

PROPOSAL

CLARESSA SHIELDS

IRL LIVE STREAMING
OPERATION



The Mäksē Agency



THE OPPORTUNITY

MORE THAN A LIVESTREAM. A FULL-TIME CONTENT ENGINE.

The Mäksē Agency will create and manage a dedicated IRL streaming operation built around Claressa Shields' lifestyle, training, appearances, travel, media moments, and approved behind-the-scenes access.

- DEDICATED ON-CALL CAMERA OPERATOR, 4–5 DAYS PER WEEK
- PROFESSIONAL IRL BACKPACK, CAMERA, AUDIO, POWER, AND CELLULAR SYSTEM
- EXECUTIVE PRODUCTION AND IRL CONTENT DIRECTION
- STREAM BRANDING, INTROS, OVERLAYS, LOWER THIRDS, AND SPONSOR GRAPHICS
- 20–25 EDITED SOCIAL CLIPS PER WEEK
- PLATFORM MANAGEMENT, TECHNICAL OVERSIGHT, AND WORKFLOW SUPPORT
- TRAVEL COVERAGE AND FIGHT-WEEK EXPANSION AS APPROVED

4–5 DAYS/WEEK

ON-CALL IRL COVERAGE

20–25 CLIPS/WEEK

EDITED AND DELIVERED

90-DAY INITIAL TERM

WITH EXTENSION OPTIONS



THE MÁKSÉ AGENCY | EXECUTIVE PRODUCER + IRL CONTENT DIRECTOR

CLARESSA SHIELDS

IRL LIVE STREAMING OPERATION

A mobile, on-call media unit built around travel, lifestyle, press, approved behind-the-scenes access, and real-time fan engagement.

\$16,125

MAX UPFRONT

Launch + equipment + procurement

\$11,000

MONTHLY RETAINER

Paid on the 1st to The Máksé Agency

\$49,125

FIRST 90 DAYS

Maximum initial investment



SET NUMBERS

Upfront investment to build, test, staff, and launch the IRL operation.

\$7,500

IRL SYSTEM DEVELOPMENT + LAUNCH

One-time fee

UP TO
\$7,500

EQUIPMENT ALLOWANCE

Final amount based on actual gear

15%

PROCUREMENT FEE

Up to \$1,125 on \$7,500

\$16,125

MAX UPFRONT

Gear + procurement + launch



LAUNCH FEE INCLUDES

- System design and equipment plan
- Backpack, camera, audio and power configuration
- Platform setup and stream workflow
- Initial graphics, intro and lower-third package
- Operator onboarding and first two weeks of workflow supervision



EQUIPMENT PACKAGE INCLUDES

- IRL Backpack v7, camera, lens and full bag setup
- Wireless microphone system
- Batteries, media, mounts, cables and backups
- Any needed field-production accessories
- Subscriptions/data are paid directly by Claressa's team

THE MÁKSÉ AGENCY | EXECUTIVE PRODUCER + IRL CONTENT DIRECTOR

MONTHLY RETAINER

Paid at the top of each month on the 1st to The Máksé Agency.

\$11,000 / MONTH

\$4,500 / MONTH

DEDICATED CAMERA OPERATOR
+ CLIP EDITOR

\$6,500 / MONTH

EXECUTIVE PRODUCER +
IRL CONTENT DIRECTOR



PAYROLL STRUCTURE

- Client pays The Máksé Agency monthly
- Agency runs payroll to camera operator/editor and any approved staff
- Travel is handled directly by Claressa's team per trip



MONTHLY SCOPE

- On-call 4–5 days per week
- 20–25 edited social clips per week
- Stream management, creative direction, graphics and brand upkeep



Monthly technology subscriptions, cellular plans, cloud services and platform costs are paid directly by Claressa's team.



CAMERA OPERATOR + CLIP EDITOR

One dedicated person for capture and weekly social output.

\$4,500

MONTHLY PAYROLL

Paid biweekly through
The Mäksē Agency

4-5 DAYS

COVERAGE

On-call weekly availability

20-25 CLIPS

WEEKLY OUTPUT

Edited social pieces



PRIMARY RESPONSIBILITIES

- IRL camera operation for approved lifestyle, press and travel moments
- Clip editing, file organization and content delivery
- Coordination with The Mäksē Agency on schedule and approvals



IMPORTANT BOUNDARIES

- Travel coverage is included; travel costs are paid directly by Claressa's team
- No training streams before a fight unless specifically approved
- All content runs through the approved workflow and brand rules



THE MÄKSĒ AGENCY | EXECUTIVE PRODUCER + IRL CONTENT DIRECTOR

EXECUTIVE PRODUCER + IRL CONTENT DIRECTOR

The \$6,500/month management fee now includes ongoing stream graphics and branding.

MANAGEMENT + CREATIVE DIRECTION

- Manage the camera operator/editor and approved staff
- Schedule streams and coordinate coverage
- Streaming strategy and content planning
- Technical oversight and quality control
- Platform workflow management
- Brand protection, content approvals and stop-live protocols
- Coordination with Claressa's management team
- Travel with the team as needed, especially during launch

ONGOING GRAPHICS + STREAM BRANDING

- Updated lower thirds
- New stream graphics
- Promotional overlays
- Sponsor graphics
- Event-specific visual assets
- Stream-title cards
- Branding adjustments and maintenance



No separate \$1,000/month graphics line —
this is included inside the Executive Producer / IRL Content Director scope.



90-DAY FINANCIAL SUMMARY

Initial three-month agreement with option to continue for another three to six months.

SERVICE AGREEMENT

Launch fee	\$7,500
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Monthly retainer x 3	\$33,000
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90-day service total	\$40,500
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EQUIPMENT + PROCUREMENT

Equipment allowance	Up to \$7,500
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15% procurement fee	Up to \$1,125
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Equipment subtotal	Up to \$8,625
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MAXIMUM FIRST 90-DAY INVESTMENT

\$49,125

Includes launch, three months of operation, maximum equipment allowance and 15% procurement fee.
Travel and subscriptions are direct client expenses.

