

FIGHT FUNDED™



THE MONEY FIGHT

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



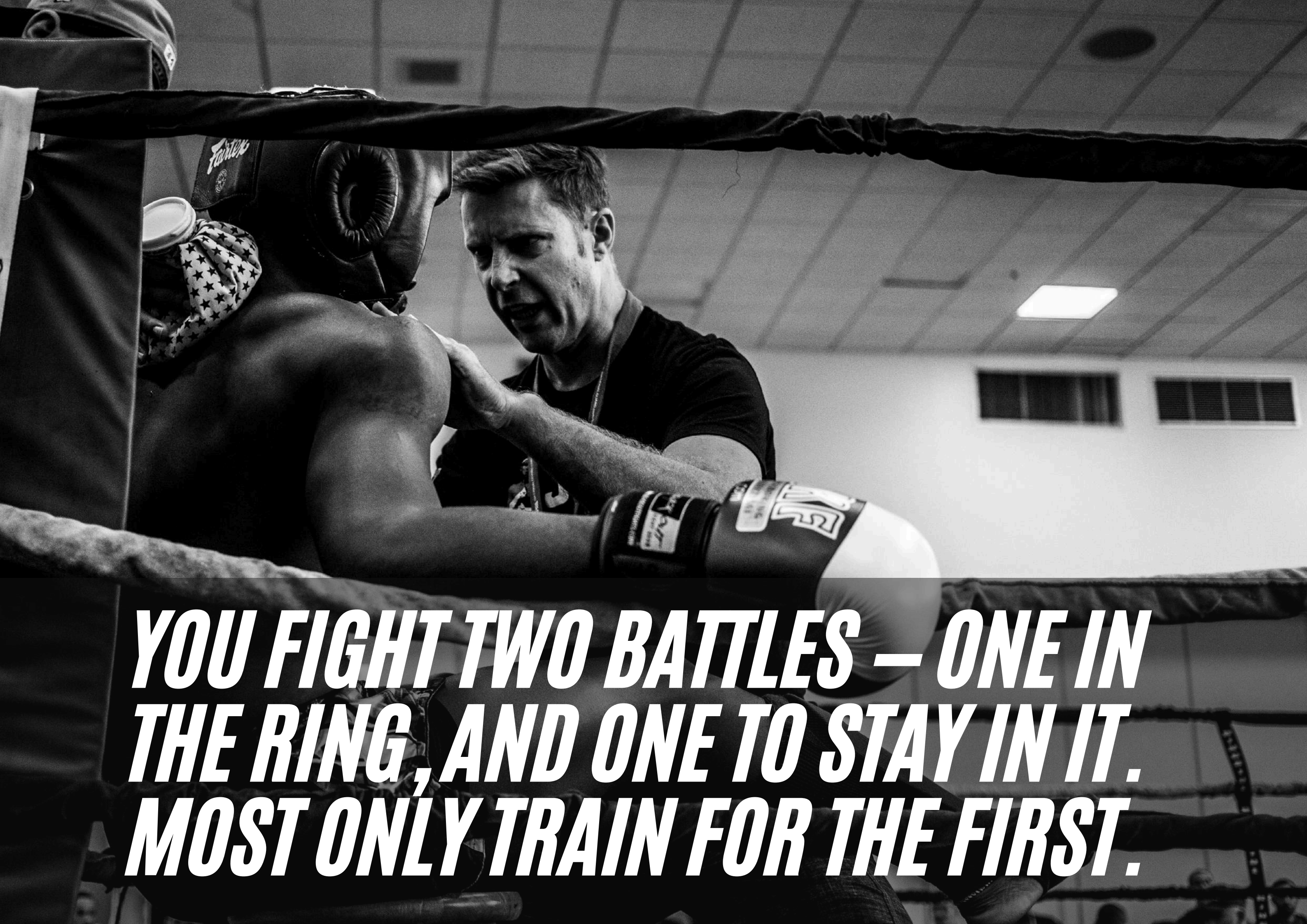
**UNDERSTAND
SPONSORSHIP**



**DEFINE YOUR
BRAND**



**CONTACT YOUR
FIRST SPONSORS**



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.



IN THIS GUIDE, YOU'LL LEARN:

- 1. WHAT SPONSORS EVALUATE WHEN CHOOSING ATHLETES**
- 2. HOW TO DEFINE YOUR BRAND DNA AND POSITIONING**
- 3. HOW TO CRAFT AN ORIGIN STORY THAT BUILDS RECALL**
- 4. HOW SPONSORSHIP WORKS IN BOXING'S STREAMING ERA**
- 5. HOW TO IDENTIFY YOUR CAREER STAGE AND SPONSORSHIP TIER**
- 6. HOW TO GENERATE 50 REAL, RELEVANT SPONSORS IN YOUR REGION, PLUS AN INTRO OUTREACH SCRIPT SO YOU CAN GET STARTED NOW**



PART I – THE NEW GAME

***BOXING, SPONSORSHIP, AND THE
ENTERTAINMENT ERA***

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."

IN THE NETFLIX ERA, YOU ARE NO LONGER JUST A FIGHTER; YOU ARE A GLOBAL CONTENT STREAM

CASE STUDY

The Canelo Álvarez vs. Terence Crawford "Superfight" on Netflix showcased the ultimate collision of polarizing Brand DNAs.

By pitting Canelo's high-prestige luxury against Crawford's technical mastery, they proved that when elite personas meet a global streaming powerhouse, boxing becomes the most valuable "real estate" in the sponsorship world.

41.4 M

GLOBAL
VIEWERS

**21ST-CENTURY
RECORD**

70,482

FANS AT ALLEGIAN
STADIUM

**ALL-TIME VENUE
RECORD**

\$47.2 M

LIVE GATE
REVENUE

**3RD HIGHEST IN
BOXING HISTORY**

CANELO ÁLVAREZ: THE COMMERCIAL ENGINE

Álvarez isn't just a world champion — he's a brand built on discipline, legacy, and elite performance. Despite the outcome in the ring, he served as the primary draw for a historic crowd, demonstrating that his brand is bigger than a win-loss record. He "won" in defeat because he remains the only athlete capable of generating a \$150 million payout and a \$47 million gate simultaneously.



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 owns the infrastructure of his empire.

TERENCE ‘BUD’ CRAWFORD: THE PERFORMANCE ARCHITECT

Long dismissed as "too clinical" for the mainstream, Terence Crawford was the quiet killer who let his mastery speak for itself. He walked into a hostile, pro-Canelo stadium as the ultimate outsider, tasked with solving the sport’s most complex puzzle on a global stage.

His victory served as a "Strategic Pivot." By dismantling a global icon before 41 million homes, Crawford rebranded technical perfection as premium entertainment. In an era of manufactured hype, he proved that undisputed skill remains the highest form of commercial value.



THE UNDERDOG ADVANTAGE

Known as the "Blue-Collar King," he attracts brands who want to align with grit, technical precision, and the "hard-earned win."



SOCIAL VELOCITY

By being the man who "silenced the crowd," he became a hero for the no-nonsense consumer who values substance over hype.



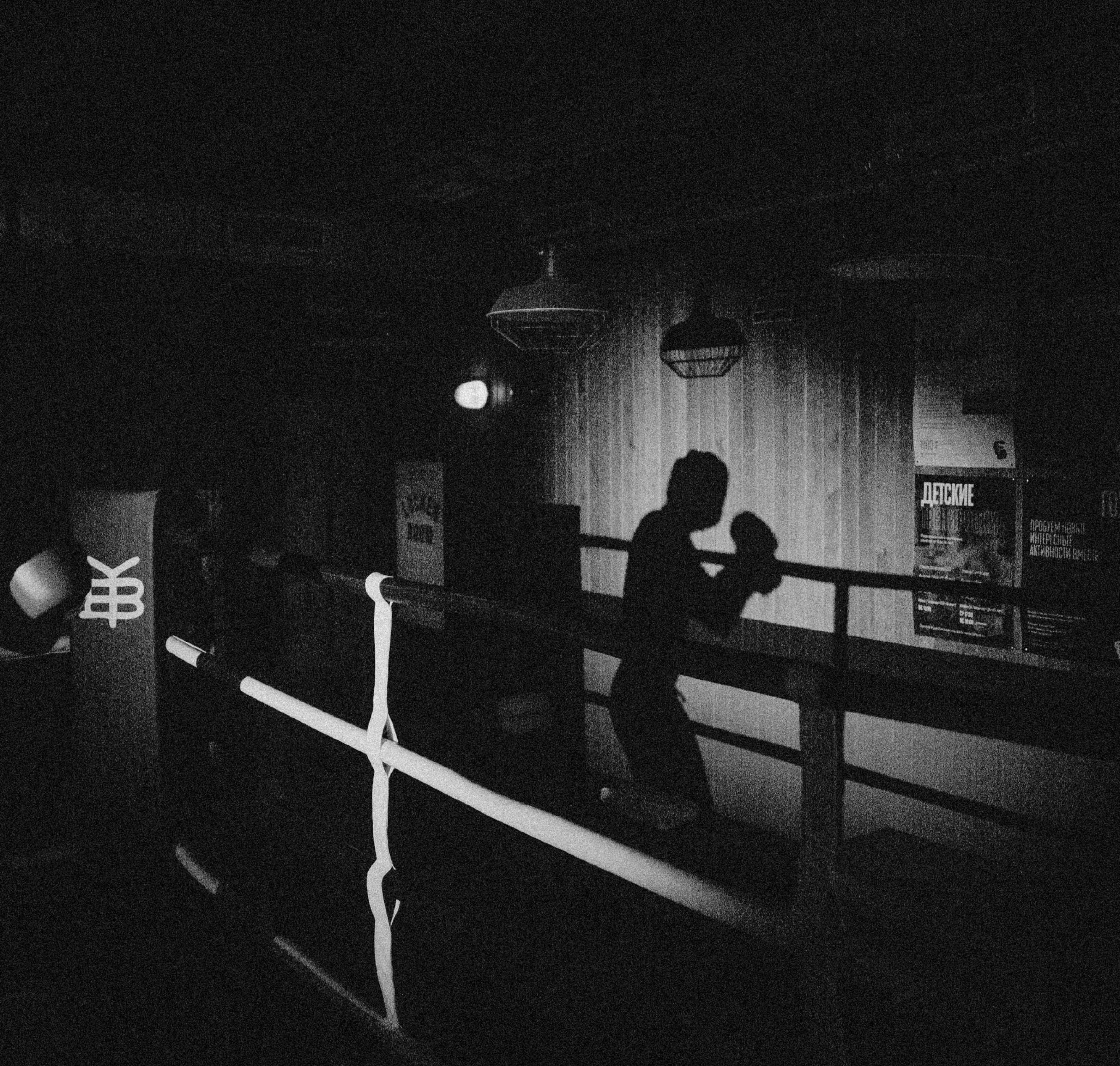
LEGACY POWER

Crawford has built a "Stability" brand - his strategic business mind is reflected in a real estate portfolio of 40+ properties and his Sports Academy in Omaha.



SPONSOR DNA: CANELO ÁLVAREZ VS. TERENCE CRAWFORD

BRAND CATEGORY	CANELO ÁLVAREZ	TERENCE CRAWFORD
BRAND DNA	Exclusivity & Legacy: High-end, polished, and aspirational.	Authenticity & Technical Mastery: Grit, blue-collar roots, underdog
HIGH FASHION	Amiri & Dolce & Gabbana: Custom tailoring and runway elegance.	Billionaire Boys Club: Streetwear culture
BEVERAGES	Hennessy: Premium cognac emphasizing status and patience.	Prime Hydration: High-energy and digitally disruptive.
TECH & GAMING	1Win: betting and "Champion" status.	Crown Coins Casino: Social-first gaming
WATCH & JEWELRY	Roger Dubuis / Patek Philippe: Rare timepieces symbolizing perfection.	Mazza New York: Custom "drip" reflecting street-style credibility.
PERFORMANCE	Everlast (Heritage): Traditional and established global gold standard.	SNAC System: Science-based performance and nutrition.
BUSINESS EMPIRE	Canelo Energy & VMC Tequila: Consumer goods and infrastructure.	Real Estate & Academy: Stability and community-based legacy.

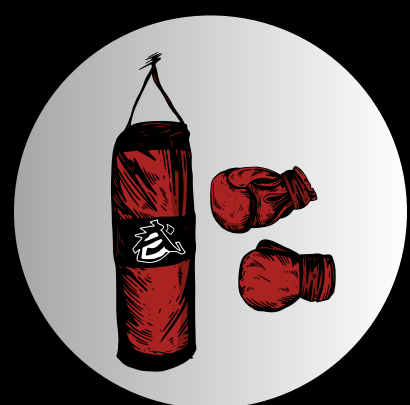


***PART II – KNOW
WHERE YOU FIT
TURNING UNDERSTANDING INTO A
PERSONAL STRATEGY***

BOXING SPONSORSHIP MATRIX

Match your level, social reach, and strategy with each sponsor category to target the right sponsors

5 SPONSOR BATTLEGROUND



BOXING & PERFORMANCE

Gloves, gyms, equipment, apparel, coaching



NUTRITION & SUPPLEMENTS

Protein, hydration, energy, vitamins



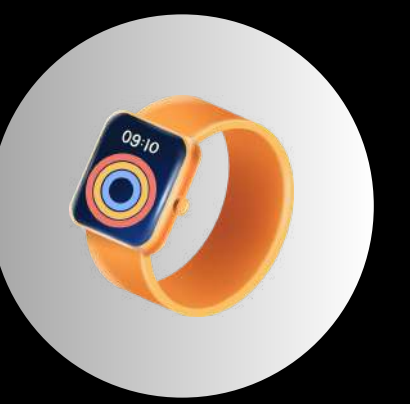
RECOVERY, WELLNESS & GROOMING

Physio, massage therapy, skincare, CBD products, grooming



LOCAL COMMUNITY & SMALL BUSINESS

Car dealerships, restaurants, barbers, service providers



TECH & FINANCE

Training apps, wearables, financial service providers, investment companies

AMATEUR BOXER

NANO INFLUENCER (1K–10K) | ENGAGEMENT RATE 4–8%

- Hyper-local community focus
- Offer low-cost, high-trust partnerships
- Focus on proof, not payment
- Product exchanges to offset expenses

EARLY PRO (1-10 FIGHTS)

NANO–MICRO (3K–30K) | ENGAGEMENT 3–6%

- Position yourself as a regional authority
- Target niche brands aligned with your story
- Deliver value via content & product exchanges
- Build mini case studies with sponsors

ESTABLISHED PRO (10-25 FIGHTS)

MICRO–MID (10K–80K) | ENGAGEMENT 2–4%

- Sell your reach and credibility
- Position yourself as a national athlete
- Pitch with measurable results and value
- Highlight past partnerships as proof of value

ELITE / WORLD LEVEL

MID–MACRO± (50K–1M±) | ENGAGEMENT 1.5–3%

- You are now a commercial asset
- Target global brands + performance giants
- Focus on long-term partnerships

FINDING YOUR "ANCHOR PARTNER"

Don't wait for Nike. Start with the "Anchor Partners" in your own backyard. These are the local businesses that already power your training camp.

USE THIS FORMULA TO SECURE YOUR FIRST REAL SPONSORSHIP:

Look at Your Routine:

What is one product or service you rely on to get through camp? (A specific coffee for morning runs, a supplement brand, a local meal prep service, or a recovery/cryotherapy clinic?)

THE "WHY" PITCH: TRANSLATE YOUR PHYSICAL NEED INTO THEIR BUSINESS GAIN.



BAD PITCH: "HEY, CAN YOU GIVE ME \$500 TO PUT YOUR LOGO ON MY SHORTS FOR MY NEXT FIGHT?"



PRO PITCH: "I USE YOUR MEAL PREP EVERY DAY TO MAKE WEIGHT SAFELY. I HAVE 3,000 LOCAL FOLLOWERS WHO SEE MY DAILY GRIND; I WANT TO SHOW THEM HOW YOUR BRAND HELPS ME STAY 'UNDISPUTED' DURING MY HARDEST WEEKS OF TRAINING."

THE FINAL SCORECARD

Fill this out to lock in your strategy before you start your outreach.

MY DNA TYPE: (Luxury Icon or Performance Architect) _____

MY CORE VALUE: (e.g., Grit, Resilience, Technical Purity) _____

MY ANCHOR PARTNER: (A local business you use daily) _____

READY TO TURN YOUR DNA INTO A PAYCHECK?

Refer to our AI Prompt in the next section. In under 10 seconds, it will generate a list of 50 local sponsors (and contact details) tailored to your profile, along with a high-conversion outreach script to help you start **today**.



PART III – ENTERING THE CONVERSATION TURNING STRATEGY INTO FIRST CONVERSATIONS

CUSTOM AI SPONSOR FINDER & SCRIPT

50-BRAND HIT LIST GENERATOR

THE WORKING BRIEF

Once your positioning is clear, this prompt helps you identify relevant companies and prepare your first aligned outreach — without guessing or pitching blindly. It's designed to be filled in, revised, and reused as your career evolves.

When completed and run through AI, the brief will generate:

- A list of 50 real companies relevant to your region, career stage, and positioning
- Clear reasoning for why each company fits your tier
- The 10 easiest companies to contact first with contact details
- A simple, aligned intro outreach script you can adapt and send



PRO TIP:

Running the brief twice with different positioning angles (for example, “community-driven boxer” vs “high-performance athlete”) will give you two distinct lists — up to 100 aligned contacts.

HOW TO USE IT

Open the working brief using the link below

[BIT.LY/3YX5RT0](https://bit.ly/3YX5RT0)

- Make a copy in Google Docs and work on your own version
- Fill in your details where indicated
- Copy the completed prompt
- Paste it into Gemini (recommended) or ChatGPT
- Use the output as a starting point

IF YOU'VE FOUND THIS USEFUL AND WANT THE COMPLETE 5-STEP SYSTEM:

[CLICK HERE](#)

CONTENTS

INTRODUCTION

CHAPTER 1

FORGE YOUR BRAND

Gain total clarity on what you're selling, craft a compelling brand story, and position yourself as a valuable partner sponsors want to invest in.

CHAPTER 2

THE DIGITAL RING

Build a high-impact online presence and game plan that converts attention into income — even without a large follower count.

CHAPTER 3

THE HIT LIST

Stop wasting time on the wrong leads — create a sponsor shortlist that actually aligns with your brand and boosts your success rate.

CHAPTER 4

THROWING THE FIRST PUNCH

Reach out with confidence — use strategic messaging and ready-to-send scripts to start sponsor conversations that lead somewhere.

CHAPTER 5

KNOW YOUR WORTH

Demystify how to sell yourself confidently with a toolkit that helps you price your assets, understand your value, and pitch like a seasoned pro.

CHAPTER 6

SEAL THE DEAL

Set the stage for a solid partnership by decoding the contract basics and knowing what to look for before you sign.

CHAPTER 7

THE MONEY ROUND

Get clear on U.S. tax basics as an independent contractor and learn what expenses you can legally deduct to keep more of what you earn.

CHAPTER 8

CASE STUDIES

Unlock the business strategies behind the biggest boxing names — and learn how to apply their winning mindset to your own income game.

WRAP-UP

Your Path to Pro Sponsorships

BONUS SECTION

STACK VALUE, STACK WINS

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



"It gives fighters the tools to understand their worth, clarify their brand, and most importantly, package it all in a way that speaks to serious sponsors."

PAUL BHATTI, CEO KRONK BOXING



READY TO LAND YOUR FIRST SPONSORS?

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 so you don't undercharge.

2

SPONSORSHIP STRATEGY

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

3

2 PROPOSAL TEMPLATES

A proven media kit and event and barter deal proposal for sponsor outreach

4

CONTRACT TEMPLATE

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

GET THE COMPLETE SYSTEM



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