

SEAN SHARAF

THE SMOKE

0:12

ROUND 1 · UFC 331

Six years in the Marine Corps before his first professional fight, and five wins that all ended inside one round.

On 19 September 2026 in Los Angeles he went in at +2500 against an Olympic gold medallist and finished it in twelve seconds — the biggest betting upset in UFC history.

Veteran, underdog, finisher. The price goes up after the next one.

REACH

INSTAGRAM

[@INSTAGRAM_HANDLE]

FOLLOWERS

[FOLLOWERS]

AVG. VIEWS

[AVG_VIEWS]

ENGAGEMENT

[ENGAGEMENT_RATE]

SINCE UFC 331

[GROWTH]

AUDIENCE

YOUTUBE

[@YOUTUBE_HANDLE]

FOLLOWERS

[FOLLOWERS]

AVG. VIEWS

[AVG_VIEWS]

ENGAGEMENT

[ENGAGEMENT_RATE]

SINCE UFC 331

[GROWTH]

TIKTOK

[@TIKTOK_HANDLE]

FOLLOWERS

[FOLLOWERS]

AVG. VIEWS

[AVG_VIEWS]

ENGAGEMENT

[ENGAGEMENT_RATE]

SINCE UFC 331

[GROWTH]

X

[@X_HANDLE]

FOLLOWERS

[FOLLOWERS]

AVG. VIEWS

[AVG_VIEWS]

ENGAGEMENT

[ENGAGEMENT_RATE]

SINCE UFC 331

[GROWTH]

TOP COUNTRIES

[TOP_COUNTRIES]

AGE SPLIT

[AGE_SPLIT]

GENDER SPLIT

[GENDER_SPLIT]

PARTNERSHIP PACKAGES

SOCIAL POSTS

In-feed on Instagram and TikTok, shot in his voice, not yours.

PRICING ON REQUEST

STORY SERIES

Multi-frame Story takeovers with a link and a clear ask.

PRICING ON REQUEST

YOUTUBE INTEGRATION

A read or a product moment inside long-form camp footage.

PRICING ON REQUEST

FIGHT-WEEK CONTENT

The week the numbers triple. Arrival to the walk.

PRICING ON REQUEST

APPEARANCES

Meet and greets, seminars, corporate and veteran events.

PRICING ON REQUEST

In-octagon logo placement is restricted by the UFC's athlete outfitting deal. Partnerships run on social, long-form content, fight-week access and appearances — where the audience actually is.

COVERED BY

ESPN

Put the finish among the quickest in the division's history.

MMA JUNKIE

Called it the sport's largest betting upset to date.

YAHOO SPORTS

Led on the Marine who was given no chance and needed twelve seconds.

CONTACT

DIRECT

[CONTACT_EMAIL]

MANAGEMENT

[MANAGEMENT_CONTACT]

ONLINE

seansharaf.com