



THE BC PRO WRESTLING FUND

LIVE EVENTS IMPACT REPORT

Paid performance opportunities, public access, and
reinvestment in BC wrestlers through Kits League

A COMMUNITY-FOCUSED PROOF OF CONCEPT

The BC Pro Wrestling Fund's Live Events program supports professional wrestling in British Columbia as live performance, community culture, and a pathway for performer development.

Through Kits League, the Fund helped launch a consistent, welcoming live event series in Vancouver - creating paid opportunities for wrestlers, introducing new audiences to professional wrestling, and beginning a cycle of reinvestment into training, safety, and support for BC performers.

9 Kits League shows launched	1,800 tickets sold	1,500 estimated new fans introduced
144 wrestler bookings created	\$3,000 set aside for BC wrestler training seminars	\$1,000 set aside for emergency assistance funding

Figures cover the nine Kits League events launched in Vancouver and are based on the BC Pro Wrestling Fund's first Live Events impact summary.



Kits League in Vancouver: live performance, community access, and paid opportunities in action.

LAUNCHING KITS LEAGUE

Kits League was created to give Vancouver professional wrestling a consistent, welcoming, and community-focused home. It gave new fans a place to discover live wrestling, local performers room to grow, visiting performers a way to bring fresh energy to the scene, and emerging wrestlers meaningful public-stage experience.

For the Fund, it became a first proof of concept: paid bookings, public-stage experience, audience development, and community reinvestment working together.

EXPANDING PUBLIC ACCESS

Across nine shows, Kits League sold 1,800 tickets and introduced approximately 1,500 new fans to professional wrestling in Vancouver. Accessible family pricing helped make the events easier to attend: a family of four could attend for \$100.

Many people arrived having never experienced live wrestling before. They left cheering and laughing, then returned with friends and became part of the community.

CREATING PAID PERFORMANCE OPPORTUNITIES

Kits League created 144 wrestler bookings, providing paid opportunities for local, regional, national, and international performers. Visiting talent came from British Columbia, Alberta, Oregon, Arizona, and Australia, giving local performers opportunities to share cards, build relationships, and strengthen the scene.

Live events offer development that training alone cannot: timing, confidence, audience connection, adaptability, and the chance to improve through repeated performance.

REINVESTING IN WRESTLERS

The Fund set aside **\$3,000 for training seminars** for BC professional wrestlers, supporting coaching, skills development, and professional growth. It also set aside **\$1,000 in emergency assistance funding** - a modest beginning and an important step toward helping members of the wrestling community when unexpected costs or difficult moments arise.

This reinvestment is central to the Fund's purpose. Live events can create more than a single night of entertainment: they can generate paid work, build audiences, support training, and create practical resources for the people who make the community possible.

LOOKING AHEAD

- create more paid performance opportunities for BC wrestlers
- keep live professional wrestling accessible to new audiences and families
- support training seminars and professional development
- strengthen emergency assistance for members of the wrestling community
- build a more sustainable local performance ecosystem across British Columbia

Every show is a chance to create work, welcome new people, and reinvest in the performers who make professional wrestling possible.