

UFC 318 Event Details



Event Overview

Saturday, July 19

- Main Card: PPV - 10 pm ET / 7 pm PT
- Prelims: ESPN - 8 pm ET / 5 pm PT
- Early Prelims: ESPN+ for Business - 6 pm ET / 3 pm PT

Quick Facts

- UFC returns to New Orleans with an epic showdown for the UFC BMF title between titleholder **Max Holloway** and former interim lightweight champ **Dustin Poirier**.
- **Poirier** and **Holloway** first met in 2012 at UFC 143 and again at UFC 236 in 2019. Poirier defeated Holloway in both bouts.
- This will be **Poirier's** final walk to the Octagon after competing in the UFC for almost 15 years.

Why Show UFC?

- Drive new clientele/customer base
- Improve food & beverage receipts
- Increase customer length of stay
- Establish a reputation as a UFC bar

Main Card

MAIN EVENT

BMF Championship / Lightweight Bout

Max Holloway (#1) vs. Dustin Poirier (#6)

Middleweight Bout

Paulo Costa (#13) vs. Roman Kopylov (#14)

Plus three contender fights!

Kevin Holland (#14) vs. Daniel Rodriguez

Dan Ige (#12) vs. Patricio Pitbull

Michael Johnson vs. Daniel Zellhuber

Why Subscribe to our UFC Package?

- Auto-run payments
- 10% discount on license fees
- Quarterly UFC schedule and brand posters

UFC Fan Demographics

Gender



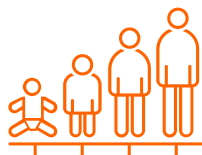
71%

29%

Average Household Income

\$ 85,500

Age



18-34 - 36%

34-49 - 31%

50-64 - 24%

65+ - 9%

UFC Fans Across U.S.



West - 10.6 M

Midwest - 7.9 M

Northeast - 6.2 M

South - 15.3 M

#UFC318 Social Following...



@ufc - 13M

@danawhite - 6.9M

@joerogan - 15.3M

@BlessedMMA - 1M

@DustinPoirier - 1.2M

@Dynamitedan808 - 55.4K

@PatricioPitbull - 40.9K



UFC - 45M

Dana White - 4.2M

Joe Rogan - 7.6M

Max "Blessed" Holloway - 1.2M

Dustin Poirier - 1.6M

Dan Ige - 8.9K

Patricio Pitbull Freire - 29K



@ufc - 45.9M

@danawhite - 10M

@joerogan - 19.7M

@blessedmma - 4.6M

@dustinpoirier - 5.6M

@dynamitedan808 - 168K

@patriciopitbull - 187K

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The demand to watch the premier product in mixed martial arts is growing and extremely exciting. I am guaranteed a great Saturday every time the UFC broadcast is in my restaurant.

- Bill Zellmer, Owner
Buffalo Wild Wings
Cape Girardeau, MO

We got listed on the Joe Hand Bar Finder for UFC PPV events and that helped a lot! It got to the point that we are regularly standing room only for UFC PPV's. Those nights are consistently one of my biggest revenue nights each month.

- Monica Plazola, Owner
Seawolf Public House
Oakland, CA

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