



UFC® AND CUERVO EXTEND PARTNERSHIP WITH NEW MULTIYEAR AGREEMENT

To Celebrate, “Official Tequila Partner of UFC” Launches
“Cuervo Challenge: One Round in the Octagon,”
Where Tequila Drinkers Face Off Against Heavyweight Star
Tom Aspinall

*UFC Fans Celebrate the Sport’s Most Exciting Moments Together
with America’s Favorite Tequila*¹

TEQUILA, Jalisco, Mexico and Las Vegas, Nevada (June 20, 2024) – UFC®, the world’s premier mixed martial arts organization and part of TKO Group Holdings (NYSE: TKO), together with Cuervo®, the world’s number one tequila², today announced a five-year extension of their groundbreaking U.S. marketing partnership that showcases Cuervo within UFC’s biggest events, including Pay-Per-Views, Fight Nights, *Dana White’s Contender Series*, and the pioneering reality series, *The Ultimate Fighter*®.

UFC and Cuervo Partnership Renewal

Cuervo became UFC’s first-ever “Official Tequila Partner” in 2021, forging a partnership between two iconic brands. The companies collaborated on campaigns to bring fans together, such as “Cuervo in Your Corner,” which celebrated UFC’s biggest events with exciting, one-of-a-kind watch party experiences. With the renewed partnership this year, Cuervo and UFC will take their fan campaign to the next level - from a new ad campaign and brand activations to complimentary perks, programs, and sweepstakes.

The Cuervo Challenge: One Round in the Octagon

Think you know Cuervo? Think again. Cuervo is teaming up with interim UFC heavyweight champion Tom Aspinall to put real Cuervo opponents to the ultimate blind taste test and challenge their perceptions of Cuervo. Enter “The Cuervo Challenge: One Round in the Octagon,” a blind taste test where Cuervo opponents must face their taste perceptions head-on and guess which tequila is Cuervo. If they guess wrong, they must face the ultimate consequence - One Round in the Octagon with heavyweight star Tom Aspinall! The stakes are high. The challenge is real. You can view the full video [HERE](#) and fans can

¹ Nielsen xAOC/LP/Conv L52W 9L EQ ending 5/18/24

² IWSR - 12 months ended 12/31/2023



sign up for a chance to take their own Cuervo Challenge by visiting www.Cuervo.com/CuervoChallenge.

“UFC has a dedicated fan base that embodies the Cuervo brand ethos. It’s been a successful first few years as the Official Tequila of UFC and we’ve seen more fans enjoy Cuervo across new occasions and experiences thanks to our partnership with UFC,” said **Lander Otegui, Senior Vice President of Marketing at Proximo Spirits**. “We’re proud to be the world’s number one tequila and we hold that title for a reason. The Cuervo Challenge and ‘One Round in the Octagon’ directly showcase the quality tequila we produce and how much better it tastes compared to that of our competitors.”

“Cuervo has been a fantastic partner and we’re looking forward to continuing to work alongside them for many years to come,” said **Grant Norris-Jones, Executive Vice President and Head of Global Sponsorships for TKO**. “As the world’s number one tequila, Cuervo excels at bringing friends together and turning a good time into a great time, which is why we’re proud to share our widely popular platforms to help them connect with our fans.”

Branded Entitlements and Activations

As the “**Official Tequila Partner of UFC**,” Cuervo will receive prominent brand placement inside the world-famous Octagon® at every UFC event held in the U.S., as well as within the Octagon during every episode of ***Dana White’s Contender Series*** and the groundbreaking reality series ***The Ultimate Fighter***. Cuervo will also be integrated into broadcast features throughout the Main Card of every UFC Pay-Per-View globally.

Beyond the live event activations, UFC and Cuervo will collaborate on original content to be distributed through UFC’s popular digital and social channels that reach more than 266 million users worldwide. The renewed partnership also provides for an annual Brand Ambassador program that will include appearances, content, and creative campaigns featuring UFC athletes.

Cuervo will next activate the partnership around the action-packed ***UFC® 303: PEREIRA vs. PROCHAZKA 2***, which takes place Saturday, June 29 at T-Mobile Arena in Las Vegas. The main event will feature current UFC light heavyweight champion Alex Pereira defending his title against former UFC light heavyweight champion Jiri Prochazka in an explosive rematch. ***UFC® 303: PEREIRA vs. PROCHAZKA 2*** will anchor the 12th Annual UFC International Fight Week™, a celebration of combat sports that also includes the 2024



UFC Hall of Fame Induction Ceremony and UFC X, the fully interactive, two-day fan experience.

For more information, please visit www.cuervo.com or www.ufc.com and follow Cuervo on social [@JoseCuervoTequila](https://twitter.com/JoseCuervoTequila).

ABOUT JOSE CUERVO®

Cuervo is a Mexican family-owned brand since 1795 and the largest producer of tequila throughout Mexico and around the world. Utilizing craftsmanship handed down through 10 generations of the Cuervo family, the Cuervo portfolio of tequilas includes Cuervo Especial®, the world's best-selling tequila, Cuervo Tradicional®, the original 100% agave tequila, Reserva de la Familia® by Jose Cuervo®, the world's first extra añejo tequila brand, Jose Cuervo Golden Margarita®, Authentic Jose Cuervo Margaritas®, and Jose Cuervo Margarita Mix®. For more information, visit www.cuervo.com.

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About UFC®

UFC® is the world's premier mixed martial arts organization (MMA), with more than 700 million fans and approximately 266 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the world while broadcasting to over 900 million TV households across more than 170 countries. UFC's athlete roster features the world's best MMA athletes representing more than 80 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC is part of TKO Group Holdings (NYSE: TKO) and is headquartered in Las Vegas, Nevada. For more information, visit UFC.com and follow UFC at [Facebook.com/UFC](https://facebook.com/UFC) and [@UFC](https://twitter.com/UFC) on X, Snapchat, Instagram, and TikTok: [@UFC](https://tiktok.com/@UFC).