

**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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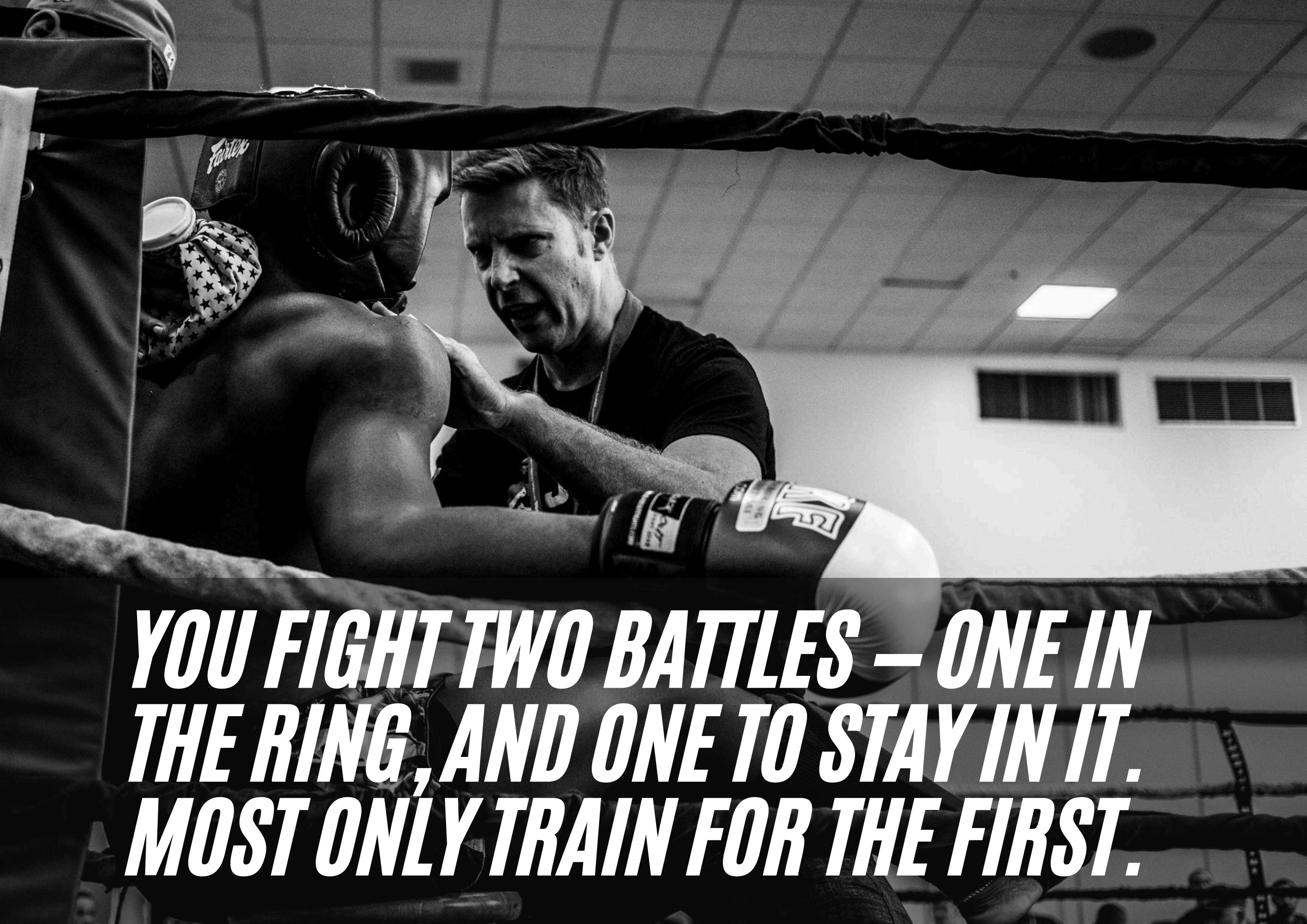
Your Path to Pro Sponsorships

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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.

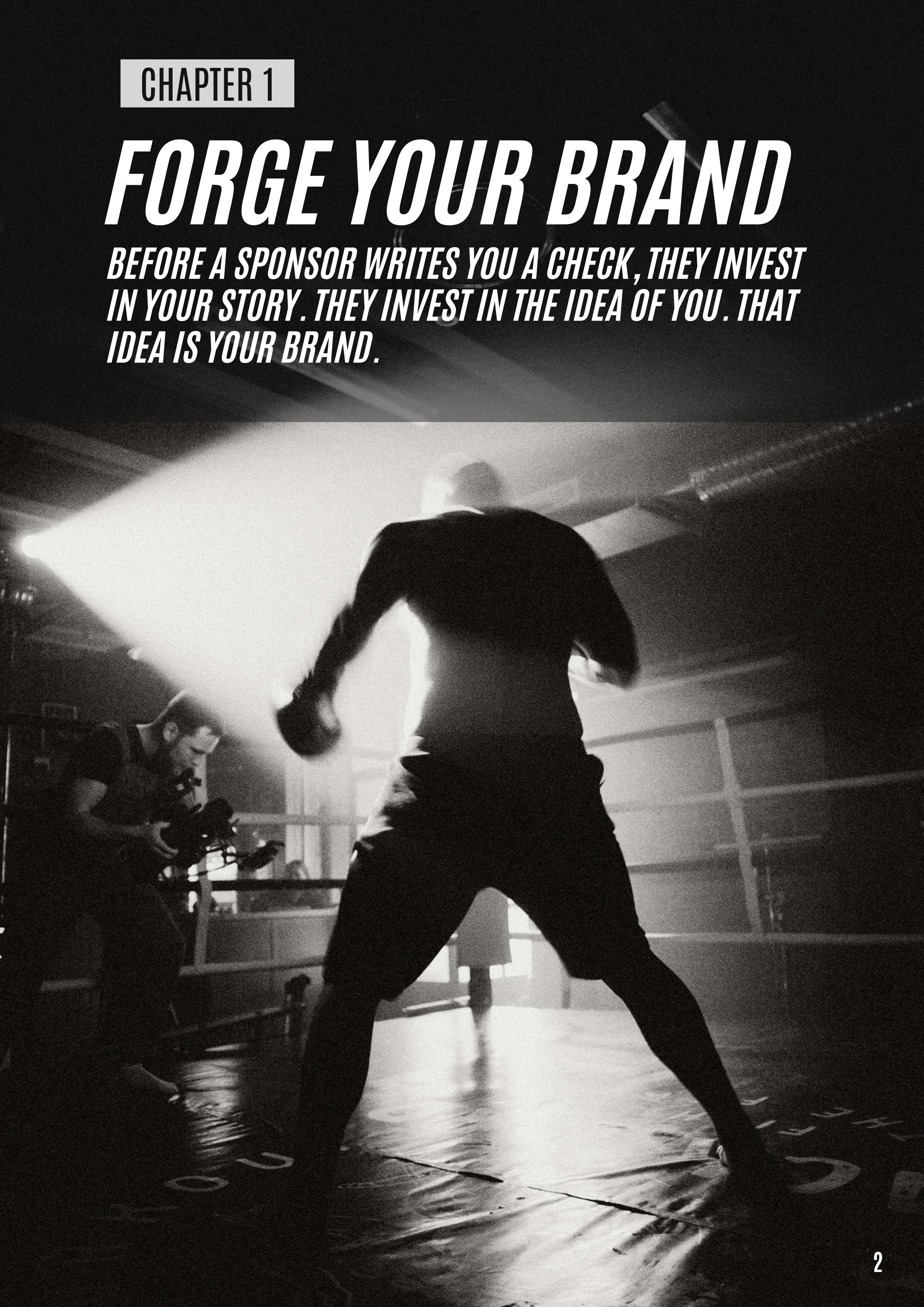
This is your blueprint for turning discipline into dollars, and your grind into something greater. The fight for your future starts now.

**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.

**3**

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

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.



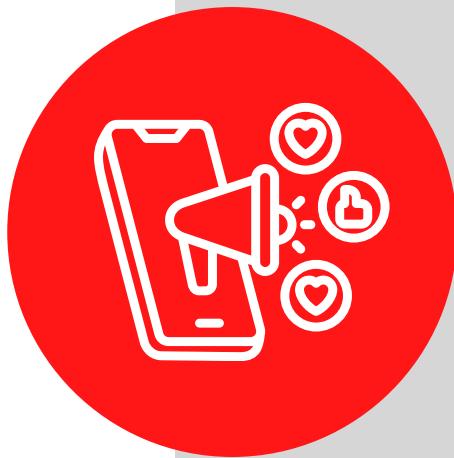
### YOUR "ELEVATOR PITCH"

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.

# READY TO LAND YOUR FIRST SPONSORS?

START

OUR FREE BOXER STARTER PACK HAS EVERYTHING YOU NEED TO START

WHAT'S INSIDE:

1

BOXER SPONSORSHIP SYSTEM

Identify your career tier and suitable brands

2

AI SPONSOR FINDER

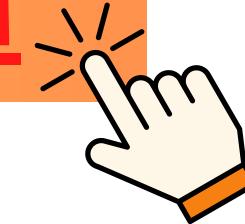
Get a custom list of 50 brands, contact info and script in seconds

3

EDITABLE BOXER MEDIA KIT

Bio, social snapshot, and sponsor options—fully editable and ready to send.

**GET THE FREE BOXER STARTER PACK**



THE PRO TOOLKIT GIVES YOU ALL THE STRUCTURES FIGHTERS NEED TO NEGOTIATE CONFIDENTLY, PITCH PROFESSIONALLY, AND SECURE LONG-TERM SUPPORT

WHAT'S INSIDE:

1

PROFESSIONAL PRICING MODELS

Clear structures that help brands instantly understand your value and stop you undercharging.

2

SPONSORSHIP STRATEGY

A simple, fighter-friendly map for building long-term partnerships and career momentum.

3

PROPOSAL TEMPLATE

A step-by-step process you can use for every fight, every season, every brand.

4

CONTRACT TEMPLATE

A ready-to-use agreement that keeps your money, terms, and rights protected.

**GET THE COMPLETE SYSTEM**





## JOIN THE COMMUNITY

Connect with fighters, get quick support, share progress, join challenges, and build your sponsorship skills with practical guidance.

[r/BoxingSponsorship](https://www.reddit.com/r/BoxingSponsorship)