



WEEKLY MUSCLE BUILDING EXPERT *Interview Series*



Mike Westerdal Interviews Shawn “Bud” Lyte

MW: Hey everybody, this is Mike Westerdal with CriticalBench.com. I've got Shawn “Bud” Lyte on the line right now. He's the owner of BMF Sports at BMFSports.com, BMFNutrition.com. He's very involved in promoting a lot of different sports. He used to be in the wrestling circuit and he's here today to talk to us about sponsorship and how athletes can go about getting sponsored.

We're basically going to define the word sponsorship, because a lot of people, when they hear the word sponsorship, one of the definitions of sponsorship is someone who assumes responsibility for another person or group during a period of instruction, apprenticeship or probation. That's not the kind of sponsorship we're talking about. We're not talking about sponsoring a starving child that you're going to be taking care of. What we're talking about is a different form of sponsorship and that's basically a company partnering with an athlete.

It's a form of a sponsorship where basically the athlete is a form of advertising for the company. So, as an athlete, if you get sponsored you want to think of yourself as advertising, basically is what the sponsor company is spending money on. I couldn't think of anybody better to talk about this subject than Shawn.

So, how's it going today, Shawn?

SL: It's going great, Mike. Thanks for having me on. I appreciate it.

MW: Sure, glad to have you. Just to start it off here, what are some examples of athletes that could be looking for sponsorship? Like, what kind of sports or what kind of people would be eligible or someone that should be looking for sponsorship?

SL: Actually, Mike, any athlete of any sport if they believe they have something tangible to offer a company, should seek sponsorship. It doesn't matter if they're a big name, main stream athlete like an NFL or NBA or someone in a rather obscure sport like power lifting, curling. I understand kettlebells are used as sports now.

As long as there's something about what the person does, their personality, the way they present themselves when they perform, that's something to offer. Because, beyond the sport itself, it's something that will grab the general public's attention.

If you have someone who just lifts a weight, people can say, "Well, I do that all the time. What's the big deal?" But, if it's someone who lifts a weight with a certain personality, put out a certain vibe, they make it look exciting, they make themselves look interesting when they do it, they talk about it before and after why it's significant. Then, you'll have someone who is maybe a couch potato or not into weight lifting say, "Heck, this person's the same size as me, I can do that, too. Let me check it out." That's something that will bring some attention not only to the sport, but whatever company is associated with that athlete.

MW: So, with some sports, let's take the NFL, like TO for example, Terrell Owens. I mean, he's got a really outgoing personality, make a lot of commotion, some people love him, some people hate him. But, as far as the NFL goes, I mean, when the game time comes, you can't wear company logos on their uniforms or anything like that. So, it seems like a sponsorship of the actual sporting event would kind of be out of the question for an athlete. But, when they step away from their competition and he could go and promote products. Like, I've seen them on the internet promoting different workouts systems and stuff like that. So, that could be a form of sponsorship. Or, is it sometimes called an endorsement? What's the difference between a sponsorship or an endorsement?

SL: Well, a sponsorship is when a company or a brand is actually investing in the athlete to keep them doing what they're doing, to help them develop further as a winner, as a champion, or just as a nexus progressive competitor. An endorsement is just where you pay someone to say, "Hey, I like this product." When you look at bodybuilding magazines, you know that a number of these pro bodybuilder guys did not get that look because they took this antioxidant, this protein.

MW: So, those would just be paid endorsements for the pro bodybuilder, probably a pro football player, too, because they make millions of dollars. They don't really need someone helping them further their career.

SL: Exactly.

MW: Unless it's what? Like, Nike with Michael Jordan? That's still an endorsement, right?

SL: That is an endorsement, or originally started as a sponsorship which grew into a partnership. And it's kind of an endorsement on the side, but they saw Michael Jordan as this rookie or young player who had a lot of potential, had his own style, who was really changing the nature, changing the face of the sport, and really got in on it.

Michael Jordan was using Nike shoes before he got on with Nike, and that's something that a perspective sponsor looks for, something who's using their product. They say, "Okay, here's someone who's used our product, let's do something to help take his mind off the expense or the stress of peripheral factors by providing him with this and with this. And if that works out, we can grow together."

MW: Okay. I think a lot of the people that are listening to this call are going to be more amateur athletes, bodybuilders, power lifters, like you mentioned, Strongman competitors, even bike riders. I guess you'd call them hobby sports if you're not being paid to compete in these sports. There's just some small prize money. So, I guess we want to gear towards more of these people, kind of help them out, how they can find sponsorship. These kinds of athletes, how do they know what they're worth as an athlete to a company?

SL: Well, they would need to really assess themselves, their presence in the sport, how do they see themselves? When they do a Google search for themselves or their sport, what comes up? Do they have something in their personality, something in their win/loss ratio that could be used?

For example, you sponsor Dave Norton. He's a mountain bike rider/cyclist. He rode his bike across country back in '05 and he didn't do it straight across the United States. He started in Oregon, he went down the pacific coast, across the Gulf coast, up

the East coast. He did that, I believe, in about 4 to 4 ½ months. He did it just because he wanted to do it.

Dave is a rather reserved, quiet guy, great personality. He's very outgoing when you know him, but not a party animal. But, all along the way, every time he would stop, he would blog and take a lot of pictures and put it out there.

Now, just about everyone can ride a bike. They understand the physical mechanics of it. They understand what it takes out of a person to ride distances. So, to see this guy who rode across country, the long way, "Oh, wow! That's something fabulous. Let me check this out. How did he do that?" And then the people who are a bit more enterprising or see beyond the surface, "Well, who are the people who helped him do this," or, "Who are these people he's referring to? BMF Sports, Green Fish and other companies that helped him do it?"

So, while Dave is not one to jump up in front of a crowd, "Hey! Look at me! I did this!" He documents everything that he does to show, "Hey, I may not make big noise, but I make big moves. This is how I do it."

And then, you have someone like JP Hall who is possibly the most sponsored man in power lifting. Like other power lifters, you haven't seen him on ESPN and Sports Illustrated or anything like that, but he's known throughout and beyond this sport, around the world. Not only because the man is a consistent first place finisher, but he blogs a lot. He creates a lot of videos – I'm thinking probably two or three a week – about his training, his sponsors, his competition. JP is definitely not in the sport for himself or for any self-serving purposes and anyone who lends him even a bit of support gets ten times as much in return from him.

MW: Yeah, for sure. He definitely gets a lot of exposure, and like you said, he's not just out there asking for exposure, he's creating the exposure. There are people, I've talked to some Strongman competitors, everybody knows who he is. He's on every forum, he's emailing everybody. He's extremely proactive in promoting himself. So, maybe that's an important thing you were mentioning, is promoting yourself.

As far as the sport itself, power lifting doesn't get a lot of eyeballs. So, if people watching it or paying attention to it, it's kind of niche market. So, how would a power lifter appeal to maybe a company that's not in power lifting? What kind of things could they do to bring business? You mentioned a lot of things. Are there any other tips that you have for somebody?

SL: Well, one thing that power lifting really, really needs is a meet director or a promoter who's actually taking the sport to other markets, to markets that have

demographics that actually spend the money, that support the sport, that they watch the sport, that they participate in.

I think there's about three dozen power lifting organizations in the United States or North America right now, no governing body, no set sanction or set of rules to go by, set standards. The sport has become practically the same as back yard wrestling where with anyone with a set of weights and a place to put it, it's another federation. They can't handle someone else's rules, they can't win under someone else's rules, so they go out and do their own.

MW: Right, until there's some sort of unification, you're just not going to get the mass amount of people interested in just one of those federations.

SL: Exactly.

MW: Is that the same with a lot of the other sports, do you think? Or, does it all vary from sport to sport?

SL: It varies from sport to sport. But, it seems to be most prevalent in power lifting. So, while people are out making all their different federations, what they need to think about and realize is that each of these federations, each of these organizations is a brand. Each organization is a Pepsi, a Coke, an RC, a Faygo, Wildwood. They each have their own markets, their own people playing favorites and they need to really play up to those people and go out there and show why their brand should be preferred, not better than the others, but preferred and why it should draw attention.

But, instead, they break off from each other and then think more into themselves, trying to pull attention away from even the sport itself. That's something that I've talked to a number of promoters, a number of meet directors about changing to get out there. Get your events at bodybuilding expos or bodybuilding shows, run things in conjunction with other events that actually draw attention.

MW: Yeah, turn them into big sports expos like they have the Europa here in Orlando. They had everything going on that was bodybuilding, fitness, Strongman, bench pressing, MMA, all kinds of supplement vendor booths. I mean, there was something there for everybody and it gave all the sports exposure.

SL: Exactly, and if you don't have the money to go that big, then there are always small expos going on around the country. Florida is huge on multi sport expos, especially, I believe, from the Orlando area up to the panhandle. As a matter of fact, we're going to be at a midsized one in September that I believe Max Muscle is putting on. They're putting on an APA meet there.

But, even if there's not a pre-existing expo, then promoters or even athletes themselves could and should network with athletes and competitors in other sports that do get visibility to put something together.

MW: How do they find these companies or where do you go to network? Would you say go to these events or do you find them online? If you were someone looking for a sponsorship, not even as a power lifter, let's just say you were a bodybuilder. Where would you go to try to find sponsors?

SL: First and foremost, start with the company whose product you use and like.

MW: Great tip.

SL: We have a lot of people who inquire about sponsorships who have only heard of us through JT or Eric Talmant, one of our sponsored athletes. They say, "Oh, we've used your product, we like your product, we'd like to be a part of it." They never name the product or give the product by name. It's interesting when they say they like our product, seeing as how BMF Sports has been a business to business, service only company, until this year.

MW: Right.

SL: Our first product doesn't even hit market until late August.

MW: That reminds me a lot of applying for a job. If you send a cover letter to a company and it just says I want to work for your company, you don't even mention their company, you don't even say the job you're applying for, you don't know anything about them, and you're just talking about what you want, what you want, what you want, that's not going to be very appealing to the employer.

SL: Absolutely. We've had a few people who have...say, "Well, I can bring you this type of recognition to get into these markets, and really get you noticed," who actually delivered. Most don't, because when you say, "Okay, now you're sponsored." Suddenly, they don't produce, they do nothing. They think it's a employee/employer relationship or, "Okay, I showed up, I'm wearing the paper hat, now pay me."

But, you have those few who say, "Wow! This person has taken a chance on sponsoring me, I'm not going to make myself look bad." So, they'll get on the forums. They will go on the message boards. They will create blogs and YouTube videos and just really get out there.

MW: So basically, if you're sponsored as an athlete, you want to try to get exposure to your sponsor, get some eyeballs, spread the word about them. You can do that at your event or if your event doesn't have a lot of exposure, there's so much stuff you can do

online now-a-days. I mean, everybody knows how to make a MySpace page or you can set up a free blog at Blogger.com, BlogSpot or something like that. There's free blogs you can set up, there's FaceBook pages, everybody hangs out on forums. Put your sponsor's signature link on there. Those are all things that are going to kind of put you as a favorite as far as sponsorship goes.

It reminds me of a quote from John Kennedy, "Think not what your country can do for you; think what you can do for your country." You think that applies a lot towards acquiring sponsorship?

SL: It absolutely does. Again, sponsorship, sports sponsorship, is mutual entrepreneurship, not an employee/employer relationship, and an athlete needs to bring more to the table than their appetite. It's more of a potluck thing. Okay, well, you have the bread and the salad; look at this. I've got some nice roast beef. Let's make a really good sandwich. And that's how the relationship really, really works.

A perfect example, we're working Joe Morrow who is a power lifter, one of the top light weights in the country, if not the world. He's about to make the switch-over to competitive bodybuilding. Not switch, he's about to share it. It's interesting in how that's developing because bodybuilding show promoters have been pursuing him to get into bodybuilding based on how he looks. They've seen some of his videos and they loved his personality and how he comes across.

So, what Joe is doing with us, he stays in contact on a regular basis. "Well, how about if I do this type of photo shoot? How about if I do this type of video? This will be an interview for Southern Muscle or something else, but I'll be sure to wear your shirt, drop in your name a couple of times at key points." That is ideal. That's a perfect way of getting it out there, because the people who are now watching this good looking guy with this great muscular body visually are captivated and now they want to hear, "Okay, who is this that helped him to where he is?"

MW: Is that what you might call a crossover appeal, somebody who can be marketable or call attention outside of his own sport, but in other areas as well?

SL: Most definitely. Crossover appeal is huge. It's almost mandatory for any type of successful sponsorship. People may say, "Well, look at TO. He only does football, what's his crossover appeal?" Sure, as far as sports he only does football, but the guy has incredible personality. Anyone who's heard or seen him on the microphone, whether he's being interviewed or it's not game time and he's just sitting at home, has a camera on him, NFL Sunday or during commercials, even the promos for Monday Night Football with Nicholas Sheridan. It shows a lot. This guy's personality, he can do anything, he can pitch anything.

Peyton Manning who has a very quiet personality, you see him on the Sprint and...

MW: Yeah, he had a lot of commercials last year. He's funny.

SL: Exactly. And he has humor, he has the presence and advertisers, sponsors and the buying public see, okay, there's more to this guy than just throwing the ball.

MW: Right, so it's not just your sport or what you look like, it's also your personality.

SL: Exactly. Joe Morrow who is a quiet, soft spoken guy, but you put him on a platform in front of a camera, the guy has just this huge explosive personality. JT Hall, not very quiet, but considered a reserved guy, and when you put him on the platform or in front of the camera, you see why we call him "Prime Time".

MW: Right.

SL: So, we're about to sign someone and I probably shouldn't have mentioned it yet, because the ink is not on the paper, but we know it's a done-deal, who's changing from one sport over to another. He has been a big name in his current sport, or previous sport, for more than a decade. He's already up to a great start in his new sport, and we're really excited about it. And in talking with him by phone recently, he was saying proactively a number of things that I would say to a prospective sponsored athlete about the things that we look for, what needs to be done, how an athlete needs to get out there of their own volition, their own motivation, promote themselves as well as their sponsors. Unfortunately, in power lifting so many of the competitors don't want attention beyond the platform or beyond their numbers.

MW: That makes it a little bit tricky if you're a little bit shy and you just want to compete, but then when the competition's over you kind of want to kind of hide or not be in the public eye. That makes it hard to be sponsored when you're supposed to be representing the company. So, I can definitely see that being a little bit of a problem.

I guess one tip would be, what are some things people could do to try to maybe come out of their shell or get some crossover appeal or get their personality more animated? I mean, I'm a shy person. Just doing these interviews is a little...feels funny to me sometimes, but the more I do it, the better I get at it. So, maybe there's some things that athletes can practice as well.

If they know what to do, maybe you can tell them some things they can do to make themselves more marketable or to attract more sponsors.

SL: Well, you touched on it right there. The more you do, the better you get at it. A number of athletes, particularly in power lifting don't want to really get better at much of

anything, other than their numbers. Some of them, that's great. More power to you. No pun intended. Keep doing your thing. But, if you're looking to get sponsored, you've got to understand that if you're quiet about yourself, if you're quiet about your sponsors, then nobody knows. There's no business coming in and it's the business coming in that pays out to you as the athlete.

If you're apprehensive about talking to people, if you're apprehensive about being on camera, then this is where we got back to the blog. Be active on a blog, be active on the forums. Offer something constructive each time you're out there. I won't say hiding, but you're "safe" behind the anonymity, practical anonymity of the internet, but still using your name, getting out there and people get to know, "Okay, this is someone of value," for want of a better term. When they start seeing you at the events, then they know how they can approach you and that should make you a bit more comfortable.

MW: For sure. I think even if you are a shy person, or modest, maybe some people, it's just not their personality to want to feel like they're bragging or showing-off. If you're a more reserved athlete and that's just not what you want to do, I think there's still other ways you can contribute. I mean, what about just writing some articles for your sponsor that they can put on their website or you do some photo shoots and just take pictures so they can use it in their advertisements. You could make some YouTube videos just instructional stuff, demonstrating things or explaining about your sport, anything that is going to help bring traffic or publicity or eyeballs to the sponsor is going to be useful.

So, hopefully whoever you're working with, whoever you find to sponsor you is going to tell you what they're expecting and you're not going to be left guessing what to do or how to go about. I mean, you have an official application on your site, right, that people have to fill out?

SL: Yes, we do.

MW: So, it's pretty clear what you're expecting from them and what they're going to get. I mean, it's going to probably be a case-by-case basis for every sponsorship place you're looking for, right? I mean, there's probably some of the sponsor company's own fault that it's turned out this way. Some of them probably pay out some money and don't expect anything and then they wonder why their sponsorship program isn't working.

SL: Exactly. Sponsorship is marketing. That's something that people really need to understand and remember. It is marketing. It is business. It is a business investment with the expectation of a return.

MW: Now, what are some other choice of you, personally, in your business, if you chose to spend money in different areas, what else could you advertise on to make money instead of sponsoring someone? What are your other alternatives or choices? What are people competing against, actually?

SL: What we've done aside from athlete sponsorship is event sponsorship, but we also do...before we started getting into our own physical product, we made our name by helping other companies, organizations, sports teams, make a name for themselves. So, it's a matter of the service we provide and the reputation that went along with it to get us out there.

So, BMF Sports, before we started doing power lifting, we were doing bike sports, pro wrestling, combat sports, break dancing, which is a much, much bigger sport than people realize. And it was in the underwriting support of individual events in different areas that we started to make our name. So, it was with that that people were able to see that this is what we need to do to work with BMF Sports for us to succeed and when we succeed, they succeed.

It's the same thing that can transfer over to athletes as well. So, it can be anything from developing branding and licensing for different customers, in this case it could be the athlete with their own name brand of apparel or accessories, or as we've done in the past, trinkets and things like that for different organizations and their events.

MW: Interesting.

SL: So, whether or not your name is out there as the sponsor primarily and initially, showing that you have the support and resources to really promote whoever it is that in turn is promoting your brand, is something that you can do respectively.

MW: Yeah, for sure. There's a lot of opportunities, a lot of different avenues to explore. I know in my business I have some choices of what I could do, whether sponsoring athletes, I could run an advertisement in a magazine and see what the return on investment is on that. I know how many people look at the magazine and how many people see it. I mean, that's something I could do instead of sponsoring someone. So, when I sponsor somebody, something else gives out, some form of advertising is dropped so that I can sponsor this person. So, that's why it needs to be two-way relationship, which I think we made pretty clear throughout this interview.

SL: That's something I've found in advertising, especially in niche sports. Power lifting has, I believe, one magazine now. They had two and Monster Muscle was a fabulous magazine. I used to look forward to it, and I actually advertised in it regularly. It was unfortunate to see it go. But, when you have only one magazine in a sport, and it's not widely available and they don't have a website, then advertising in it, you really

have to ask yourself, is this a wise investment, especially when you know that the power lifting audience is maybe 1/10 or 1/8 of your overall target demographics.

So, in this case, that's when you start moving to web advertising, not power lifting specific websites, but strength sport websites. CriticalBench.com, of course, get in with Allen at APT, and a number of other companies who don't just appeal to one sport or one part of one sport.

MW: Do you have any case studies of somebody who's gone above and beyond for BMF sports as far as representing the company?

SL: JT Hall.

MW: Yeah, you've touched on him. Anybody else? He's your favorite, huh?

SL: One of. He's been with us for I believe we're going on three years now, just about. It's never been anything but positive and progressive. But, lately, working with Eric Talmant, who's been fabulous through his promotion of Raw Unity meets as well as his metabolic typing business, he's bringing a lot of traffic, a lot of attention to BMF Sports through his metabolic typing and sheiko training forum. We produce his sheiko training DVD's for him and distribute those as part of the sponsorship as well.

MW: Yeah, he's extremely knowledgeable and he just loves helping people. I think that's the thing when you think of the sponsorship requirements as a chore, you know, it's got to be something you like doing anyway. I mean, if you're on the internet posting on forums and answering emails and writing articles and doing things, you're probably going to fit perfectly with somebody as a sponsored athlete anyway. So, these are all things whether Eric was sponsored or not, I believe he'd be out here doing this stuff anyways. So, he just loves what he does. He loves helping people and he's definitely a great guy to have on board.

SL: He really appreciates the support that he gets and he'll turn around and do even more for the people who are backing him on it. He's really out there and to let people know, this is my preference. These are the things that I know, understand and do as a professional. But, in keeping with that or to not conflict with that, these are some of the companies or products I recommend you look at that share the same principles that I do.

So, he's not just a paid talking head that, here's somebody, I'm going to talk up your product. He would never do that. If something doesn't have integrity, he won't back it.

MW: He wouldn't even do paid endorsements.

SL: No, not at all.

MW: He doesn't want to promote supplements or do things unless he knows that's the right supplement for the person taking it and things like that.

SL: And we have Jeff Wilson...sorry, go ahead.

MW: No, I was just saying that was great.

SL: Then, we have Jeff Wilson who is a writer and aficionado of endurance training for sports who does training for grip competitions with the heavy grippers, ripping stacks of cards, bending nails.

MW: That's cool. I didn't even know they had those.

SL: Oh, yeah, that's a huge...

MW: I know they had arm wrestling. Grip competitions, that sounds like something I might have to get into one day.

SL: Yeah, that's something...especially on the east coast, it seems. It's really, really big. Bending nails, straightening out horseshoes, which I didn't think was possible, and a bunch of other things. But, he writes a number of articles for different online and print magazines and in every one he's wearing our shirt. Our name is in his signature line, it's mentioned throughout the article without being a blatant promotion, or over-promotion.

MW: It's not like holding up the Xyience can after a UFC fight. It's not that obvious?

SL: Exactly. And then, we have Carol Ann and Bobby Myers down in Florida. Carol Ann for years has been a top power lifter, figure competitor and bodybuilder. And so far this year she has just been cleaning up. She was in I believe two bodybuilding and figure shows, which she won overall in both. And in one, she won first class in the middle weight overall and Miss Northwest Florida.

Her husband, Bobby Myers, is one of the smartest men I've ever met, especially in sports. I call him Bobby the Brain because of that. They are really, really good in practice and cooperative in working with us and getting BMF Sports out there as much as we get her out there through building her website, promoting her different events, creating postcards, posters and everything like that. It's just fabulous. These are things that, with all of them, we didn't ask them to do this. These are things they came to us saying, "This is what we can do for you."

MW: That's great. Well, that kind of leads into the next question I was going to say, what are five tips right now somebody could do to go ahead and find a sponsor or get

sponsored? I think you just touched on two of them. One is, tell them what you can do for them, what you have to offer. Number two, you mentioned having a website. You don't have to pay somebody a couple of thousand dollars to make you a website. You can go set up a free blog and just have some information about yourself. It's a place you can mention your sponsors and have links.

I'll leave the last three tips to you, Bud. What are three more things that an athlete can do to get sponsored regardless of what sport they're in? Am I putting you on the spot here?

SL: Use the sponsors products. Use them because you like them, use them because you believe in them, not because if I buy one of these and then I tell them I bought it, I show them a picture of me with this, they're going to send me \$100 more of it.

Two, be good and consistent at what you do. If you're not a consistent first place finisher, that's not a problem. But, if you are a consistent 6th place, then yeah, that is a problem because we do live in a society where it is about performance whether or not winning, winners are preferred, but you have to show that you have what it takes to be at or near the top. If you're near the top it shows that you have that potential to keep going.

And finally, something that most people overlook, communication. Stay in contact with your sponsor or prospective sponsor. Don't just send a two line inquiry and then wait. Don't get signed and then sit back and do nothing where they have to chase you down for your latest article, your latest blog post, your event results.

MW: Be proactive.

SL: Definitely proactive.

MW: For sure. I mean, these businesses, some of them have an entire staff person dedicated to just the sponsorship program. But, a lot of businesses are small businesses with a smaller staff and there's a lot of stuff going on and they don't want to be babysitting or chasing people down to be asking them for things that they should be doing. That's just not going to be worthwhile. So, definitely be proactive like Bud said, that's a huge tip. Anything else you wanted to add in? I think that's covered a lot of ground today.

SL: Well, I just want to thank you for this opportunity, Mike. I really do appreciate it. I was rather surprised that you wanted to do this. I didn't think that either I or BMF Sports was that significant in the sport. But, every time I think that, something comes up that...I won't say proves otherwise, but shows that people do know who we are, what we're doing and appreciate it. And we definitely appreciate them.

MW: Yeah, we appreciate you taking the time to share the information. Hopefully people can utilize some of these tips and maybe they can get sponsored by BMF Sports, too. But, make sure you follow the guidelines on the website and go out and look for some new sponsors and hopefully we gave you guys some information that you can use.

Also, I just did some Googling on this before the interview and there's plenty of information about this online. Just type into Google "What to do to get sponsored in sports" and there's all kinds of articles and suggestions and tips and things you can do. But, definitely be proactive, get yourself out there and no one's going to come to your door and knock on the door and ask for you. If you want something, go out there and get it. The worst thing that can happen is somebody says no, but that's part of life. Just keep working at it, keep trying and eventually some doors will open up if you have the right attitude about it.

So, thanks a lot, Bud, and I'm sure I'll be talking to you very soon. Everybody go visit BMFSports.com and BMFNutrition.com, check out some of the sponsored people on his site and see what they're doing to help represent the company.

All right, Shawn, thanks a lot.

SL: Thank you, Mike.

MW: All right, bye bye.

SL: Bye bye.

About Shawn "Bud" Lyte and BMF Sports

BMF Sports was developed by Shawn "Bud" Lyte in 2004 to support the BMF Nutrition brand (founded 1998). As business focus shifted away from nutrition products and more towards supporting sporting events and athletes, Bud saw the need for and benefit of a separate company dedicated to promoting and managing sporting events, sponsoring athletes, and taking lesser known sports and organizations into new, broader markets.

Today, BMF Sports is a nationally recognized name in MMA, Powerlifting, Cyclesport and more.

BMF Sports is built on the principles of providing quality products and delivering reliable service. Our diversified range of abilities continues to grow by studying trends then defying them, continuously improving our products and services, and listening to our instincts. Oh, and listening to our clients too.

Our unique service has established our place in the sports industry. This allows us to make a distinctive and substantial impact for our clients.



Shawn "Bud" Lyte

Founder, General Manager, Unashamed Niners Fan

A proud Reagan Conservative, relentless Capitalist, opportunist and workaholic, Bud is always looking for new ventures to keep his motor running and create prosperity for BMF's partners, clients and athletes in and away from the arena.

Bud was a professional wrestler from 1987-1992 and worked off and on as a wrestling promoter through 2004. He likes to bring that level of entertainment and excitement to all events involving BMF Sports.

In what little off time he makes for himself, Bud enjoys playing bass, riding scooters, squats and yelling at televised football.

<http://www.bmf sports.com/>