



## **MIKE “CASH FLO” WALDEN**

Actor | ProWrestler

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.

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## 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

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## 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

**Talent Representation:**

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**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>