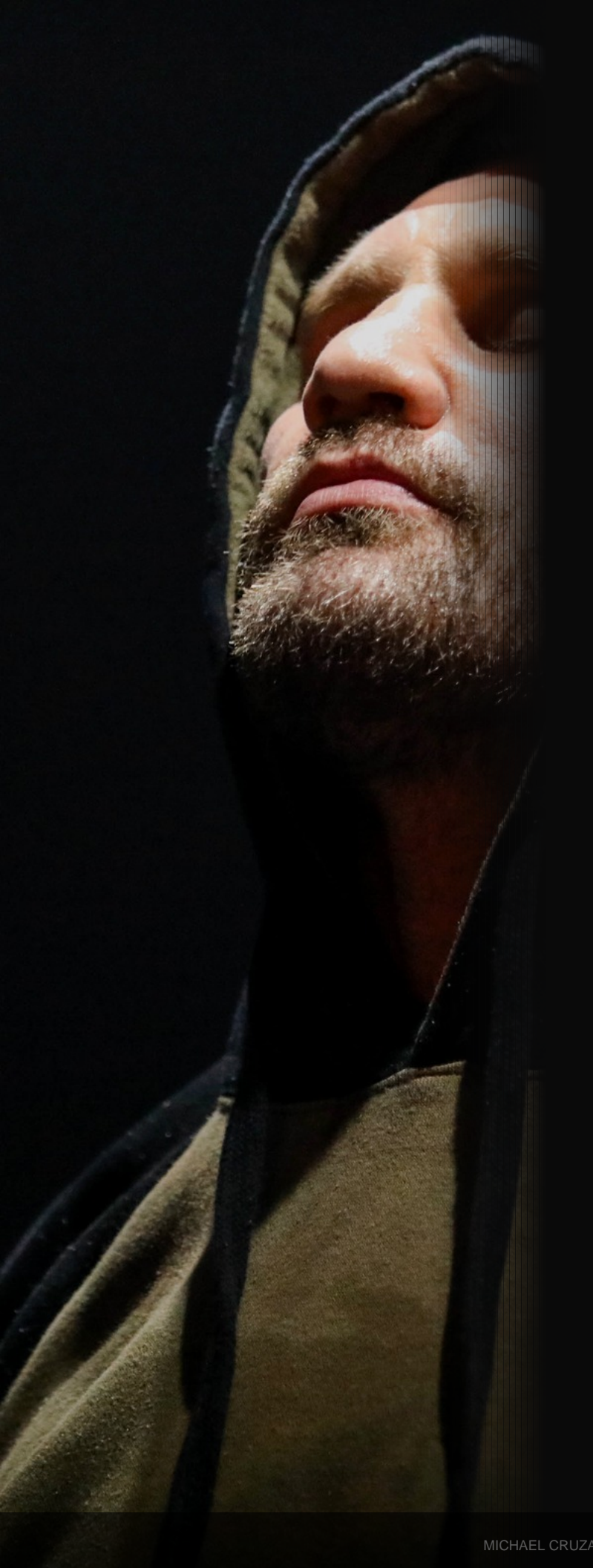


COMBAT SPORTS PHOTOGRAPHY

Cinematic storytelling for fighters,
coaches, and gyms.



01

ABOUT MICHAEL CRUZADA

Michael Cruzada is a Los Angeles-based documentary and portrait photographer specializing in authentic storytelling.

His work captures the preparation, discipline, and raw emotion behind athletes, artists, and performers. By building genuine relationships with his subjects, he creates images that feel powerful, honest, and cinematic.

Whether documenting the silence before a bout or the chaos of fight night, Michael's lens finds the human story inside every gym, every locker room, and every cage.

LOS ANGELES
BASED

COMBAT SPORTS
SPECIALIST

DOCUMENTARY
STORYTELLING

WHY PROFESSIONAL PHOTOGRAPHY MATTERS

In combat sports, perception is power. The right image doesn't just document — it builds brands, commands respect, and opens doors.

BUILD CREDIBILITY

Professional imagery signals you are serious about your craft, your gym, and your brand.

ATTRACT NEW MEMBERS

Compelling visuals of your training environment and athletes convert prospects into members.

INCREASE ENGAGEMENT

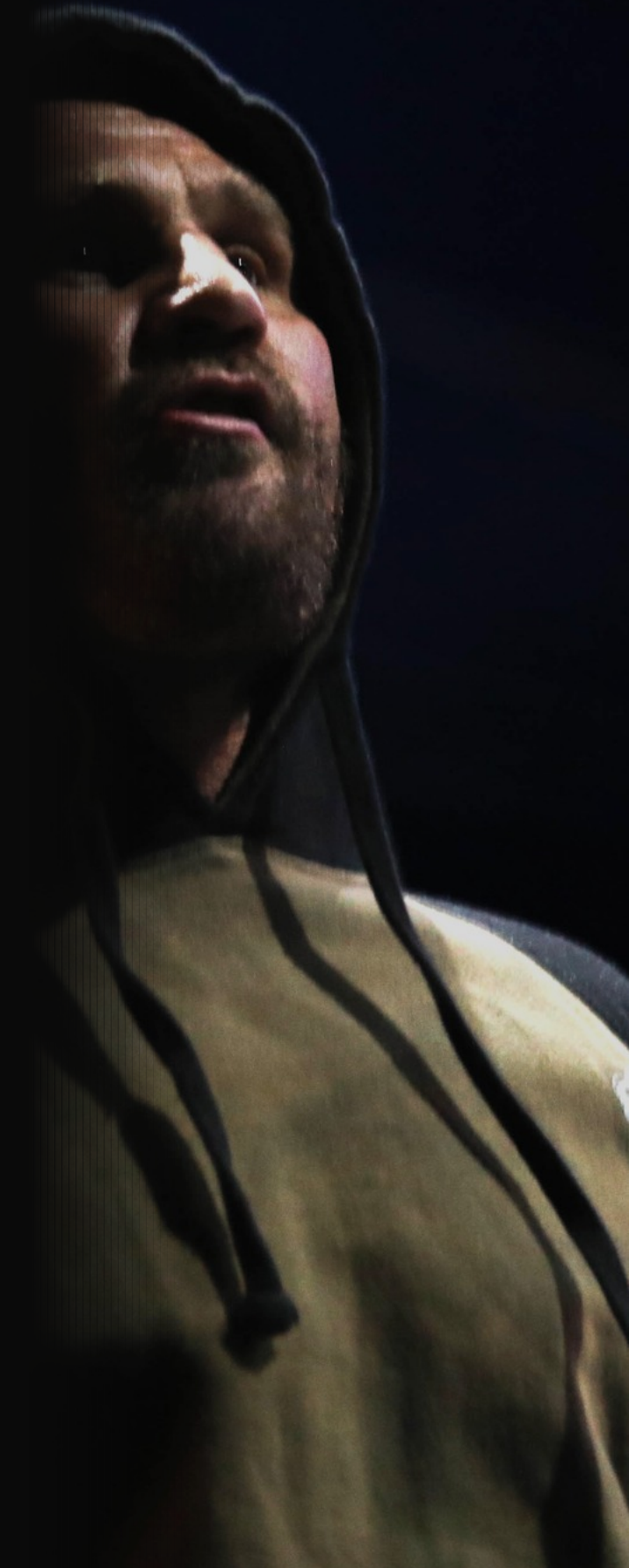
Dynamic, story-driven content stops the scroll and builds a loyal community online.

SECURE SPONSORSHIPS

Sponsors invest in athletes and gyms that look the part. Great photography makes that case.

ELEVATE MARKETING

From posters to press kits, high-end imagery gives every campaign a professional edge.



PREPARATION

The ritual before the storm.



03 / PORTFOLIO

THE WORK



BROTHERHOOD

Coaches who push the limit.



TEAMWORK

Trust built in the back room.



FOCUS

Mental preparation under pressure.



RITUAL

Eyes closed. Mind sharp.

A COMPLETE STORY

Every frame documents the unscripted moments that define an athlete's journey — from the quiet of the locker room to the roar of the crowd.



ENTERING THE ARENA

The walk that separates the committed from the comfortable.



THE STAREDOWN

Face to face. Heart to heart.



THE PROCESSION

Silhouettes forged in training.

SERVICES OFFERED

Purpose-built photography for every stage of your athletic journey.

01 ATHLETE BRANDING

Sessions that build a powerful personal brand for fighters and competitors seeking sponsorship and recognition.

03 GYM PROMOTIONAL

Compelling imagery of your facility, culture, and community that attracts new members and communicates your standard.

05 SOCIAL MEDIA CONTENT

Story-driven content designed for Instagram, Reels, and digital campaigns that stops the scroll and drives growth.

02 COACH & TRAINER PORTRAITS

Professional headshots and environmental portraits that establish authority and credibility for coaches and trainers.

04 FIGHT NIGHT COVERAGE

Full event documentation — entrances, warm-ups, cage action, and post-fight emotion — for promoters and fighters.

06 DOCUMENTARY STORYTELLING

Long-form photo essays that capture the human side of combat sports — ideal for media features and press kits.

DELIVERABLES

- High-resolution edited images
- Web-optimized files for digital use
- Vertical crops for Instagram & Reels
- Sponsor-ready promotional images

SAMDI E INVESTMENT

ATHLETE BRANDING SESSION

Starting at \$300

COACH & TRAINER HEADSHOTS

Starting at \$300

GYM BRANDING SESSION

Starting at \$750

FIGHT NIGHT COVERAGE

Starting at \$600

Custom packages tailored to each athlete, coach, and gym.



IDEAL CLIENTS

FIGHTERS

Professional and amateur athletes building their brand.

MMA / BOXING / MUAY THAI / JIU-JITSU GYMS

Documentary and promotional coverage for growing programs.

COACHES & TRAINERS

Authority-building portraits and training environment photography.

FIGHT PROMOTERS

Event photography and promotional assets for upcoming cards.

SPORTS BRANDS

Authentic lifestyle imagery featuring real athletes in real settings.

08 TESTIMONIALS

“

" Michael has a rare ability to capture the soul of a fighter. His images speak louder than any promo. "

— Fighter / Client

“

" The photos he took of our gym completely transformed our social media. Members were sharing everything. "

— Gym Owner / Client



LET'S CREATE SOMETHING POWERFUL.

Let's create images that tell your story
and elevate your brand.

MICHAEL CRUZADA PHOTOGRAPHY

626.485.2358

MKC33bookings@gmail.com

@mykey_c33

Instagram