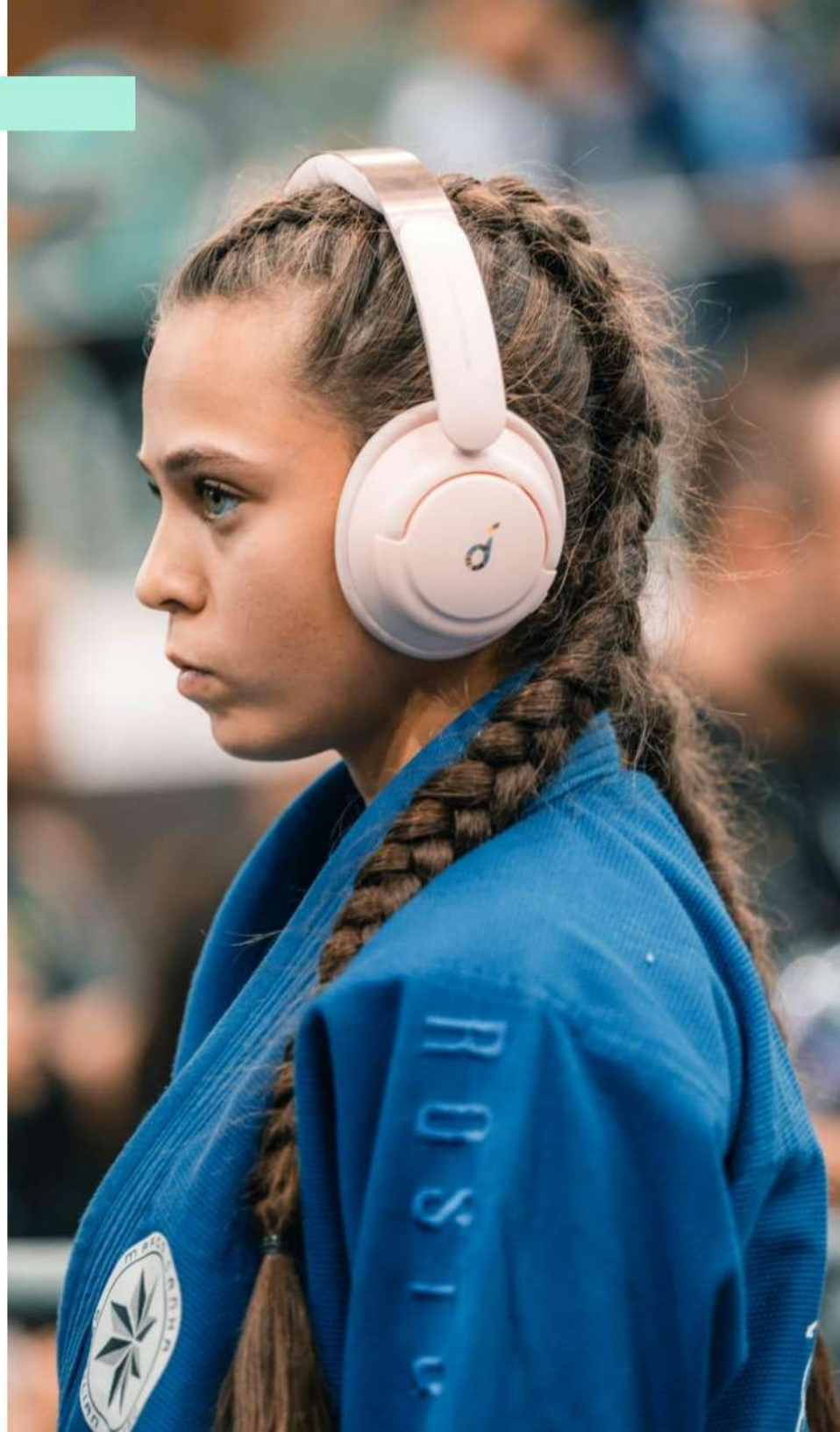


MEDIA

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: