

**FIGHT FUNDED™**



# ***THE MONEY FIGHT***

***BOXING'S NO-BS GUIDE TO GETTING  
SPONSORED AND PAID – FAST***



***DISCOVER WHAT  
SPONSORS WANT***



***PRICE TAG  
YOUR VALUE***



***SECURE YOUR  
FIRST DEALS***



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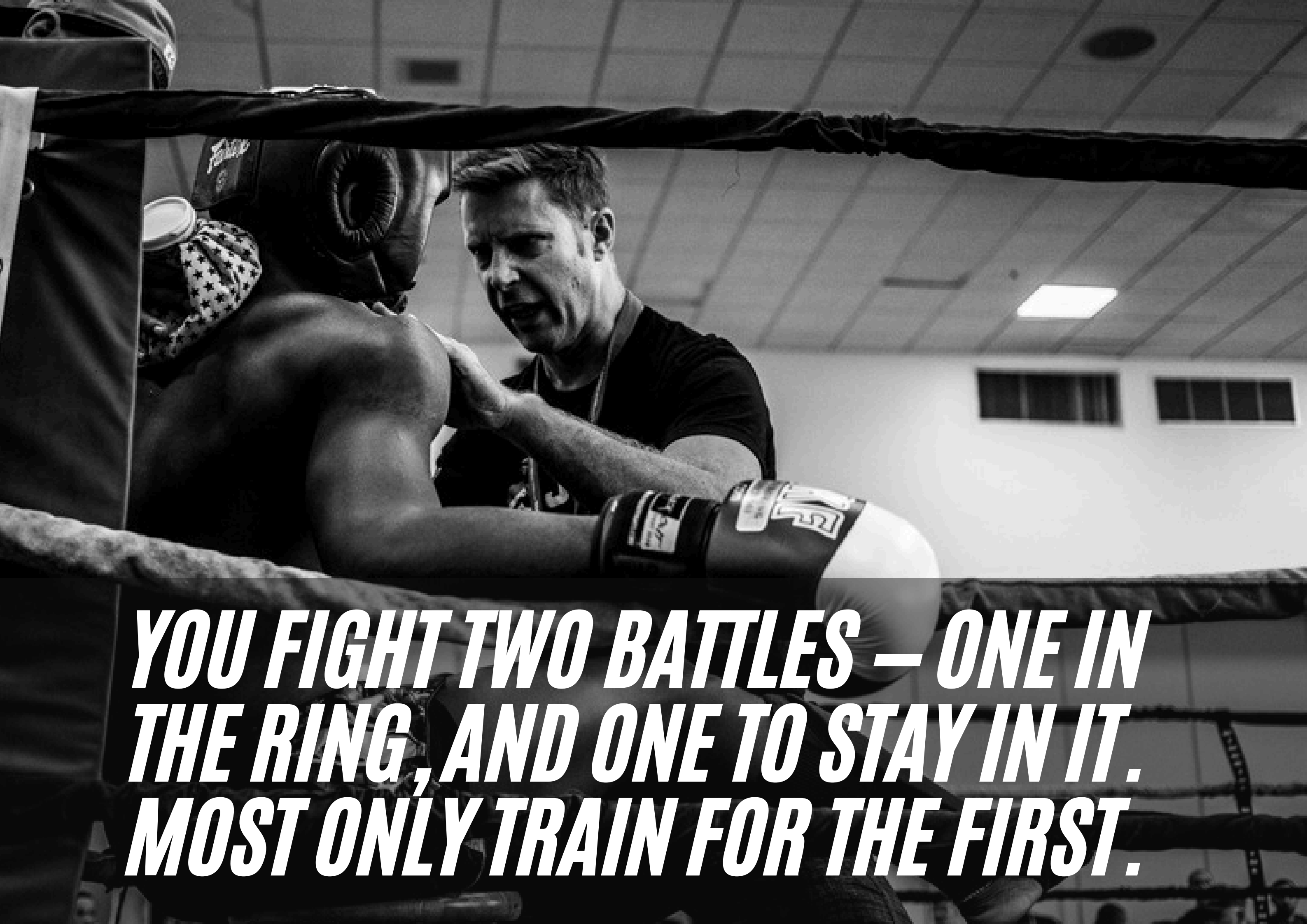
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Your Path to Pro Sponsorships

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Learn how to stop bleeding cash, build income beyond sponsorships, and position yourself for long-term success — even as an amateur.



***YOU FIGHT TWO BATTLES — ONE IN THE RING, AND ONE TO STAY IN IT. MOST ONLY TRAIN FOR THE FIRST.***

***BEHIND EVERY FIGHTER IS A SECOND FIGHT— NO CROWD, NO CORNER, JUST HUSTLE AND HOPE.***

It's the fight to pay your gym fees. To fuel your body. To afford decent gear. It's the fight for financial survival — and it can knock you out long before the first punch is thrown.

This guide is your weapon for the

second battle. It's strategic arsenal — packed with real tactics, proven scripts, and smart tools to help you stop chasing and start earning.

We'll show you how to build a brand that demands respect — and how to approach sponsors with a winner's mindset.

This is your blueprint for turning discipline into dollars, and your grind into something greater. The fight for your future starts now.

***YOU'RE NOT JUST FIGHTING TO WIN. YOU'RE FIGHTING TO KEEP GOING. THAT FIGHT STARTS NOW.***



## CHAPTER 1

# ***FORGE YOUR BRAND***

***BEFORE A SPONSOR WRITES YOU A CHECK, THEY INVEST IN YOUR STORY. THEY INVEST IN THE IDEA OF YOU. THAT IDEA IS YOUR BRAND.***



## ***THIS CHAPTER IS ABOUT CONTROLLING YOUR NARRATIVE.***

***IF YOU DON'T DEFINE WHO YOU ARE, THE WORLD WILL DO IT FOR YOU. AND THE WORLD'S DEFINITION MIGHT NOT BE THE ONE THAT GETS YOU PAID.***

Your brand is your reputation. It's what people say—and feel—about you when you're not in the room. For a sponsor, a strong, consistent brand turns a risky gamble into a reliable asset.

A sponsor is an investor. When they look at you, they don't see struggle — they see potential. They see a walking, fighting, marketing machine that can deliver returns. Your job is to prove them right. You're not just an athlete — you're a high-value asset.

## ***SPONSORS DON'T PAY FOR YOUR DREAM. THEY PAY FOR RESULTS.***

### ***THIS IS WHAT BRANDS BUY***

#### ***YOUR BRAND DNA***

**1**

You stand for something—discipline, power, resilience, victory. When a company puts their logo on you, they are buying a piece of that warrior DNA.

#### ***YOUR ADVERTISING SPACE***

**2**

Your fight shorts, your walkout shirt, your Instagram feed, the banner hanging at your gym—this is valuable advertising space. You are selling prime real estate that puts their business front-and-center in the world of combat sports.

#### ***THEIR FUTURE CUSTOMERS***

**3**

The people who follow you on social media, who show up to your fights, who train alongside you—that's a targeted audience. Businesses pay to reach people — you give them direct access.

# ***YOUR FIGHTER'S DNA***

***IT'S TIME TO FORGE YOUR IDENTITY WITH THE SAME INTENSITY YOU BRING TO THE GYM.***

***A 3-MINUTE DRILL TO DEFINE YOUR CORE IDENTITY***  
***GRAB YOUR PHONE OR A PIECE OF PAPER. SET A TIMER FOR THREE MINUTES.***

Write down every single word that describes you as a fighter and a person. Don't filter, don't hesitate. Think about how your coach, your family, and your toughest opponent would describe you.

***TIME'S UP.***

Now, circle the five words that hit the hardest. From those five, choose the three that are non-negotiable.

## ***BRAND DNA BREAKDOWN***

**Example 1:** Power. Precision. Professional. (This brand is about elite, no-nonsense performance.)

**Example 2:** Relentless. Humble. Hungry. (This brand is the dangerous underdog everyone roots for.)

**Example 3:** Community. Grit. Champion. (This brand is the hometown hero, fighting for more than just himself.)

***THESE THREE WORDS ARE NOW YOUR FILTER***

Every social media post, every interview, every interaction from this day forward gets measured against them. If it doesn't fit, it doesn't fly.



**PEOPLE  
CONNECT  
WITH  
STORIES, NOT  
STATISTICS.**

# ***YOUR ORIGIN STORY***

Your origin story is the narrative sponsors buy into. It's what makes you more than just another fighter.

Use this template to build a story that is authentic, powerful, and professional.

***ANSWER THESE QUESTIONS, KEEP IT SHORT, KEEP IT STRONG***

## ***THE SPARK***

"I started boxing because..." (Be honest. Was it for discipline? An escape? To rise above your circumstances? To continue a family legacy? Find the real reason.)

## ***THE FIRE***

"The biggest obstacle I've overcome wasn't an opponent, but..." (This builds respect. Talk about financial hardship, a comeback from injury, or overcoming doubt. Show your resilience.)

## ***THE VISION***

"My goal isn't just to win titles, but to..." (Show a bigger purpose. Is it to inspire your community? To prove that dedication beats talent?)

## ***THE ALLIANCE***

"I am looking for partners who align with my values of [Your 3 Brand Words] to join me on this journey."

## ***THIS STORY IS YOUR WEAPON***

**YOU'VE TURNED YOUR PERSONAL JOURNEY INTO A PROFESSIONAL MARKETING TOOL AND THESE WORDS NOW SHAPE:**



### ***YOUR SOCIAL MEDIA BIO***

The first thing a potential sponsor sees when they look you up.



### ***YOUR SPONSORSHIP PROPOSAL***

The "About Me" section that creates a human connection.



### ***YOUR "ELEVATOR PITCH"***

The answer you give when a sponsor says, "So, tell me about yourself."



# CASE STUDY

***CANELO ÁLVAREZ ISN'T JUST A WORLD CHAMPION — HE'S A BRAND BUILT ON DISCIPLINE, LEGACY, AND ELITE PERFORMANCE. EVERYTHING FROM HIS TRAINING ETHIC TO HIS PUBLIC IMAGE REFLECTS A BRAND DNA ROOTED IN EXCELLENCE, HUMILITY, AND GENERATIONAL PRIDE.***

## ***SOCIAL REACH***



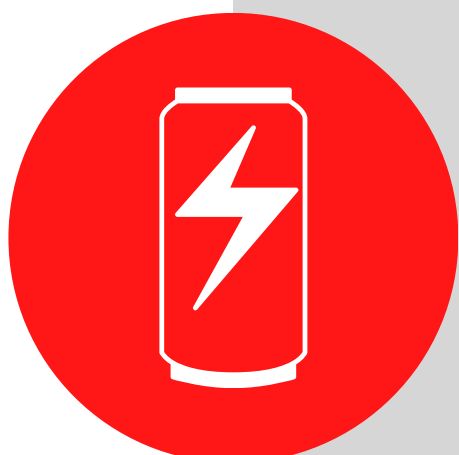
Canelo has over 15 million followers across platforms — brands benefit from direct exposure to his loyal, global audience.

## ***CROSS-MARKET APPEAL***



As a Mexican icon with strong U.S. crossover power, Canelo bridges multiple markets — a major asset for international brand positioning.

## ***OWNERSHIP POWER***



He launched Canelo Energy and Canelo Promotions, proving he's not just endorsing brands — he's building his own empire.

Take his long-standing partnership with Hennessy. This isn't a surface-level endorsement — it's a strategic alignment of values. Hennessy's iconic tagline, "Never stop. Never settle," could double as the mission statement for Canelo's career. His relentless work ethic, willingness to take on the best, and refusal to be outworked made him the perfect embodiment of the brand.

That alignment opened doors to luxury partnerships like Dolce & Gabbana. From custom robes to fight-night trunks, Canelo carries the weight of a global brand that wants to associate with exclusivity, strength, and refined excellence.

He doesn't need gimmicks. He has proof. And in a world where attention is cheap, credibility and class have become premium currency. That's why brands don't just sponsor Canelo — they strategically partner with the values he represents.

## CHAPTER 2

# ***THE DIGITAL RING***

***BUILDING A FOLLOWING THAT CONVERTS IN DOLLARS  
BECAUSE LIKES DON'T PAY RENT – FOLLOWERS WHO  
BUY DO***



## ***THIS CHAPTER SHOWS YOU HOW TO BUILD A PLATFORM THAT SPONSORS SEE AS AN INVESTMENT, NOT A GAMBLE.***

### ***SOCIAL MEDIA ISN'T ABOUT BEING POPULAR – IT'S ABOUT BEING VALUABLE.***

A small, loyal, and engaged following carries more weight with sponsors than a large audience that doesn't respond. It's not about how many people follow you — it's about how many take action when you show up.

Social media isn't just a photo dump or highlight reel — it's a strategic asset. It's where your brand shows up daily, where your grind is visible, and where your community proves they're paying attention.

To a sponsor, this isn't just content. It's proof — that you have influence where it matters: in attention, trust, and behavior.

#### ***3 WAYS TO WIN WITHOUT A HUGE AUDIENCE***

**KILL THE EXCUSE:** *"I Don't Have Enough Followers."*

That's the first excuse a losing fighter makes. A champion sees opportunity where others see limitations. Your value isn't measured in follower count;

it's measured in influence and access.

HERE ARE THREE STRATEGIES TO WIN SPONSORS, EVEN IF YOU'RE JUST STARTING OUT:

#### **1 LEVERAGE YOUR GYM**

Your gym is your ground zero. It's a concentrated audience of 50, 100, or even 200 people who are serious about fitness. A local supplement shop, meal prep service, or physiotherapist would pay good money for direct access to that group. You are their gateway.

**Your Move:** This week, speak to your gym owner or head coach. Ask them, "Which local businesses do you already have a relationship with?" (e.g., their supplement supplier, a physio they recommend). Get the name of the owner of one of those businesses. That is your first warm lead.

#### **2 CONNECT BUSINESS**

You are a pillar in the local business community. You know the owner of the supplement shop, the guy who runs the car dealership, and the best physio in town.

Offer to create a "sponsor alliance." Connect the physio



to the supplement shop. Introduce the car dealer to your coach. You become a hub of influence, providing value that goes far beyond a simple logo on your shorts.

**Your Move:** Open the contacts app on your phone. Make a list of three local business owners you or your family know personally (your barber, your mechanic, a family friend who owns a cafe). Your task is not to ask them for money, but to ask them for an introduction to one other business owner they know.



### **SELL AD SPACE**

You have valuable advertising space that has nothing to do with the internet. Offer a sponsor a banner in your gym during your fight camp. Offer to wrap your car with their logo for a year. Offer to wear their branded gear for every training session. These are tangible assets that provide constant visibility.

**Your Move:** Create a simple "Asset Inventory" in your notes. List at least five physical sponsorship assets you can offer (e.g., logo on walkout t-shirt, banner in gym, logo on car window). Next to each one, write down a starting monthly price.

This list is for you—to make you realize the real-world value you have to sell.

## **METRICS THAT MATTER**

### **SMART SPONSORS LOOK BEYOND FOLLOWER COUNT.**

**THEY FOCUS ON HOW ENGAGED YOUR AUDIENCE IS, HOW WELL THEY ALIGN WITH THEIR BRAND, AND WHETHER YOU CAN DRIVE REAL SALES.**

#### **ENGAGEMENT: IS ANYONE PAYING ATTENTION?**

Engagement is proof that your audience is listening. It's measured by their actions: likes, comments, shares, saves, and direct messages. It's the difference between someone scrolling past your face and someone stopping to listen to what you have to say.

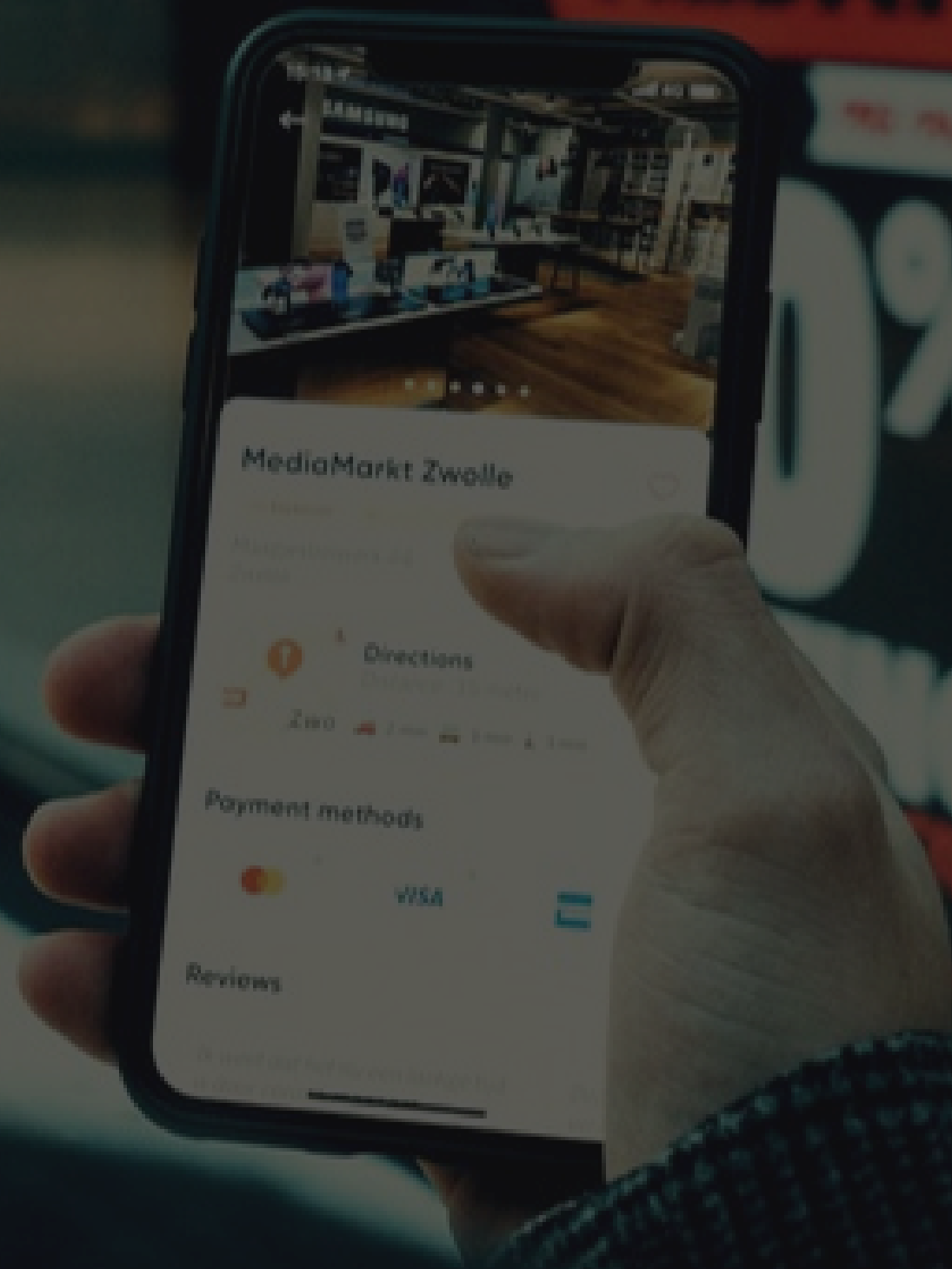
#### **AUDIENCE ALIGNMENT: WHERE DO YOUR FOLLOWERS LIVE?**

A sponsor needs to know their message is reaching potential customers. If you're a fighter in the UK and most of your followers are in another country, a local London-based business won't sponsor you.

Why? Because your followers can't walk into their shop and buy their product. You must prove to a sponsor that your audience is their target market.



## ***THE CONVERSION TRUTH***



### ***LIKES MEAN ATTENTION. SALES MEAN RESULTS.***

Here's a hard truth: direct sales from a single social media post are rare. A standard conversion rate from a post to a purchase is typically between 1-3%. If you can deliver results that exceed that range, you're not just a fighter—you're a marketing asset.

Let's look at two fighters:

Fighter A: 20,000 followers, his audience is all over the world, and not very engaged. He posts a discount code for a US-based supplement brand. Result: 2 sales.

Fighter B: 1,500 followers, but they are highly engaged and 80% are in his home city. He posts a 10% discount code for a local supplement shop. With a strong 2% conversion rate, that's 10 actual sales.

For the local shop owner, Fighter B is a marketing genius. He delivered real customers. He proved his influence isn't a vanity metric—it's a sales engine. That is the fighter who gets sponsored again and again.



## ***YOUR CONTENT GAME PLAN***

### ***THE HIGHLIGHT REEL & THE DOCUMENTARY***

Think of your main profile (your Instagram feed or TikTok page) as The Highlight Reel—it's where you post your most polished, powerful content. Think of your Instagram Stories as The Documentary—it's the raw, real, behind-the-scenes footage where you build hardcore loyalty. The Reel impresses. The Documentary connects. You need both to win.

#### **HERE'S HOW TO USE THE 3-P'S FOR BOTH:**

##### ***PERSONALITY (THE PERSON)***

Highlights Reel: A professional photo with your family after a victory.  
Documentary: A quick, raw video of you cooking a family meal during fight camp.

##### ***PROGRESS (THE WORK)***

Highlights Reel: A polished, slow-motion video of a perfect combination on the bag.  
Documentary: The 10 grueling rounds of pad work that led to it.

##### ***PURPOSE (THE 'WHY')***

Highlights Reel: A high-quality post announcing a partnership with a local youth charity.  
Documentary: A selfie-style video of you actually talking to the kids at your old gym.

***READY TO LAND YOUR FIRST SPONSOR?***

***UNLOCK THE FULL FIGHT FUNDED KIT AND GET EVERYTHING YOU  
NEED TO ATTRACT, PITCH, AND SECURE SPONSORS WITH  
CONFIDENCE.***

***SCAN THE QR CODE TO GET INSTANT ACCESS***

The Money Fight Sponsorship Toolkit



***SECURE CHECKOUT WITH PAYPAL  
INSTANT DOWNLOAD AFTER PURCHASE***

***QUESTIONS OR ISSUES? CONTACT [SUPPORT@FIGHTFUNDED.COM](mailto:SUPPORT@FIGHTFUNDED.COM)***