

Lingerie Fighting Championships Engages APEX Sponsor Solutions to Lead Corporate Partnerships and Naming Rights Strategy

LFC Increase Focus on Sponsorship

LAS VEGAS, NV, UNITED STATES, July 30, 2026 /EINPresswire.com/ -- [Lingerie Fighting Championships](#) (LFC OTCID:BOTY), the world's leading all-female sports entertainment league, today announced it has engaged [APEX Sponsor Solutions](#), LLC as its exclusive corporate

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Shaun Donnelly, CEO

partnership strategy, sales, and activation agency. The partnership positions APEX to lead sponsorship development across LFC's live events, digital and social platforms, branded content, and its planned permanent Las Vegas venue.

Under the agreement, APEX will develop and execute a full corporate partnership program for LFC, including naming rights, founding-partner and presenting-partner packages,

official category partnerships, hospitality opportunities, and branded content integrations. The scope also extends to commercialization of LFC's planned Las Vegas venue — a purpose-built home for monthly LFC events, athlete training, content production, and third-party rentals — as those plans move forward.

"LFC has built a passionate audience and a genuinely unique property in combat sports entertainment," said Anna Thornley, Founder and CEO of APEX Sponsor Solutions. "Our job is to translate that into a partnership architecture that gives brands a clear, compelling way to align with LFC — both at their events today and at the new Las Vegas venue as it comes online."

APEX will work alongside the LFC team on inventory development, sponsor prospecting and outreach, proposal and contract negotiation, activation planning, and fulfillment reporting.

"Bringing on APEX gives us the dedicated sales and activation muscle to match the momentum we're building," said Shaun Donnelly, CEO of Lingerie Fighting Championships. "As we move forward with our Las Vegas venue, having a partner who can build out naming rights and category partnerships the right way is very important."

About Lingerie Fighting Championships Lingerie Fighting Championships (LFC) is a global combat sports promotion showcasing elite female athletes across multiple fight disciplines, known for its high-production live events and star-making platform for competitors worldwide.

About APEX Sponsor Solutions APEX Sponsor Solutions, LLC is a corporate partnership agency based in Huntsville, Alabama, providing strategy, sales, negotiation, activation, and fulfillment services for sports and entertainment properties.

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The graphic features two female fighters in lingerie, celebrating with their arms raised. The text 'LFC LINGERIE FIGHTING CHAMPIONSHIPS' is at the top. Below it, '300 MILLION VIEWS' is written in large, bold, pink and white letters. Underneath that, 'EVERY. SINGLE. MONTH.' is written in pink. Further down, 'THIS ISN'T JUST GROWTH... IT'S DOMINATION.' is written in pink. At the bottom, there are three columns of statistics: '300,000,000 MONTHLY VIEWS' with an eye icon, 'MILLIONS OF FANS WORLDWIDE' with a globe icon, and 'ONE UNSTOPPABLE MOVEMENT' with a crown icon. Below these, it says 'THE WORLD IS WATCHING. THE NUMBERS DON'T LIE.' and 'ARE YOU READY TO BE PART OF THE FASTEST-RISING FORCE IN SPORTS ENTERTAINMENT?'. At the very bottom, there are three buttons: 'FOLLOW.', 'WATCH.', and 'JOIN THE MOVEMENT.' with social media icons and the website 'LFCFIGHTS.COM'.

LFC's social media following has grown 500% in past year

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