

Amateur Mixed Martial Arts Fans “Like” GAMMA Fight Club

DANVILLE, VIRGINIA, UNITED STATES, June 24, 2015 /EINPresswire.com/ -- Mixed Martial Arts, the no-holds-barred full contact attraction that combines martial arts and combat sport, is regarded as the fastest growing sport on the planet, with some of the most passionate fans inhabiting Mother Earth. As a new generation claims the sport as their own, they want to seek each other out so that they can share their thoughts on their obsession.

Amateur Mixed Martial Arts (AMMA) has also seen a spike in its popularity; as the parent sport expands its fan base, the up-and-coming AMMA is also attracting a wider audience. And these fans too, want



to interact with the others who feel as they do about the sport. Remember, we’re talking about the millennials. And how do millennials share their thoughts and opinions, likes and dislikes? By making social media their megaphone. They have a lot to say, and they say it loudly, especially when the subject is AMMA.

That’s why they need Gamma Fight Club, which is more than just a [Kickstarter crowdfunding campaign](#) to raise \$5,759,049 by August 17. Gamma Fight Club is that voice that fans are seeking. It’s for fans, but also for the fighters, for the promoters, and for the sponsors. Jupiter Howard, the driving force behind Gamma Fight Club and the owner of Howard-Myers Investment Capital, brands it simply: “For Generation AMMA.”

Howard has assembled the tools that AMMA needs to spread in popularity among fans who want to be heard. Millennials like Howard know how to communicate through social media, and that’s how fans that make use of GAMMA Fight Club will be more interactively involved with the popularity of the fighters, linking fans and fighters in a powerful connection which will extend into the fighter’s professional career.

The result is a scaffolding effect that builds the sport internally through its participants and externally through the fans who are committed to it. The members of GAMMA Fight Club who voice their opinions by way of comments, hashtags, likes, and dislikes will include the promoters, fighters, and sponsors, as well as the fans. The promoters will be able to create fight cards that fans will enjoy. Fighters can spread publicity by uploading videos from previous fights, interviews, and training, as well as commenting and using hashtags. Sponsors and promoters can track fighter popularity within a 200-mile radius of their location. Ensuring that they will always be able to find that major attraction

fighter for their promotion or product.

In the year of its debut, GAMMA Fight Club lets the fighters sign up first, so that they have time to upload all they need to bring attention their way. Howard and his team will send promotional packets directly to gyms to show them the [benefits of joining the site](#). Television and web advertisement will also be used as a promotional tool. As an extra incentive for fighters to take advantage of GAMMA Fight Club as often as possible, with the goal of becoming the sites number one star, the company will bestow an annual \$25,000 sponsorship deal to the highest-ranking female and male fighters. For that year, they will be the face of GAMMA Fight Club, increasing their own advertising as they promote use of the site. By its third year, GAMMA Fight Club intends to have gained at least one million members.

Howard has been active in providing the company with a network of support. He's working with the best programming companies in the area to make sure that any technical issues with the site are both minimal and swiftly resolved. He also has contacts in Texas, Florida, North Carolina and Virginia with whom he's worked on other MMA-related projects who are going to join him in promoting the site. He also brings his business acumen to the [crowdfunding project](#); his company, Howard-Myers Investment Capital, pride itself on its financial planning expertise and identifying technology.

Think of it as the commercial version of mixed martial arts, with a little extra professional leverage thrown in for good measure.

About GAMMA Fight Club:

Jupiter Howard, a 28-year-old business student at Texas Southern University and the owner of Howard-Myers Investment Capital, has found a way to combine his passion with his chosen profession through GAMMA Fight Club, by showcasing the amateur version (AMMA) of Mixed Martial Arts, the fastest growing sport in the United States, Latin America, Europe, and Asia. His Kickstarter campaign for GAMMA Fight Club offers fans the opportunity to voice opinions on fighters and share their views on the riveting sport they follow.

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