

**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***

**FIGHT FUNDED™**



## ***IN THIS GUIDE, YOU'LL LEARN:***

- 1. WHAT SPONSORS REALLY BUY INTO**
- 2. HOW TO DEFINE YOUR BRAND DNA**
- 3. HOW TO SHAPE AN ORIGIN STORY BRANDS REMEMBER**
- 4. HOW BOXING WORKS AS ENTERTAINMENT IN THE STREAMING ERA**
- 5. HOW TO TARGET SPONSORS THAT MATCH YOUR BRAND DNA**

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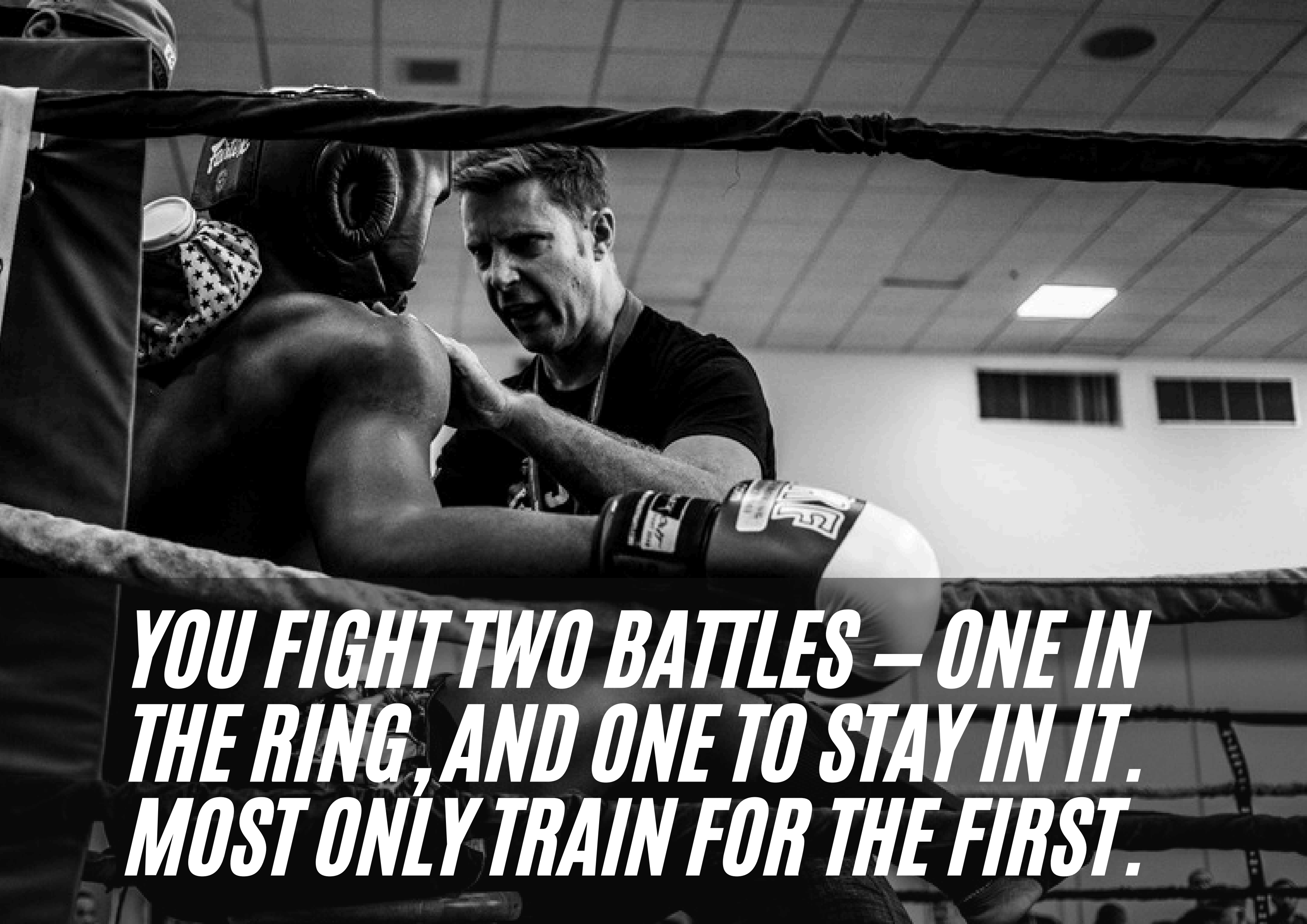
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***YOU FIGHT TWO BATTLES – ONE IN THE RING, AND ONE TO STAY IN IT. MOST ONLY TRAIN FOR THE FIRST.***

***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.

**FIGHT FUNDED™**

# SECURE YOUR FIRST SPONSORSHIP DEALS



## THE ONLY SPONSORSHIP KIT BUILT FOR FIGHTERS

### INSIDE, YOU'LL GET:

- A 41-page ebook breaking down sponsorship strategy for fighters
- Proven, outreach scripts you can copy and send
- A step-by-step system tailored specifically to amateur and pro fighters
- A reusable sponsorship proposal (for both amateur barter deals and professional opportunities)
- An editable media kit template to present yourself professionally
- Contract template to secure the deal
- AI-powered prompts to help you find contact details for 50–100+ local sponsors in your area

### LAUNCH PROMO

**THE FIRST 10 FIGHTERS WILL RECEIVE FREE SPONSORSHIP COACHING VALUED AT \$750 –WE WILL WORK WITH YOU DIRECTLY UNTIL YOU SECURE YOUR FIRST SPONSORS. EMAIL [SUPPORT@FIGHTFUNDED.COM](mailto:SUPPORT@FIGHTFUNDED.COM) DIRECTLY AFTER PURCHASE.**



**“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?***

**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**

**PROPOSAL  
TEMPLATES**

Two proven options:  
Media Kit and fight sponsor proposal

**4**

**CONTRACT  
TEMPLATE**

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

**[CLICK HERE FOR THE COMPLETE SYSTEM](#)**



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