



MIKE “CASH FLO” WALDEN

Actor | Pro Wrestler

Mike ‘Cash Flo’ Walden is an actor and professional wrestler known for his roles in *Tulsa King* (Paramount+) and Netflix’s *Wrestlers*, with a strong multi-platform presence appealing to rugged lifestyle and entertainment audiences.

Brand Promise

Mike delivers authentic, masculine, story-driven content with high audience trust, bridging wrestling, acting, fitness, and American Southern culture.

Why Brands Partner With Mike

Mike's audience responds strongly to resilience, authenticity, and grounded leadership. His multi-platform visibility—across Paramount+, Netflix, OVW, and regional news—creates powerful brand alignment for lifestyle, grooming, wellness, fitness, entertainment, and outdoor companies.

Audience Demographics

- 68% Male | 32%Female
- Ages 18–24 (14%), 25–34 (31%), 35–44 (38%), 45+ (17%)
- **Top Markets:** Louisville KY, Nashville TN, Cincinnati OH, Los Angeles CA, NYC, Canada, UK, Australia
- **Audience Type:** 35% Wrestling Fans, 40% Streaming/TV Fans, 25% General Lifestyle

Collaboration Opportunities

- Sponsored posts & Reels
- Brand ambassador partnerships
- Lifestyle storytelling
- Event appearances & meet-and-greets
- Cinematic UGC
- On-camera promo/voiceover
- Charity & community-driven campaigns



Deliverables Offered

1–3 sponsored posts • 1–2 reels • Story sequences • UGC content
• High-quality stills • Event presence

Ideal Brand Categories

Men's grooming

Beard care

Fitness & recovery

Apparel

Outdoor/tactical

Bourbon

Lifestyle

Entertainment



Social Proof

Tulsa King

(Paramount+)

Wrestlers (Netflix)

Top podcasts

WDRB

Courier Journal

WHAS11

WAVE3

Contact

Talent: Chad Broskey — Heyman Talent
(502) 589-2540 — chad@heymentalent.com

Brand & Press: press@mikecashflowalden.com

Website: www.MikeCashFloWalden.com

Social Media

Instagram: <https://instagram.com/cashflowrestler>

Facebook: <https://facebook.com/cashflowrestler>

Twitter/X: <https://twitter.com/cashflowrestler>

YouTube: <https://youtube.com/c/cashflowrestling>