

Prime Hydration Announces Partnership to Become an Official Sponsor of the UFC

9/28/23

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Prime Co-founder Logan Paul and UFC President Dana White posing for a picture with a cardboard KSI after announcing new partnership.

This blog will appear on the [DrinkPrime.com](https://www.drinkprime.com) homepage.

With summer ending, we wanted to make a big splash as we head into the fall season. After lots of hard work, it is with great excitement that we announce a new multi-year partnership with the [UFC](https://www.ufc.com) to become an official sponsor of the company. Here at Prime, we are looking forward to the opportunity to sponsor the world's leading MMA promotion, the Ultimate Fighting Championship. The UFC joins Barcelona and Arsenal as brands/teams to have a Prime sponsorship.

At Prime, we pride ourselves in hard work, dedication, and providing athletes and people with a drink that will “refresh, replenish, and refuel.” There is no better energy drink on the market to sponsor the UFC, a company that prides itself in having the best fighters in the world who take their nutrition and recovery seriously.

With Prime still in its infancy, this is an accomplishment we take great pride in and want to share with all of you. Prime has already signed UFC Featherweight Champion Alexander Volkanovski and UFC Middleweight Israel Adesanya, so it only made sense for us to become an official sponsor of the UFC. In the next paragraph, we'll touch on the details of our partnership with the UFC and just how amazing the deal is for Prime and our brand development.

With the new deal, Prime products will receive promotion during all pay-per-view (PPV) and fight night events. The red and blue corners of the UFC octagon will be renamed "Prime Hydration Recovery Zones." Also, Prime will become the presenting sponsor of UFC weigh-ins, with Prime also being designated as an official partner of the UFC Performance Institutes in Las Vegas and Shanghai.



Prime founders Logan Paul and KSI taking a picture with the new Prime bottle in the UFC octagon.

Our new deal with the UFC is a massive step for the Prime brand and we are excited about the exposure of our products as we are partnering with one of the biggest sports

leagues worldwide. While this is a great step for Prime, we will continue to break barriers and change the game, always embodying our underdog mentality.