

NO FAME GAMES, LLC.

Celtic Strength World Championships

Founding Partner Opportunity

Prepared by **Joshua Mackintosh**, Founder & Athletic Director

“No Strength, Without Unity.”

A Defining Cultural Moment

This is not merely a competition.

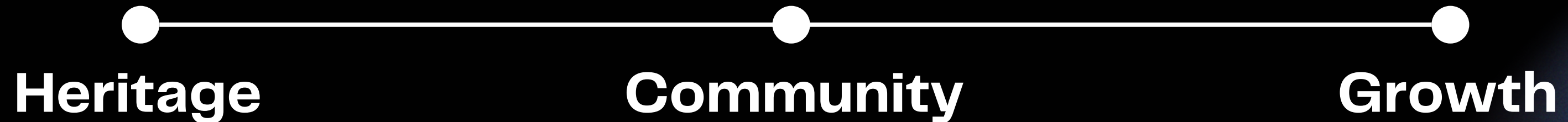
- A legacy platform for international growth
- Preservation of Celtic heritage
- A modern reimagining of ancient strength
- A global cultural convergence

For millions of people of Celtic descent, and for those who respect strength as discipline, this moment carries profound meaning.

A stage that will define the future of Celtic strength worldwide.

THE NFG VISION

Founded in 2021, No Fame Games was built to unify and elevate Celtic strength sports under a modern, scalable championship model. Our Pillars:



We are building the professional infrastructure traditional athletics has never had.

A True World Stage



click picture to open video

This is the inaugural Celtic Strength World Championship. Not a festival. Not a regional gathering. A structured international platform uniting:

- Elite Champions
- Celtic Clan Leadership
- Cultural Institutions
- Global Media
- Emerging Strength Audience

Your brand stands at the foundation.



Championship Disciplines

An integrated competitive platform:

01

Highland Games Heavy Events Championships

Elite athletes from across the globe. The iconic caber toss, hammer throw, stone put, and weight for distance events.

02

Team Highlander Championship

Origins of modern Strongman. Team Camaraderie. Fast-paced. Broadcast ready.

03

The Revival of Traditional Wrestling

North American Scottish Backhold Wrestling Championships. Northeast Irish Collar & Elbow Wrestling Championships. Preserved with integrity. Positioned for global visibility.

04

Strength Challenges

Stones of Strength with traditional lifting stones. CrossFit Highlander Challenge. Zercher Squat Challenge. Crowd activation and participation. PR Perfect.

[click picture to open video](#)



A Curated Premium Experience

This is a multi-layered cultural environment.

- VIP FanZone hospitality
- Live Celtic music
- International guest speakers
- Elevated seating experiences
- Clan associations & cultural partners
- Artisan vendors
- Immersive “Try-It” stations
- Opening Ceremony with fanfare

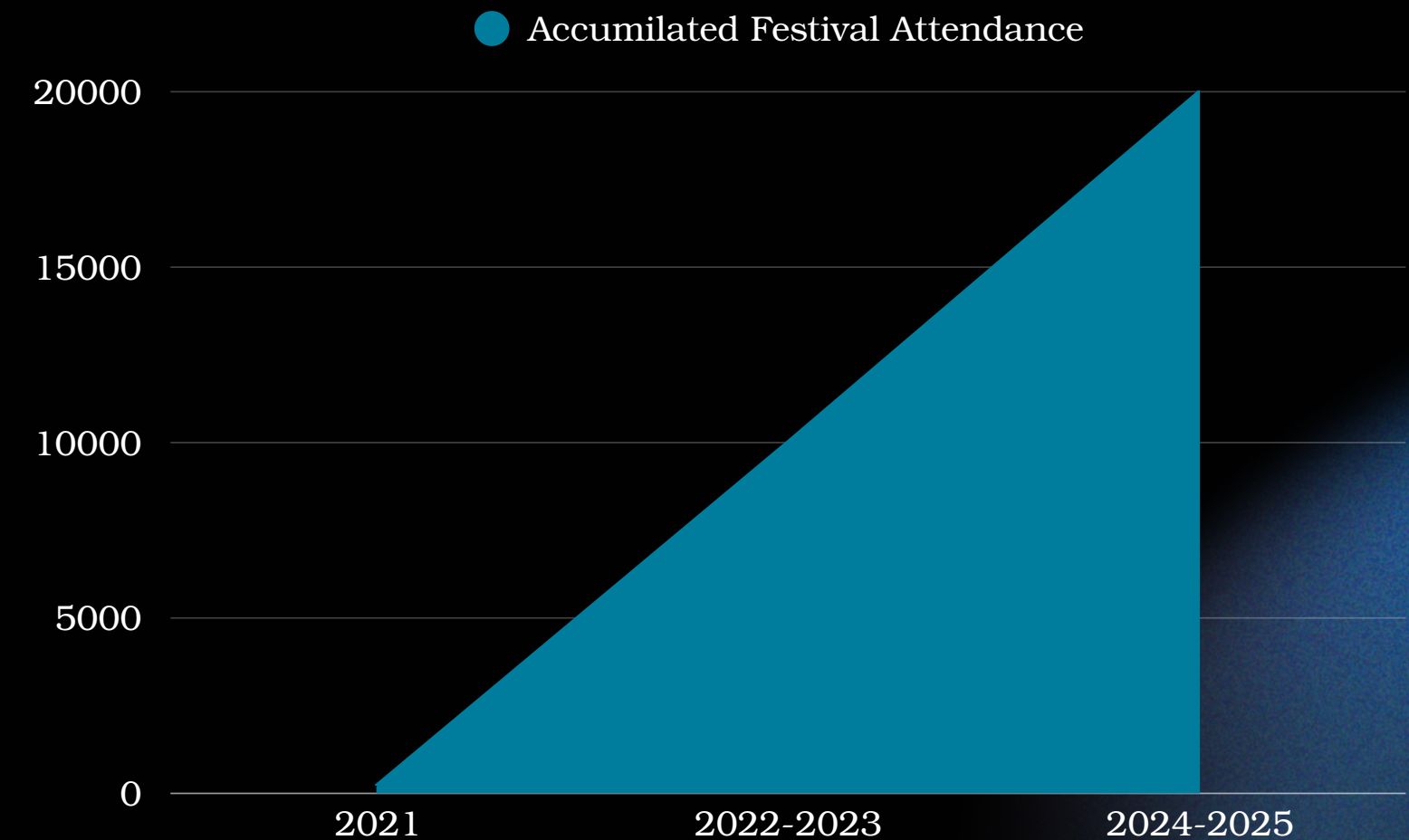
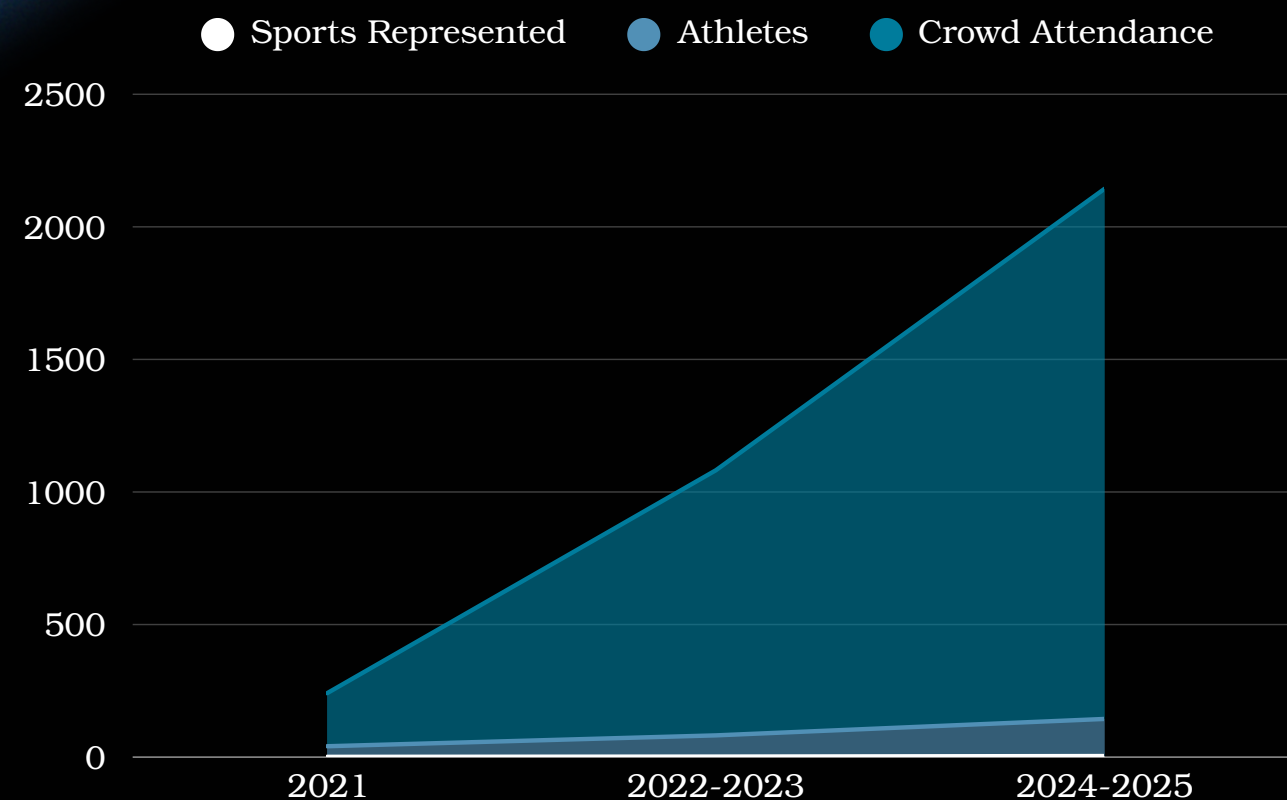
Ceremony. Culture. Sport. Media.



Market Expansion & Growth

Annual Home Games Data:

- Projected 2–3x live audience expansion
- Home 3,000–5,000 in-person attendees
- International visibility growth
- Elevated livestream and media reach
- Strategic timing with major global activity in Boston



This is an acceleration year.

2026: The Inflection Point

Global Credibility



2021 – 2022

Founding Years

Established ourselves as a premier athletic-focused Highland Games

Pioneer the use of social media to promote Highland Games athletics

2023

Branching Out

Advanced gender equality in Highland Games

Partnered with Highland Games nationwide: Massachusetts, Maine, New Hampshire, Connecticut, New Mexico, Arizona

2024–2025

Solidifying Reputation

Launched and elevated festivals. Proven track record of record-breaking revenue increases and outreach

Collaborated internationally with: Scottish Parliament, Rogue Invitational in Scotland

2026

Increased Scalability

Operating with internationally recognized heritage integrity and professional execution

Promoting the sport to millions digitally

World Firsts in Celtic Strength space

The Audience

This is not a passive crowd. Our audience is:

- Affluent and brand-loyal
- Performance based
- Heritage driven
- Experience seeking
- Community centered
- Family oriented decision makers

They invest in brands aligned with identity and values.



Social Media Reach

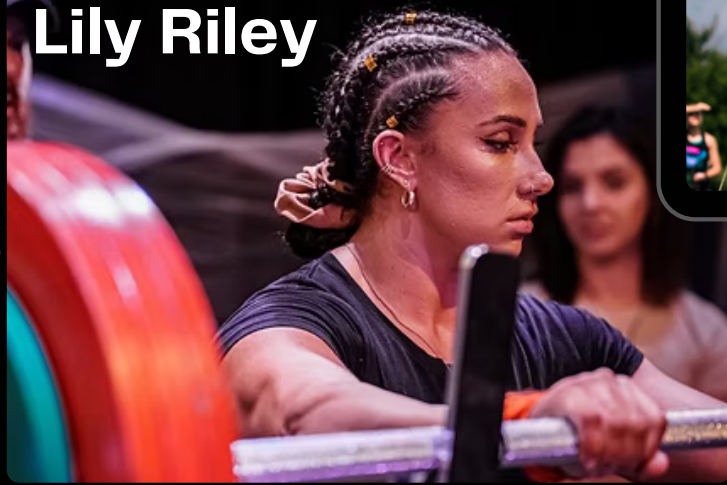
Featured Athletes & Influencer Collaborators

- Steve Tripp: 30k
- Jenny Coelho: 45k
- Martin Jancsics: 10k
- Tom Higgins: 10k
- Hannah Linzay: 20k
- Lily Riley: 150K
- Nicholas Ponzio: 40k
- Vladislav Tuláček: 15k
- Kira Wrixon: 30k
- Spencer Tyler: 10k
- David Keohan: 50k
- The Rambling Kern: 10k
- Cerberus Strength USA: 100K
- Kristine Rothwell: 2k
- The Real Indian Dad Melwani: 4M
- Sheena Melwani: 13M
- Sensei Seth: 500K
- Dash Rendar: 100K
- WarYoga Tom Billinge: 100K
- Mysta Crooks: 150K
- Droughtlander Diaries Team: 100K

Over 18 Million in Combined Reach Across Platforms



Lily Riley



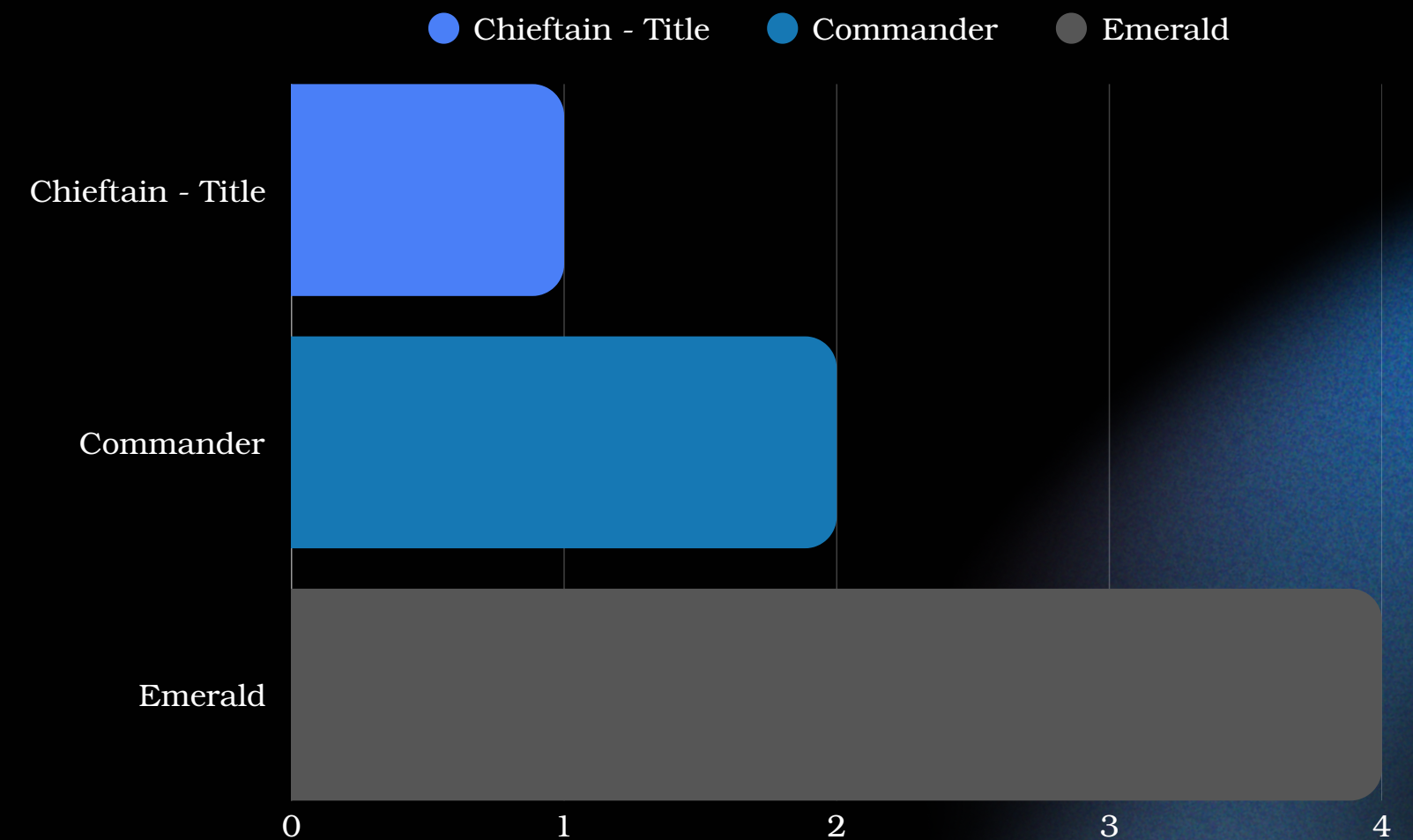
Founding Partner Integration

We offer protected, limited placements:

- Category Exclusivity
- Naming Rights
- Integrated Brand Presence

Structural integration. Not just logo placement.

- Athlete uniforms
- Main stage & media backdrops
- Livestream integration
- VIP hospitality environments



Experiential & Year-Round Value

Your investment extends beyond game day.
Premium partners receive:

- 01 Custom on-site brand activations
- 02 Executive hospitality & client entertainment
- 03 Record-break incentive alignment
- 04 Professional photo & cinematic video assets
- 05 Co-branded digital campaigns
- 06 Podcast & media integration

[click picture to open video](#)



Founding Legacy

There will only ever be one inaugural Celtic Strength World Championship.
Founding partners will be remembered as:

- The brands who believed first.
- The brands who underwrote global expansion.
- The brands who aligned with heritage and unity.

You are not sponsoring an event.

You are underwriting a movement.

We are selectively aligning with a limited number of founding partners.

No Strength Without Unity.