

Conor McGregor – Betsafe, Monster Energy, Reebok and Rolls Royce (Brand)



Conor McGregor is an Irish professional mixed martial artist and boxer. McGregor is the Ultimate Fighting Championship lightweight champion and former featherweight champion. McGregor is a man that needs no introduction, known the world over for his in your face, brash and direct personality.

McGregor is the biggest pay-per-view (PPV) draw in MMA history, having headlined four out of the six highest-selling UFC pay-per-view events

McGregor currently has a total following reach on social media as of February 2018 of 37.04 m followers.

- Instagram- Total followers of 22.4m
- Facebook- Total followers of 7.66m
- Twitter- Total followers of 6.98m

McGregor is currently one of the worlds most intensely followed superstars and is often cited as the PR king in the sports world.

In August 2017, McGregor signed a lucrative commercial agreement with Betsafe, as their EU ambassador. <https://www.betsafe.com/en/blog/sports/boxing/conor-mcgregor-betsafe-ambassador/>



