

**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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Published by Fight Funded, a subsidiary of Unsponsored LLC

Northwest Registered Agent Service Inc

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Sheridan, WY 82801, USA

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## YOU'VE JUST TAKEN A STEP MOST FIGHTERS NEVER TAKE.

This is a system to help you fund your fights, and move your career forward without waiting on anyone.

Inside this kit is everything you need to start approaching sponsors, structuring your offer, and funding your next competition. But the difference won't come from downloading it — it comes from using it.

You now have a repeatable system you can use for every fight, every tournament, and every step up in your career.

If you get stuck, have questions, or want feedback on your sponsor pitch, you can reach out at: [\*\*support@fightfunded.com\*\*](mailto:support@fightfunded.com)

### START HERE:

Read the ebook first — it gives you the full strategy and context behind how sponsorship actually works for fighters.

Once you've done that, move into the 5-step system.

Each step is broken down with clear instructions, and includes links to the exact files and templates you need — giving you a practical roadmap you can follow immediately.

[\*\*\[OPEN INSTRUCTIONS\]\*\*](#)

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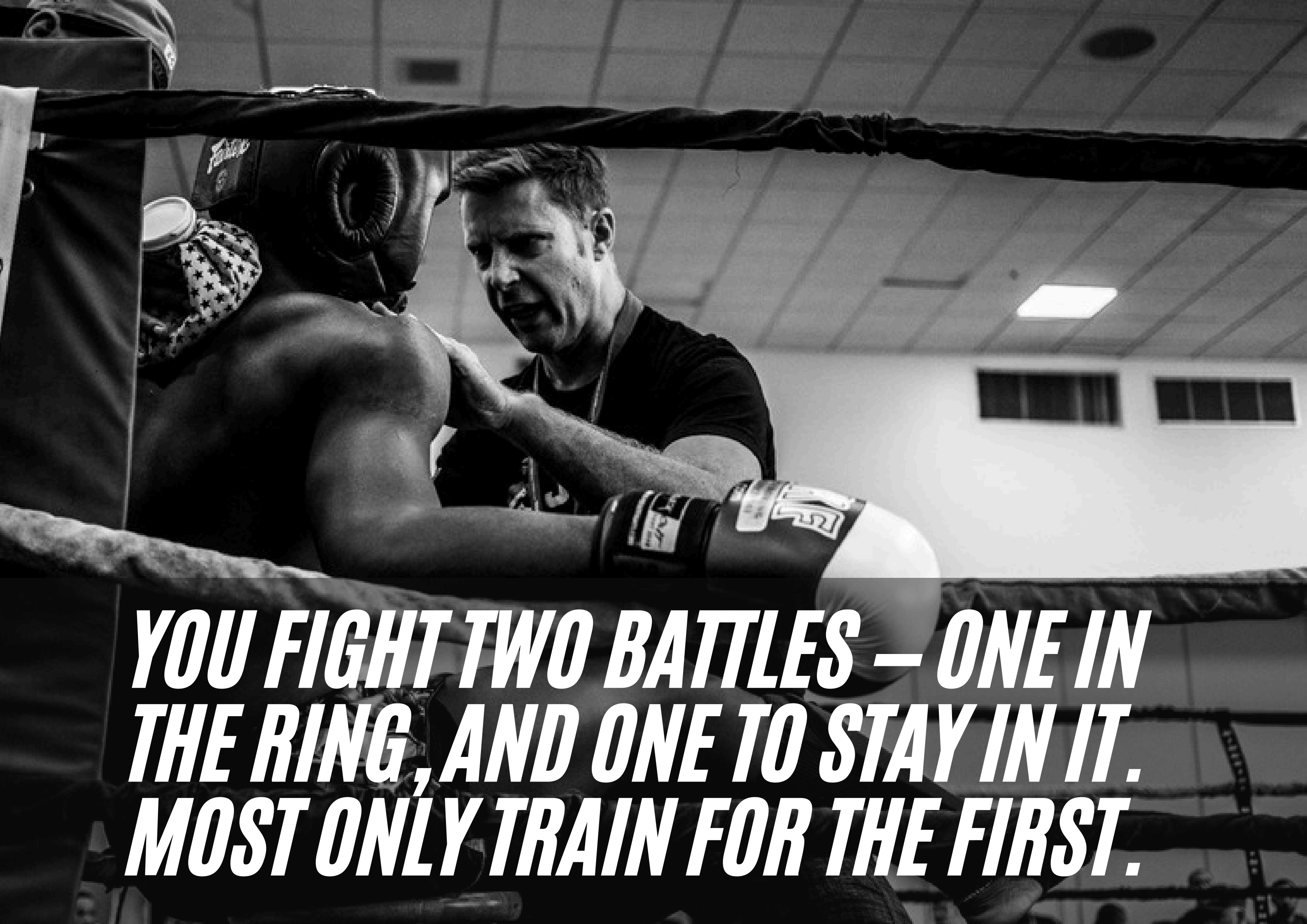
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***YOU FIGHT TWO BATTLES – ONE IN THE RING, AND ONE TO STAY IN IT. MOST ONLY TRAIN FOR THE FIRST.***

***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."

# 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 ALLEGIANT 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."



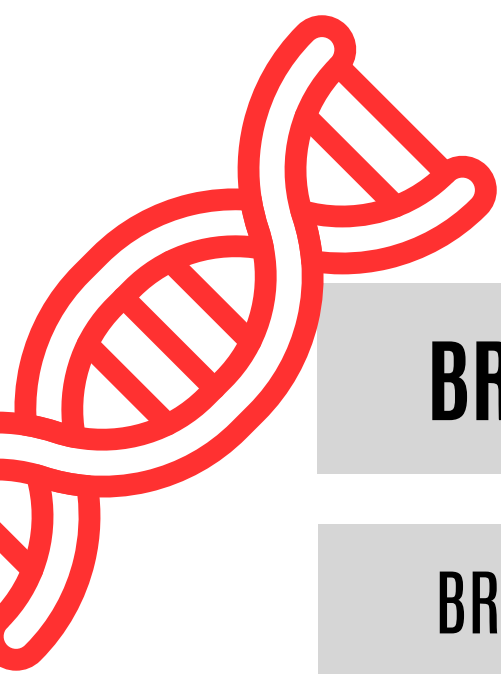
## SOCIAL VELOCITY

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.

## 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?**

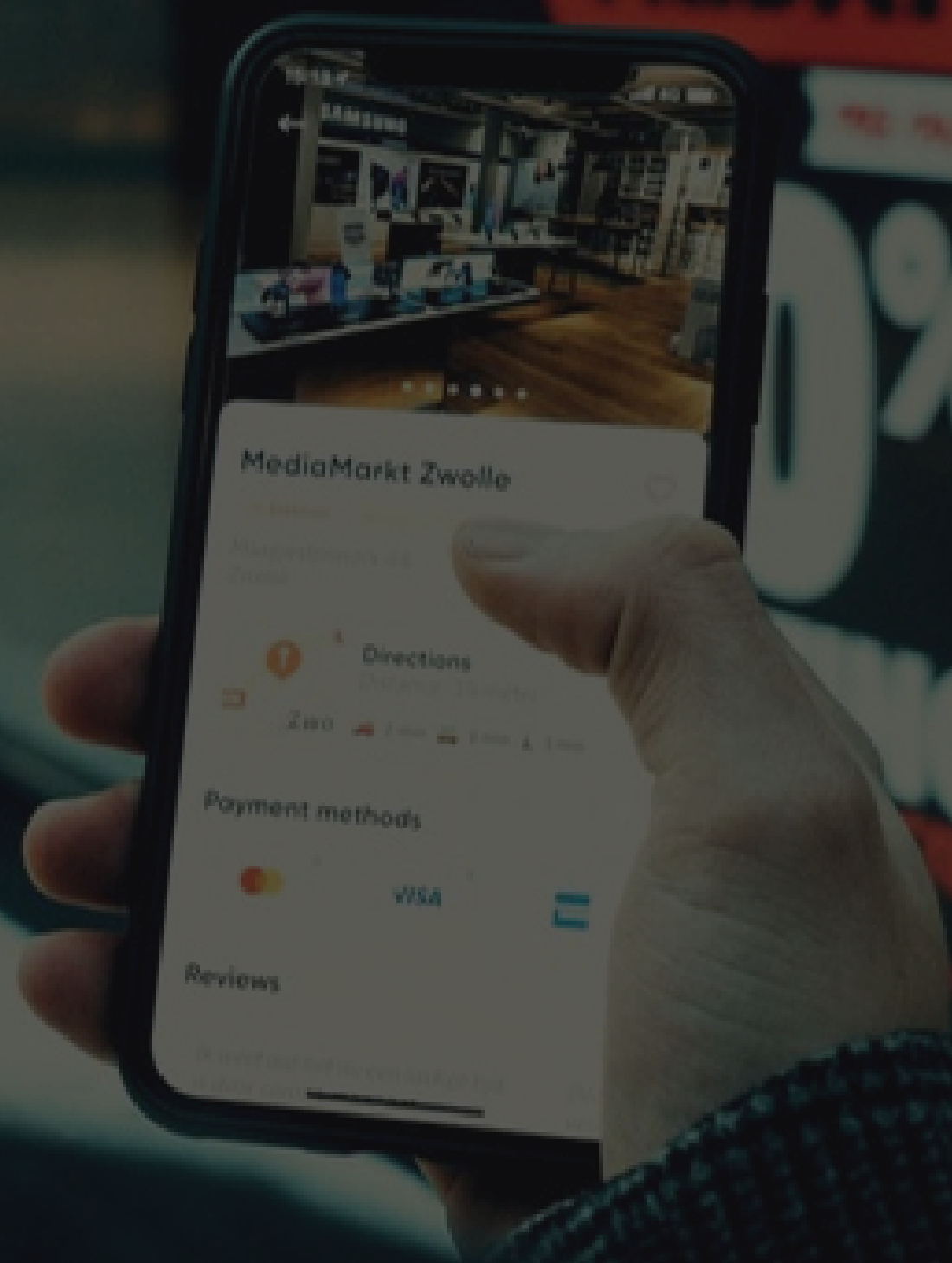
Engagement is proof that your audience is listening. It's measured by their actions: likes, comments, shares, saves, and direct messages. It's the difference between someone scrolling past your face and someone stopping to listen to what you have to say.

### **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.

**CHAPTER 3**

# ***THE HIT LIST***

***FINDING AND VETTING THE RIGHT SPONSORS***



***AMATEURS BEG FOR SPONSORS. PROFESSIONALS TARGET THEM.***

***THIS CHAPTER IS YOUR STRATEGIC GUIDE TO BUILDING A HIT LIST OF HIGH-POTENTIAL SPONSORS WHO ARE NOT ONLY LIKELY TO SAY "YES," BUT WHO ARE A PERFECT FIT FOR YOUR BRAND.***

**THERE ARE TWO SPONSOR LANES: GLOBAL REACH AND LOCAL IMPACT. PLAY BOTH.**

## THE BIG LEAGUE

**THESE ARE THE BRANDS EMBEDDED IN THE SPORT AND THE OBVIOUS TARGETS.**

**Get their backing, and you're not just making money — you're building credibility. Competition for these deals is fierce, but landing one puts you on the map.**

### THE STRATEGY

Unless you have a significant title or a massive social media presence, the big fish like Nike are a long shot for now.

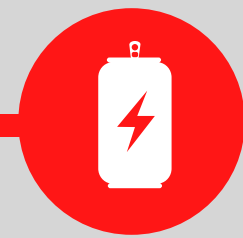
Target the smaller, hungry, up-and-coming brands in these categories. They are looking for authentic athletes to grow with.



#### APPAREL & EQUIPMENT

Gloves, gear, and training wear companies actively invest in fighters who align with their brand.

Think: Everlast, Rival, Winning, Lonsdale, Nike, Under Armour



#### HYDRATION & ENERGY

This is one of the fastest-growing sponsorship lanes in sports, especially with the rise of crossover and influencer fights.

Think: BodyArmor, Prime, Red Bull, Monster Energy



#### NUTRITION & SUPPLEMENTS

From global nutrition brands to local supplement stores, this space is built on trust and results.

Think: Optimum Nutrition, MuscleTech, BSN, and independents with strong local followings



#### RECOVERY & WELLNESS TECH

Athletes who prioritize recovery are magnets for brands in cryotherapy, compression, and CBD.

Think: Therabody, Hyperice, CryoScience, CBDfx

## THE LOCAL GOLDMINE

### THIS IS YOUR SECRET WEAPON

While everyone else is spamming the big brands, you're going to dominate your local territory. These are businesses with marketing budgets that are often overlooked and underserved.

### THE STRATEGY

Your first—and most important—sponsorship will likely come from this list. A deal with a local car dealer is the proof of concept you will use to land a national brand deal later.



#### HIGH-VALUE LOCAL SERVICES

These businesses have big profit margins and thrive on local reputation.

Think: Real estate agents, car dealerships, insurance brokers, construction firms, lawyers, dentists.



#### BLUE-COLLAR BRANDS

These business owners respect grit and hard work because they live it.

Think: Mechanics, plumbers, electricians, local breweries, workwear companies.



#### LIFESTYLE & APPEARANCE BRANDS

You are a walking billboard for looking and feeling good.

Think: Barbershops, tattoo parlors, independent clothing stores, healthy cafes.



#### COMMUNITY CONNECTORS

These brands shape local culture and connection. Partnering with them builds credibility and reach.

Think: Gyms, youth clubs, sports bars, event spaces, local media.



# ***THE A.I.M. VETTING PROCESS***

Time is your most valuable asset. Before you contact anyone, run them through this quick 3-point check. It's your targeting system. If a potential sponsor doesn't fit your A.I.M., you don't fire.



## ***ALIGNMENT***

***DOES THEIR BRAND AND CUSTOMERS ALIGN WITH YOURS?***

If their product won't benefit your audience, it's a mismatch — no matter the money. Strong alignment means your followers can become their customers.



## ***INVESTMENT***

***DO THEY ALREADY INVEST IN MARKETING OR THEIR COMMUNITY?***

Check if they run ads or sponsor others. It shows they value marketing — you're not pitching from scratch, just offering a smarter spot to spend.



## ***MEETING***

***IS THERE A CLEAR PATH TO A MEETING?***

If you can't find the owner or walk into their business, move on. Prioritize brands where you can easily connect with a decision-maker.



***CHAPTER 4***

***THROWING THE FIRST PUNCH***

***SCRIPTS &  
STRATEGIES TO  
GET THE MEETING***

**IN THIS CHAPTER YOU'LL LEARN HOW TO INITIATE FIRST CONTACT WITH SPONSORS — STRATEGICALLY. IT'S TIME TO REACH OUT IN A WAY THAT GETS NOTICED AND DEMANDS A RESPONSE.**

## ***THE RULES OF ENGAGEMENT***

Before you send anything, you must understand these three rules.

### ***PERSONALIZE EVERY SHOT***

Amateurs copy and paste. Professionals do their homework. Use the owner's name. Mention something specific about their business you admire. A single, personalized message is worth more than a hundred generic ones.

### ***THE GOAL IS THE MEETING, NOT THE MONEY***

Your first message has one objective: to get a 15-minute call or an in-person meeting. That's it. You do not ask for money in a DM or a cold email. That's amateur hour. You're selling a meeting where you will then discuss the opportunity.

### ***CONFIDENT, NOT COCKY***

You are a high-value asset, not a celebrity demanding a favor. Your tone should be built on mutual respect and the potential for a powerful business partnership.

## ***THE CONFIDENT DM SCRIPT TEMPLATE***

This is for a direct, sharp approach. It's a 3-sentence jab designed to get a reply.

**Sentence 1 (The Hook - Personalized):** *"Hi [Owner's Name], my name is [Your Name]. I'm a professional boxer based here in [Your City], and I have a deep respect for how [Their Business Name] represents quality in our community."*

**Sentence 2 (The Value - The Offer):** *"I'm building a platform to connect brands with our local combat sports audience, and I see a powerful alignment between our values."*

**Sentence 3 (The Ask - The Meeting):** *"Would you be open to a brief 15-minute call next week to discuss how our partnership could deliver value to your business?"*

## *THE PROFESSIONAL EMAIL TEMPLATE*

*This is for a more formal approach, especially for larger businesses.*

**Subject Line:** *Partnership Opportunity: [Your Name] x [Their Business Name]*

**Body:**

*Hi [Insert Name],*

*My name is [Your Name], and I am a professional boxer with a brand built on [Your 3 Brand Word #1], [Your 3 Brand Word #2], and [Your 3 Brand Word #3].*

*I am specifically reaching out to [Their Business Name] because your commitment to [a value they have, e.g., 'community excellence' or 'quality craftsmanship'] aligns perfectly with my own mission.*

*As I prepare for my upcoming fight on [Date], I am looking for a select group of local partners. I am confident that my platform can deliver significant marketing value by giving your brand direct access to a combat sports demographic both locally and online.*

*I have attached a brief professional proposal that outlines this value in more detail. You can view it here: [Link to your PDF proposal, hosted on Google Drive or your website]*

*Would you be available for a brief call next week to discuss a potential partnership?*

*Sincerely,*

*[Your Name]*



## **CHAPTER 5**

# ***KNOW YOUR WORTH, NAME YOUR PRICE***

***A TIER-BY-TIER GUIDE TO VALUING YOUR BRAND AND GETTING PAID***

# ***THIS IS THE PART NO ONE TEACHES YOU. THIS CHAPTER IS THE BUSINESS END OF THE FIGHT GAME.***

***KNOWING HOW TO FIGHT GETS YOU IN THE RING. KNOWING WHAT YOU'RE WORTH KEEPS YOU IN THE GAME.***

Here's where you turn your story, your audience, and your journey into a marketable asset—and learn how to price it like a pro.

## ***THE ASSET INVENTORY: YOUR PERSONAL SPONSORSHIP ARSENAL***

This is your toolkit. Every post, every placement, every personal touch—count it. The menu below shows what you've got to offer so you can build smarter packages and bigger deals.

### **UPCOMING EVENTS**

## ***FIGHT NIGHT ASSETS (PRIME REAL ESTATE - HIGHEST VALUE)***

- Primary logo placement on fight shorts (front/back waistband)
- Secondary logo placement on fight shorts (legs)
- Logo on walkout robe, jacket, or t-shirt
- Logo on corner team's official gear
- Verbal thank you/shout-out in post-fight interview



## ***TRAINING CAMP ASSETS (CONSTANT EXPOSURE)***

- Logo on all training gear (shirts, hoodies)
- Branded equipment in the gym (e.g., a heavy bag featuring their logo)
- Permanent banner hung in your gym during fight camp
- Logo/wrap on your personal vehicle



## ***DIGITAL ASSETS (ONLINE REACH)***

- Dedicated "Thank You Sponsor" social media post
- Sponsor's logo included in all fight announcement graphics
- A "link in bio" on your Instagram for one week/month
- Sponsor tagged in your training posts and stories
- Logo placement on any YouTube or video content you create



## ***APPEARANCE & EXPERIENCE ASSETS (DIRECT ENGAGEMENT)***

- An in-person appearance/meet-and-greet at their place of business
- A private boxing seminar for their staff or top clients

- A social media "takeover" where you run their Instagram account for a day
- Tickets to your next fight for the sponsor and their guests



### ***MEDIA PARTNERSHIP ASSETS (IN-KIND BARTER DEALS)***

Partner with a local radio station, podcast, newspaper, or blogger. Offer them exclusive access and interviews to become your "Official Media Partner." You get media exposure, they get great content. You can then offer a new sponsor the title of "Presenting Partner" for all that media coverage.

### ***HOW SPONSORSHIP VALUE IS DETERMINED***

The price of the assets above is not fixed. It's a negotiation based on the potential Return on Investment (ROI) for the sponsor. The value is calculated based on several key factors:

#### ***AUDIENCE SIZE AND REACH***

The more people a sponsor can reach through a fighter, the higher the value. This includes social media followers, event attendance, and television/streaming viewership.

#### ***ENGAGEMENT RATE***

A large following is good, but an engaged following is better.

Brands analyze likes, shares, and comments to gauge how connected an audience is to a fighter. Female athletes, for example, often generate significantly higher engagement per deal than male athletes.

#### ***SPONSOR MEDIA VALUE (SMV)***

This is a metric used to calculate the monetary value of a brand's exposure. It considers the cost of buying equivalent advertising space and adjusts for the quality of the exposure. Key factors that increase SMV for a logo on apparel include its size, clarity, on-screen duration, and prominence (how close it is to the main action).

#### ***EXCLUSIVITY***

Sponsors will pay a premium to be the only brand in their category (e.g., the "official sports drink") associated with a fighter. This can increase the price by a multiplier of 2x to 5x.

### ***PRICING YOUR WORTH: A STARTING GUIDE FOR FIGHTERS***

Creating a definitive price list for boxing sponsorships is challenging because rates are not standardized. Instead, they are determined by a complex valuation of what a fighter can offer a brand at different stages of their career.

## **SPONSORSHIP RATES BY CAREER TIER**

**THESE ESTIMATES ARE BASED ON REAL-WORLD SPONSORSHIP DEALS, REPORTED PURSES, AND MEDIA VALUATION METHODS. SPONSORSHIP RATES FOLLOW PREDICTABLE TIERS TIED TO YOUR CAREER STAGE – USE THIS AS A GUIDE TO KNOW WHERE YOU STAND. A FIGHTER WITH A MASSIVE SOCIAL MEDIA FOLLOWING BUT A LESS ESTABLISHED PROFESSIONAL RECORD MIGHT COMMAND DEALS FROM A HIGHER TIER.**

### **AMATEUR**

**\$500 – \$5,000 / YEAR**

**Focus:** Offset high costs of competing

**Structure:** In-kind only

**Deals Look Like:**

- Free gloves, gear, and apparel
- Sponsored supplements from local shop
- Free gym membership
- Travel/hotel covered for national tournament

### **EARLY-STAGE PRO (0-10 FIGHTS)**

**\$2,000 – \$15,000 / YEAR**

**Focus:** Supplement low purses

**Structure:** Mix of in-kind + small cash

**Deals Look Like:**

- \$1,000 from a local car dealership for shorts logo
- Continued product support from gear brands
- Local barbershop paying for social media shoutouts

### **ESTABLISHED PRO (10-25 FIGHTS)**

**\$25,000 – \$100,000+ / YEAR**

**Focus:** Earn real money outside the ring

**Structure:** Regional/national cash deals with deliverables

**Deals Look Like:**

- Long-term deal with a supplement brand requiring monthly content
- Paid brand appearances and gym visits
- Ongoing partnerships with fitness, fashion, or media brands

### **WORLD CHAMPION / ELITE**

**\$500,000 – \$10,000,000+ / YEAR**

**Focus:** Endorsements at the global level

**Structure:** Multi-year, high-value partnerships

**Deals Look Like:**

- Major apparel brand deal across multiple fights
- 7-figure endorsements from beverage or tech companies
- Full brand ambassador campaigns with commercial appearances

## ***THE PRICE OF EXPOSURE: A FRAMEWORK FOR NEGOTIATION***

The prices listed below are not a fixed rate card. They are estimated starting points for negotiation for an amateur or early-stage professional fighter. Think of this as your baseline, not your limit.

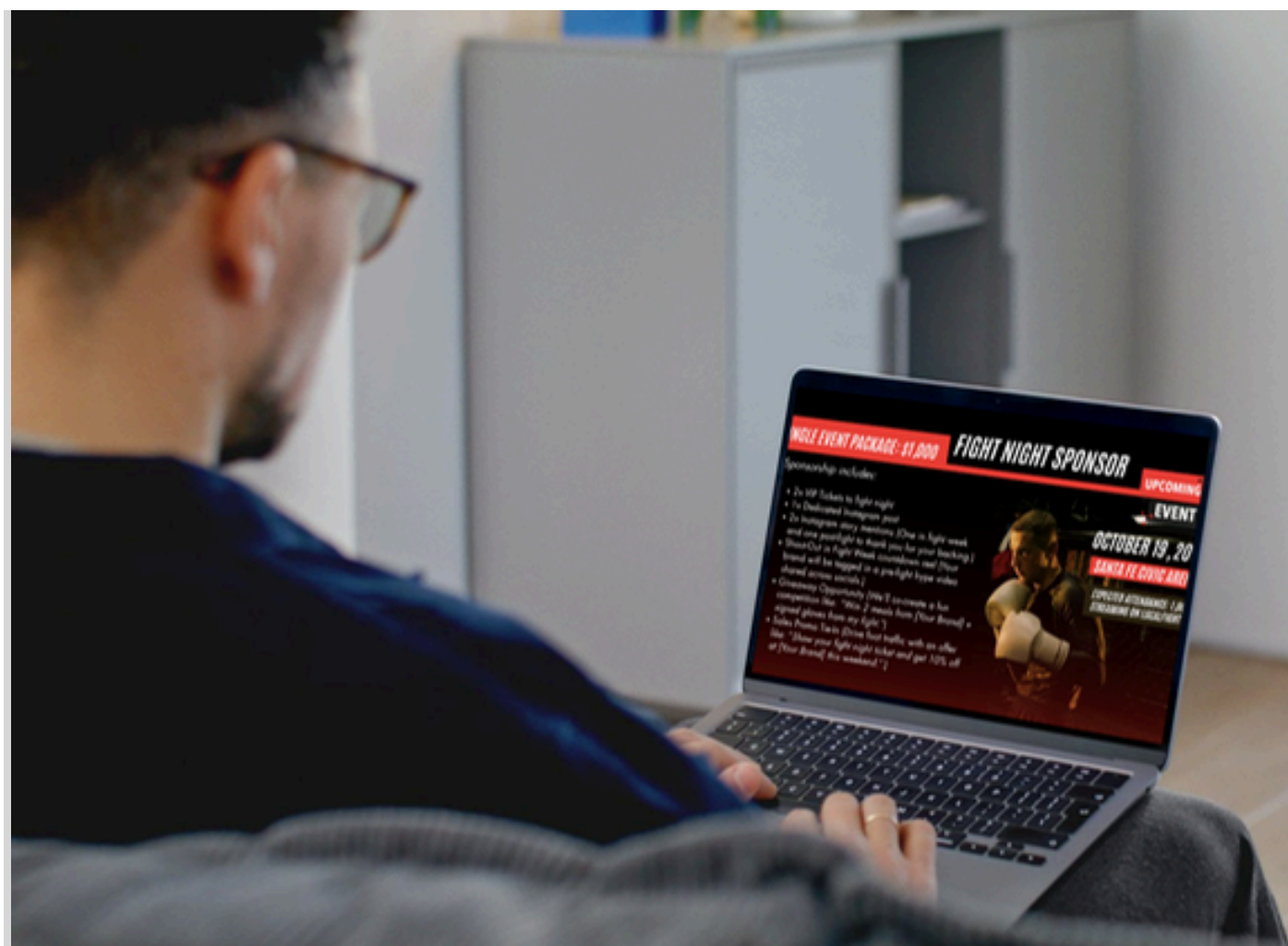
Your actual value is a weapon you forge from three key components: your audience (how many people you reach and how engaged they are), your competitive level (your record and rank), and your market and region.

A sponsor in Las Vegas is not buying the same thing as a sponsor in Ohio. A logo on your shorts at the MGM Grand is exposed to international media, and a global social media storm. That exposure commands a premium price. A logo on your shorts at a local event in Columbus is buying deep community engagement and loyalty. Both are valuable, but they are priced differently.

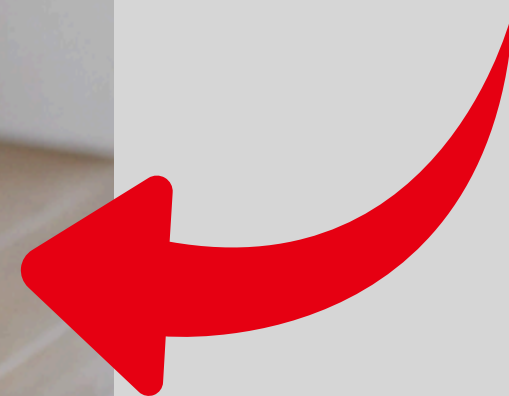
Use these numbers as a guide to build your first proposal with the confidence of a professional who understands their market.

<b>Primary Logo on Fight Trunks</b>	<b>\$750 - \$2,500+ per fight</b>
<b>Secondary Logo on Fight Trunks</b>	<b>\$250 - \$750 per fight</b>
<b>Logo on Walkout Robe/Jacket</b>	<b>\$200 - \$500 per fight</b>
<b>Logo on Training Gear (Monthly)</b>	<b>\$100 - \$300 per month</b>
<b>Banner in Gym (Per Camp)</b>	<b>\$200 - \$500 per camp</b>
<b>In-Person Appearance</b>	<b>\$400 - \$1,000+ per appearance</b>
<b>Dedicated Sponsored Instagram Post</b>	<b>\$150 - \$500 per post</b>
<b>Corporate "Champion's Mindset" Seminar</b>	<b>\$1,000 - \$3,000+ per session</b>
<b>Performance Partnership</b>	<b>10% - 20% commission per sale</b>

## ***BUILD TIERED SPONSORSHIP PACKAGES THAT TELL A STORY***



***USE YOUR SPONSORSHIP INVENTORY MENU TO DESIGN CLEAR, VALUE-DRIVEN PACKAGES IN YOUR EDITABLE CANVA PROPOSAL.***



Ditch the generic "Bronze, Silver, Gold." Instead, use branded, thematic names that reflect your identity and elevate your offer. This instantly makes your proposal feel more intentional—and more premium.

Sponsors aren't just buying ad space—they're buying into a narrative. Give them distinct choices at different price points, each with clear benefits and increasing impact.

### ***EXAMPLE NAMING STRATEGIES***

#### ***THEMATIC TIERS - INSPIRED BY THE FIGHTER'S JOURNEY***

- The Contender Package (Entry-level)
- The Champion Package (Mid-tier)
- The Main Event Package (Top-tier)

#### ***FUNCTIONAL TIERS - BASED ON THE SCOPE OF INVOLVEMENT***

- Brand Boost (Low-commitment, high visibility)
- Full Cornerman (Integrated co-marketing)
- Title Partner (Top-tier, full brand integration)

### ***PRO TIP:***

For a major partner, offer to name the top-tier package after them.

- **Example: *The [Sponsor Name] Road to Glory Tier***

This small detail creates emotional buy-in and reinforces their position as more than just a logo—they're part of the legacy.

**CHAPTER 6**

# ***SEAL THE DEAL***

***UNDERSTANDING YOUR FIRST CONTRACT***



# ***THE FIRST MEETING: YOUR GAME PLAN***

## ***GETTING THE MEETING ISN'T THE WIN – LOCKING IN A DEAL THAT PROTECTS YOU IS.***

Whether it's a quick call or a sit-down chat, your role is simple: listen first, lead second. You're not selling — you're setting the foundation for a professional, protected partnership.

### ***FROM FIRST QUESTION TO FINAL CONTRACT***

#### ***LISTEN FIRST***

Your first question should always be about them. Ask, "What are your biggest marketing goals this year?" or "What would a successful partnership look like to you?" Their answer gives you the exact information you need to tailor your offer to their needs.

#### ***PRESENT YOUR VALUE***

Briefly walk them through your proposal. Don't just list what you'll do; explain the value behind it. Instead of saying, "I'll post on social media," say, "My social media posts will put your brand directly in front of my highly engaged audience of local sports fans."

#### ***DISCUSS THE TIERS***

Talk about the partnership levels you created. Be prepared to be flexible. If they like elements from different packages, offer to create a custom package that fits their budget and goals perfectly.

#### ***DEFINE THE NEXT STEP***

Never leave a meeting without a clear next step. End with, "Based on what we discussed, I'll send over a formal agreement reflecting the 'Champion Package' details for you to review by the end of the day."

#### ***THE HANDSHAKE IS NOT ENOUGH: WHY YOU NEED A CONTRACT***

A verbal agreement is not a business deal. A contract is not a sign of mistrust; it is a sign of professionalism. It protects both of you by making sure everyone knows exactly what they are supposed to do, when they are supposed to do it, and what they get in return. It eliminates misunderstandings before they happen.

## ***UNDERSTANDING YOUR FIRST CONTRACT***

Your bundle includes an editable contract template that serves as a fantastic starting point. While you should always aim to have a lawyer review any significant agreement, understanding the key terms yourself is non-negotiable.

Here are the core sections you must know:

**Parties:** Who, exactly, is this agreement between? It should list your full legal name and their full legal business name.

**Term (Duration):** How long does this partnership last? Be specific. Is it for six months? Is it for one specific fight camp? Is it for the entire season?

**Deliverables (Your Responsibilities):** This is your promise. List everything you agreed to do. Use a checklist format. (e.g., "5 Instagram posts per month," "Primary logo placement on fight shorts for 3 fights," "One 2-hour appearance at their place of business").

**Compensation (Their Responsibilities):** This is their promise. How much are they paying you? Is it cash, free products, services, or a combination? When and how will you receive it? (e.g., "\$500 per month, to be paid on the 1st of each month via direct deposit," or "Full provision of training gear, valued at \$1,200, to be delivered within 14 days of signing").

**Exclusivity:** This is a big one. Does this deal prevent you from signing with a competing brand? If you sign with a supplement company, this clause might say you cannot sign with any other supplement company for the duration of the term.

**Cancellation Clause (The Exit Strategy):** What happens if the deal needs to end early? What if your fight is cancelled, or what if they fail to pay? This section defines how either party can terminate the agreement.

### ***PRO TIP: A CRITICAL NOTE FOR AMATEUR FIGHTERS***

To protect your amateur status in most athletic federations, cash sponsorships should be structured as an expense reimbursement. The money is not a "wage" for fighting; it is support to cover your legitimate costs.

Your contract can reflect this by stating that the funds are for "covering legitimate athletic expenses including, but not limited to, coaching, gym fees, equipment, medicals, and travel."

**Best Practice:** Whenever possible, have the sponsor pay third parties directly (e.g., they pay your gym fees, they book your flights). It is the cleanest and safest way to manage the money while protecting your eligibility.

## **CHAPTER 7**

# ***THE MONEY ROUND***

## ***MANAGING YOUR INCOME & U.S. TAXES***



### ***Important Disclaimer***

*The information in this chapter is for educational purposes only. It is designed to make you aware of common financial and tax situations for athletes. It is not professional tax, legal, or financial advice. Tax laws are complex, change frequently, and depend on your specific circumstances and region. You must consult with a qualified accountant or tax professional.*

# ***LANDING A SPONSOR IS A WIN – BUT KEEPING THAT MONEY WORKING FOR YOU IS THE REAL FIGHT.***

## ***THIS CHAPTER ISN'T ABOUT DRY ACCOUNTING – IT'S ABOUT STAYING IN CONTROL OF YOUR FUTURE.***

From this moment on, you need to think of "Your Name, The Fighter" as a business. The most important step you can take right now is to go to your bank and open a separate checking account for your boxing career.

All sponsorship money goes in to this account. All boxing-related expenses come out of this account. This simple move is the key to staying organized, looking professional, and not having a massive financial headache when tax season arrives.

## ***UNDERSTANDING YOUR INCOME (U.S. TAX BASICS)***

### ***SPONSORSHIP IS TAXABLE INCOME***

Whether a sponsor gives you cash, free gear, or free services (like a flight or a hotel room), the IRS considers it income. The value of products or services is its "fair market value." It all must be reported.

### ***YOU ARE AN INDEPENDENT CONTRACTOR***

Your sponsors are not your employers. This means they will not automatically withhold taxes from your payments.

You are responsible for saving a portion of that money to pay your own taxes. A common rule of thumb is to set aside 25-30% of everything you earn for taxes.

### ***WHAT IS A FORM 1099-NEC?***

If a single sponsor pays you \$600 or more in a year, they are required by law to send both you and the IRS a form called a 1099-NEC. This form simply reports how much they paid you. Think of it as a statement of your earnings that the government also sees.

### ***BUSINESS EXPENSES***

As a business, you have expenses. The good news is that you can deduct legitimate business expenses from your income, which lowers the amount of tax you have to pay. An expense is deductible if it is both "ordinary" and "necessary" for your boxing career.

### ***GET A PRO TO HANDLE THE NUMBERS***

The moment real sponsorship money starts coming in, hire a qualified tax professional—ideally one with experience in sports or freelancing. They'll save you more in deductions than they cost, keep you compliant with the IRS, and let you stay focused on what you do best: fighting.



## ***YOUR DEDUCTIBLE EXPENSES***

**Gym Fees & Coaching:** Your monthly gym dues and any payments for specialized coaching.

**Equipment & Gear:** Gloves, headgear, shoes, mouthguards, hand wraps, training apparel.

**Travel for Business:** This is a big one. Gas, flights, and hotels when you travel for fights, sparring, or training camps. You can also deduct 50% of your meal costs during this business-related travel.

**Medical Expenses:** Medical exams required by athletic commissions, consultations with sports doctors, physical therapy, and sports massages that are necessary for you to compete.

**Professional Fees:** The cost of hiring a lawyer to review your contracts, fees for a manager or agent, and the cost of hiring a tax professional to prepare your taxes.

**Other Fees:** Sanctioning fees to compete, licensing fees with the athletic commission, and subscriptions to boxing-related trade journals.

# ***CASE STUDIES ON HOW CHAMPIONS CASH IN***

The following case studies break down how fighters like Floyd, Jake, and AJ turned their names into global brands. These boxers didn't just win titles — they mastered the business of boxing. They built empires by treating sponsorship like strategy, not luck.

Study their moves, understand the mindset, and apply the principles to your own career. This is proof of what is possible when you combine a warrior's heart with a business mind.



## ***CASE STUDY 1***

# ***MAYWEATHER VS. PACQUIAO***

## ***THE POWER OF CONTROL VS. THE POWER OF VOLUME***

For their "Fight of the Century" in 2015, the two biggest fighters on the planet showcased two completely different—and equally successful—sponsorship philosophies.

### ***LOGOS VS. LEGACY***

Manny Pacquiao's shorts were a vibrant billboard, covered in logos from numerous brands like Nike, Butterfinger, and a host of Filipino companies, earning him a reported \$2.25 million.

Floyd Mayweather, in contrast, had very few logos. But they were ultra-premium, high-value deals with brands like Hublot and FanDuel, worth over \$1 million each. The most important brand he promoted was his own: TMT (The Money Team).

### ***THE LESSON:***

#### ***THE PACQUIAO STRATEGY***

This is the smartest path for an up-and-coming fighter. You partner with multiple great companies, offering each a valuable piece of your brand's real estate (shorts, social media, etc.). This strategy builds your income, and proves your marketability to other sponsors.

#### ***THE MAYWEATHER STRATEGY***

As your brand value skyrockets, you can pivot. By offering exclusivity to a select few high-end partners, you can command a massive premium. The ultimate power move is to build your own brand into an asset so valuable that you become your own primary sponsor.

# *CASE STUDY 2*

# *JAKE PAUL*

## *THE BLUEPRINT FOR MODERN BOXING PROMOTION*

Love him or hate him, Jake Paul changed the business of boxing for a new generation by understanding one simple rule: your audience is your leverage.

### *WHEN INFLUENCE ENTERS THE RING*

Paul didn't rise through the traditional boxing system. He entered the sport with a weapon no other boxer had: a direct, personal connection to millions of loyal fans on YouTube and other social media channels. He didn't need a promoter to build his name; he brought his own audience—and the value they represent—to the table.

### *THE BUSINESS MODEL*

By co-founding his own company, Most Valuable Promotions (MVP), he seized control of his entire career. He signs the fighters, he makes the deals, he controls the revenue. Because he commands so many eyeballs, he secured game-changing broadcast deals with DAZN and Netflix, proving that a powerful personal brand can be more valuable than a traditional fight record.

### *THE LESSON*

#### **YOU ARE THE PLATFORM.**

In the digital age, your direct connection with your fans is your greatest strategic asset. It gives you leverage in every negotiation and allows you to create your own opportunities instead of waiting for them.

## ***CASE STUDY 3***

# ***ANTHONY JOSHUA***

## ***THE BUSINESS BEHIND THE BOXER***

Anthony "AJ" Joshua offers the ultimate playbook for turning athletic success into lasting brand power. From the moment he won Olympic gold, he approached his career like a CEO—strategic, disciplined, and brand-conscious. AJ understood early on that professionalism, strength, and excellence weren't just values in the ring—they were the pillars of a long-term, blue-chip identity that would carry him well beyond fight night.

### ***THE BUSINESS MODEL***

He established his own management company, 258 MGT (representing the 25/8 hustle). This company is his corporate headquarters. It doesn't just manage his career; it handles his commercial strategy, invests in other businesses, and ensures he retains maximum control over his brand and his earnings.

### ***THE SPONSOR PORTFOLIO***

This professional structure has allowed AJ to build one of the most respected sponsorship portfolios in all of sports. He has secured long-term, multi-million dollar partnerships with global giants like Under Armour, Hugo Boss, Jaguar, and Lucozade. These are not one-off deals; they are deep, strategic alliances with high-quality companies that mirror his own brand values.

### ***THE LESSON***

Build an Empire, Not Just a Fight Record. Think like a CEO from day one. As you start to earn, reinvest in your own business structure. Focus on building long-term partnerships with reputable brands that align with your values. A single, multi-year deal with a quality sponsor is worth more than a dozen short-term cash grabs. This is how you build an empire that provides security for you and your family for generations.

# ***THE FORMULA: BRAND + VALUE + LEVERAGE = LONGEVITY***

***THIS GUIDE WASN'T JUST A SET OF TOOLS—IT WAS A MINDSET SHIFT. THIS ISN'T ABOUT LUCK. IT'S ABOUT APPLYING THE FORMULA.***

Fighters who succeed outside the ring understand that talent gets you attention—becoming a brand gets you paid. When you combine a clear identity with consistent value and smart leverage, you unlock long-term opportunities.

Eventually, if you stay consistent and build smart, you reach the final stage: ownership. This is the empire phase. You've built a name, attracted blue-chip partners, created systems, and taken control of your career. You're not chasing deals—deals are chasing you.

## ***YOUR PRO ROADMAP***

### **STEP 3**

#### ***THE NATIONAL BRAND (THE PRO DEBUT):***

As you become a recognized name, you land a major endorsement with a national apparel or nutrition brand. This is the result of a proven track record of delivering results for every sponsor who came before.

### **STEP 1**

#### ***THE LOCAL DEAL (TODAY):***

It starts with a local business sponsoring your gear, your meals, or your travel costs. This first deal is your proof of concept. It proves you can provide value.

### **STEP 4**

#### ***THE EMPIRE (THE CHAMPIONSHIP YEARS):***

You are now the CEO of your own career. You have a corporate structure, a diverse portfolio of blue-chip partners, and you own your brand.

### **STEP 2**

#### ***THE REGIONAL PARTNER (6-12 MONTHS):***

Leveraging your first success and your growing social media platform, you secure a more significant cash and product deal with a respected regional company.



***BONUS SECTION:***

# ***STACK VALUE. STACK WINS.***

***NEW WAYS TO CREATE VALUE, BUILD WEALTH, AND THINK LIKE A PRO — BEFORE THE WORLD SEES YOU AS ONE.***

# ***SELL SERVICES, NOT JUST SPONSORSHIPS***

***TURN YOUR GRIND INTO INCOME – LEARN HOW TO OFFER VALUE THAT BUSINESSES WILL PAY FOR.***

***BY THE TIME A YOUNG PRO PAYS THEIR COACH, MANAGER, AND TEAM, WHAT'S LEFT OF THE FIGHT PURSE BARELY ADDS UP TO MINIMUM WAGE. TRYING TO BUILD A CAREER ON TWO OR THREE OF THOSE PAYDAYS A YEAR IS A PATH TO POVERTY.***

The fighters who break this cycle, the ones who truly make it, understand a critical secret: they don't follow the standard playbook. They don't just wait for a promoter to get them a big TV fight to get noticed. They create their own opportunities.

They understand that their skills as a boxer—the discipline, the strategy, the mindset, the physical expertise—have immense value that goes far beyond the ring.

Here are four creative sponsorship strategies you can offer right now.

## ***THE CORPORATE "CHAMPION'S MINDSET" PACKAGE***

Every business wants their sales team to be tougher, more disciplined, and resilient. You embody those qualities. Package your expertise into a corporate workshop.

**The Offer:** A 90-minute "Champion's Mindset" or "Team Building Through Boxing" session for a local company's staff. It's not about fighting; it's about applying the principles of discipline, strategy, and overcoming adversity to the business world. It's a unique, powerful team-building event.

**The Value:** A unique employee wellness perk that actually teaches valuable skills, far more memorable than a standard corporate retreat.

**Your Action:** Create a simple, one-page PDF outlining this specific corporate package and its benefits.

## ***THE EXCLUSIVE EXPERIENCE***

You have access to a world and a skill set that most people only see in movies. Sell that access as a premium experience.

**The Offer:** A "Day with a Fighter" package that a business owner can give as a gift to their most valuable client or, a series of five private, one-on-one boxing lessons.

**The Value:** An unforgettable, high-status experience they can use to build client relationships or reward top employees. This has a much higher perceived value than a simple cash transaction.

**Your Action:** Price this as a premium, one-off package. It's not about a monthly fee; it's about selling a unique, high-ticket item.

## ***THE COMMUNITY AMBASSADOR PROGRAM***

Local businesses want to be seen as pillars of the community. You can be the face of that initiative.

**The Offer:** Partner with a local business (like a real estate agent or insurance firm) to co-host a community program. This could be a free youth anti-bullying seminar you lead, a women's self-defense workshop, or a back-to-school fitness clinic.

**The Value:** Incredible positive PR and goodwill. They become associated with making a real difference in their community, with you as their ambassador.

**Your Action:** Draft a simple proposal titled "The [Your City] Youth Initiative, Presented by [Sponsor Name]" and present it to businesses that value community engagement.

## ***THE PERFORMANCE PARTNERSHIP (THE NO-RISK OFFER)***

This is an offer that is almost impossible for a smart business owner to refuse.

**The Offer:** Instead of asking for a flat fee, you propose a performance-based deal.

You ask the sponsor for a unique discount code (e.g., "TITAN10") or a special affiliate link that you will promote to your audience. For every single sale that comes through your code or link, you earn a commission (e.g., 20% of the sale).

**The Value:** This is a zero-risk marketing channel. They pay absolutely nothing unless they make a confirmed sale. It's the most transparent and trackable way to measure the direct ROI of partnering with you. It proves you are focused on their bottom line.

**Your Action:** Approach local businesses like supplement shops, meal prep services, clothing brands, or online equipment stores with this pitch: "Let's start with a performance partnership. It costs you nothing upfront, and it allows me to prove the value I can bring to your business."

## ***YOUR FINANCIAL GAME PLAN: PLAYING OFFENSE & DEFENSE***

### ***YOUR FINANCIAL FIGHT PLAN***

***PLAY OFFENSE AND DEFENSE WITH YOUR MONEY – A SIMPLE BLUEPRINT TO MANAGE EARLY INCOME, PROTECT YOUR FUTURE, AND THINK LIKE A PROFESSIONAL FROM DAY ONE.***

For most fighters, money doesn't stick—it slips through the cracks. You get paid, but before you can hold onto it, it's gone to gym fees, travel, gear, meals, and the corner that helped get you there.

It's not just about chasing bigger purses. That's offense. The real power move is defense—controlling the outflow, plugging the holes, and turning every dollar into a stepping stone.

## ***LEVEL 1: THE AMATEUR (YOUR DEFENSIVE GAME)***

At this stage, your entire mission is financial defense. The goal is simple: get your career running for free by getting your biggest expenses paid for by sponsors. Every dollar a sponsor covers is a dollar that stays in your pocket.

**Your Game Plan:** Focus exclusively on "in-kind" or "direct expense" deals.

- A supplement shop gives you free products (plugs the nutrition leak).
- An equipment company gives you free gear (plugs the equipment leak).
- Your gym owner waives your fees (plugs the gym fee leak).
- A local restaurant provides your meals (plugs the food leak).

**The Value:** While you might not see cash, the \$500 - \$5,000 in annual value comes from the money you are no longer spending.

## ***LEVEL 2: THE EARLY-STAGE PRO (YOUR OFFENSIVE GAME)***

Now that your financial defense is solid and your costs are low, you go on the attack. This is where you focus on financial offense.

**Your Game Plan:** Keep your defensive, in-kind sponsors, but now aggressively pursue cash deals. This cash isn't for survival anymore; it's for growth.

**Your Plays:** Use the Creative Deals to generate real income. Approach a local car dealership or real estate agent and sell them the primary logo space on your trunks for \$1,000 cash. You book a "Champion's Mindset" seminar with a local tech company for another \$2,000 cash.

**The Value:** The \$2,000 - \$15,000 in annual value is now a powerful combination. It's the thousands of dollars you're saving on expenses (your solid defense) plus the new cash you're earning (your growing offense).

## ***MULTIPLY YOUR VICTORIES***

Your first cash deals are more than money—they are your proof of concept. They are the case study you will now use to scale your income. An amateur gets a \$2,000 win and celebrates. A professional turns a \$2,000 win into a \$20,000 system.

**Here's how you multiply your success:**

**Get the Testimonial:** Go back to the company that paid for the "Champion's Mindset" seminar. Get a powerful quote from the CEO about the impact it had on their team. That testimonial is now your most powerful sales tool.



**Productize Your Service:** You didn't just sell a seminar; you created a product. You now have a "Corporate Training Package" with a proven track record. Your new goal isn't to sell one more; it's to sell ten more throughout the year to other local businesses, using the testimonial from the first as undeniable proof.

**Leverage Every "Yes":** The local car dealership that sponsored your trunks? Their logo is now your key to unlocking their competitors. You can now approach another dealership and say, "I delivered proven value for them; I can do the same for you, but on exclusive terms."

This is how you build multiple revenue streams. You have your in-kind sponsors covering your defense, your fight-night sponsors providing cash, and your corporate training business generating income all year round. You're not just waiting for the next fight purse. You are building an enterprise.

# BOXING SPONSORSHIP MATRIX

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

## 5 SPONSOR BATTLEFIELDS



### 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

