



BOXING SPONSORSHIPS



MEDIABUYS
SPORTS

A MEDIABUYS SPORTS / WINKY PROMOTIONS PRESENTATION

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WHY BOXING

BRIEF HISTORY

The idea of two men placed in a ring to claim dominance over each other has been around for a long time. And, the event itself has been the fascination of crowds ever since it began.

Boxing has been recognized as a sport as far back as the Olympic Games in 688 BC. During Roman times it was one of the most popular spectator events. In the 18th century in England the sport became especially sought after when talent mixed with personality as in the reign of James Figg, who held the heavyweight title from 1719 through 1730.

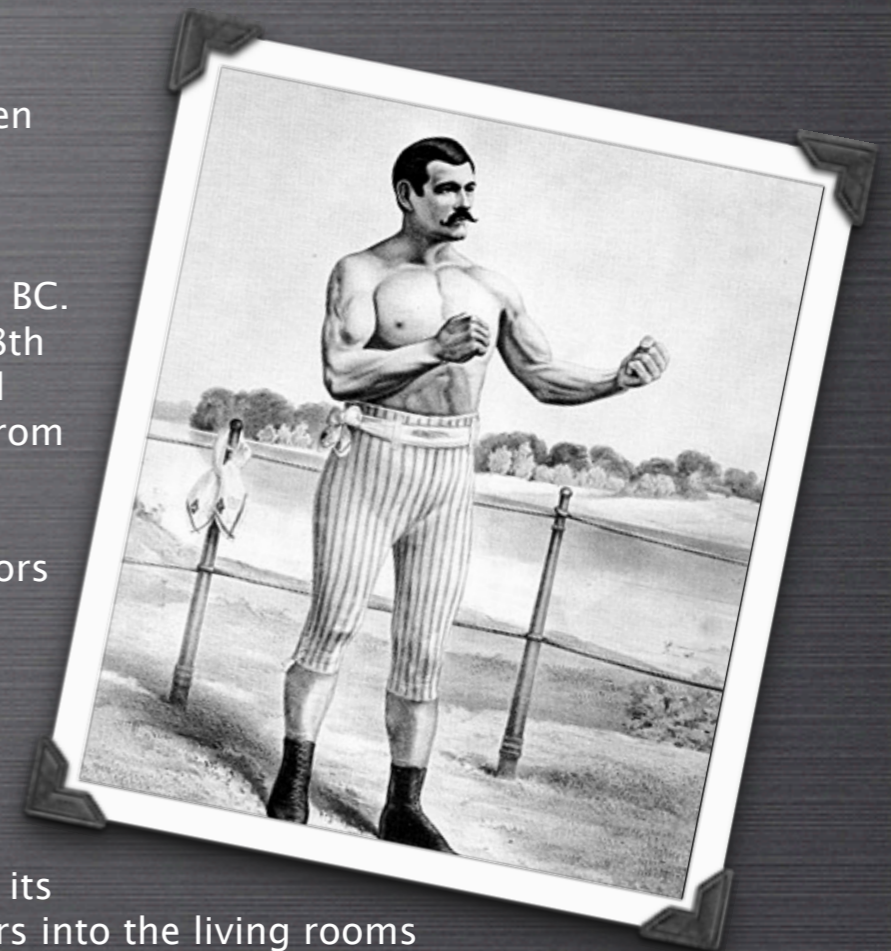
During the Industrial Revolution, prizefights attracted participants and spectators primarily from the working class. The bouts of this era resembled street fights more than modern boxing, but by the 1940s the sport had become organized into a major business.

In World War II, boxers were asked to fight for their countries instead of championship belts. The idolization of fighters such as Joe Louis was used to entice Americans to join the war against Germany. And, while television was in its infancy, the first visually transmitted bouts brought the sport and its advertisers into the living rooms of thousands of Americans.

In the 1950s Sugar Ray Robinson, Rocky Marciano, Archie Moore and Floyd Patterson ruled the roost and were often seen endorsing products on camera.

The 60s and 70s found the insurgence of a young Olympian boxer named Cassius Clay who would later change his name and world history in many ways. The sport of boxing became a stage for world attention. Many talented athletes followed in Mohammad Ali's footsteps thereafter.

For hundreds of years, the sport and its talent have drawn huge followings that provide a unique platform for advertising and brand endorsement.



WHY BOXING

TODAY'S MARKETPLACE

Boxing fans of today are enthusiastic, devoted and often “fanatical” about the sport. Age and ethnicity demographics shift with each weight division and how a boxing match is delivered (such as live event, cable programming or pay-per-view). Talented boxers on the rise often have a cult-like following.

Unlike years past where the heavyweight division led the charge in fan-base, now many of the middle and lower divisions are the hottest tickets with the most exciting and entertaining fighters.

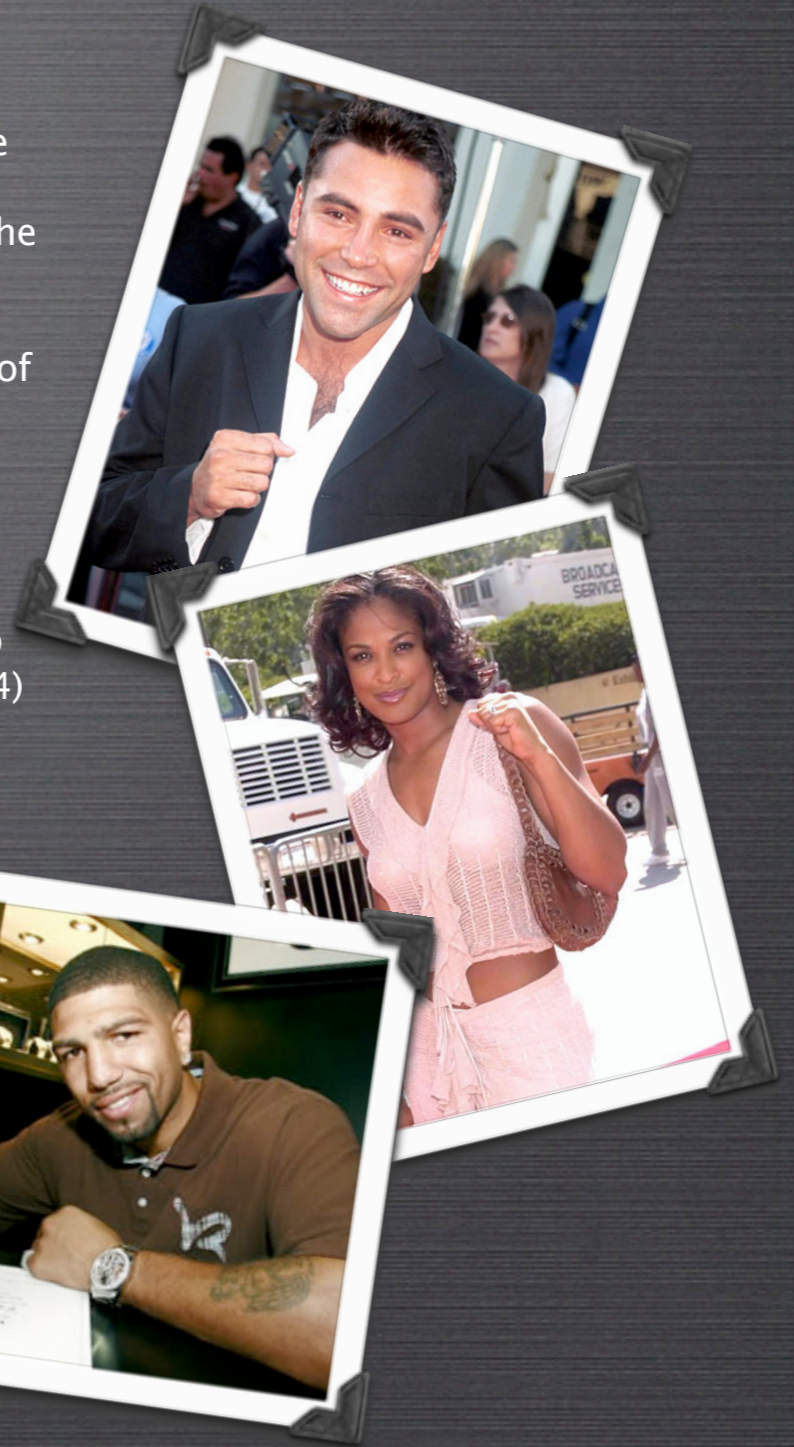
The fans of boxing have traditionally represented a 35-64 year old white male at home watching a boxing match on a major broadcast network, but due to the influx of music industry celebrities into the boxing world and the MTV generation becoming adults who grew up watching cable television, boxing fans are beginning to become younger (18-34) and the overall age demographic has become more widespread (18-54).

With the popularity of fighters like Oscar De La Hoya, Winky Wright and Laila Ali, women now have more interest in the sport than ever before. And the viewership has become bigger than ever.



The Oscar De La Hoya-Floyd Mayweather Jr. boxing bout on Pay-Per-View attracted 2.15 million households (1.23 million cable and 925,000 satellite) who paid \$54.95 for the biggest Pay-Per-View payday in history: \$118 million and change gross revenue.

The previous record was 1.99 million buys for the Tyson-Holyfield fight. If you include the \$19 million-plus live gate (another record) plus millions more in revenue from foreign TV sales, merchandising, sponsorships and closed circuit sales, the fight grossed in excess of \$150 million.



SUMMARY

Why is boxing a good investment for branding?

- The sport of boxing has longevity as seen throughout history
- The sports industry is seeing a rise in boxing popularity over the past 5 years
- Age demographics are becoming more widespread, increasing customer base
- Boxing is seeing an increase in the female fan base
- Boxing offers an increasing diversity target
- Cross promotions with the music industry are becoming more commonplace, increasing potential markets
- Cable television has made boxing more accessible than ever before
- Boxing on pay-per-view is breaking viewership records
- Boxing fans are devoted and long-term
- Talented boxers often have a cult-like following

WINKY PROMOTIONS SHOWCASE

- a). **Schedule:** TBD - determined & approved by fighters availability
- b). **Networks:** Sky, Direct TV, Telemundo, TeleFutura, Comcast, Mojo, EuroSport
- c). **Venue:** TBD Multiple Venues
- d). **Co-Promotions:** All shows will be in co-promotion with other major boxing promotion companies
- e). **Charity:** A percentage of each ticket going to the **Urban Youth Driving School**

- Official Presenting/Event Title
- Official Sponsor/Athlete Title
- Official Event Logo Usage
- Official Winky Wright Promotions Logo Usage
- Industry Exclusivity
- Arena signage
- Locker room signage (Pre and post fight exposure)
- Official event related apparel worn by athlete
- Official event related apparel worn by corner-men
- Official event related equipment - corner towel
- Official event related equipment - water bottle
- Official event related equipment - ring mat branding
- Official event related equipment - turnbuckle branding
- Official event related round card branding
- Post fight party with Winky Wright (celebrities)
- 2 Ring-side (within 10 rows) tickets per sponsor
- Hotel accommodations
- Hospitality accommodations
- Product placement - sampling
- Ticket branding
- Press release distribution
- Photo opportunities
- Ring tone & wallpaper downloads
- Long-term tie-ins for future events with Winky Promotions' stable of boxing talent

The Urban Youth Driving School provides inner-city youths (ages 8-18) with an awareness of the motorsports industry through education, service learning, training and racing.

Sponsorship Levels

1. Presenting \$150,000
2. Gold - \$100,000
3. Silver - \$75,000
4. Bronze - \$50,000
5. Supporter - \$10-25K

WINKY WRIGHT SINGLE-FIGHT SPONSORSHIPS

Winky Promotions is currently in negotiations for Winky Wright's upcoming bouts. Winky Wright's fights are typically shown on HBO or other major cable networks and can include the following sponsorship benefits (*items highlighted in yellow are specific to Winky Wright's corner. Other items are negotiated between both camps and the venue where the fight is being held*).

- Official Presenting/Event Title
- Official Sponsor/Athlete Title
- Official Event Logo Usage
- Official Winky Wright Promotions Logo Usage
- Industry Exclusivity
- Arena signage
- Locker room signage (Pre and post fight exposure)
- Official event related apparel worn by athlete
- Official event related apparel worn by corner-men
- Official event related equipment - corner towel
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Sponsorship Levels

Single Fight

1. Presenting \$150,000
2. Gold - \$100,000
3. Silver - \$75,000
4. Bronze - \$50,000
5. Supporter - \$10-25K

WINKY WRIGHT MULTI-FIGHT SPONSORSHIP BENEFITS

The items listed below are available as requested by sponsor depending upon package level purchased.

Official Capacity

- Corporate Naming in Event Title
- Official Product/Service Status
- Use of Event Logo
- Use of Organization Logo
- Full Promotional Rights
- Industry Category Exclusivity
- Right of First Refusal on Future Events

Business Related Benefits

- VIP Event Tickets
- Discounted Admissions
- Hospitality and Client Entertainment
- Use of Venue for Sponsor Functions
- Use of Venue Volunteers for Activation
- Athlete / Performer Appearances
- On-Site Sales Rights
- On-Site Sampling
- On-Site Promotions
- Ability to Showcase Product
- Specific Benefits for Employees
- Hotel Accommodations
- Post Party Admission
- Photo Opportunities
- Mailing/Attendee/Member Lists
- Speaking opportunity
(live stream or on-demand)
- PA Announcements
- Internet Promotions
- Press & Press Kits
- Ring Tone & Wallpaper Downloads
- Jumbotron/large screen
- Plasma or LED screens

Brand Related Benefits

- Photography/Footage Rights
- On-Site Kiosk/Display Rights
- On-Site Signage
 - Venue Signage
 - Ring mat branding
 - Turnbuckle branding
 - Round Card Branding
 - Corner Towel Branding
 - Water Bottle Branding
 - Ticket Branding
 - Locker room signage
(pre and post)
 - Post fight party signage
- Apparel Branding
 - Apparel worn by athlete
 - Apparel worn by corner-men
- Collateral Material Inclusion
- Feature in Event Media Buy
 - Television Ads
 - Radio Ads
 - Magazine Ads
 - Out-Of-Home
 - Newspaper Ads
 - Internet Ads
- Presence on Event Website

Exposure Benefits

- Intl Television Broadcast
- National Television Broadcast
- Local Television Broadcast
- Radio Broadcast
- Webcast (live stream or on-demand)

Exposure Benefits contd

- PA Announcements
- Internet Promotions
- Press & Press Kits
- Ring Tone & Wallpaper Downloads
- Jumbotron/large screen
- Plasma or LED screens

Event Analysis

- Pre-Event Surveying
- On-Site Surveying
- Exit Surveying
- Media Awareness
- Full Pre-Event Measurement
- Full Post-Event Measurement



RONALD “WINKY” WRIGHT

The pride of St. Petersburg, Florida, 35-year old southpaw Ronald “Winky” Wright (51-4-1, 25 KOs) took the long road to boxing stardom. A standout amateur, Wright was forced to go overseas to get fights in the early part of his career, but it was in his opponents' backyards that he learned the finer points of the game and developed the mental toughness that led him to the world junior middleweight title in 2001.

Wright would defend his title six times (including two wins over Shane Mosley) before moving up to the middleweight division and nearly shutting out Felix Trinidad in 2005 in one of the most masterful performances in years. Two fights later, Wright would fight to a controversial draw with Jermain Taylor in a fight most believed he won, but immediately showed his division dominance with a win over former world champion Ike Quartey.

In his last fight, Wright added more weight to fight Bernard Hopkins for the Light Heavyweight championship that ended up Wright’s first loss in 7 years. Still, Wright is considered one of boxing’s top 5 pound-for-pound best in the world.

Boxing Record: 51 Wins - 4 Losses - 1 Draw (25 KO's)
 Championships: Undisputed Junior Middleweight Champion
 IBF Light Middleweight Title (2001, 2002, 2003, 2004)
 WBA Light Middleweight Title (2004)
 WBC Light Middleweight Title (2004)
 WBO Light Middleweight Title (1996, 1997, 1998)
 NABF Light Middleweight Title (1995, 1996, 2000)
 USBA Light Middleweight Title (2000)

Born: November 26, 1971
 Birthplace: Washington, D.C.
 Age: 35 years old
 Weight Class: Middleweight
 Height: 5' 10-1/2"
 Reach: 72"





WINKY WRIGHT - HBO LIFE VIDEO

[Click Image To Play](#)

ENDORSEMENTS

WINKY WRIGHT ENDORSEMENTS

Duties may include:

- Personal appearances at hospitality events
- Motivational speeches at corporate seminars
- Public appearances, including autograph signings
- Media events (prior to a boxing event)
- Print, radio and television media interviews
- Attribution of athlete's name to sponsor print or web publications
- Availability for radio advertising and for photo and filming sessions for advertising and promotional purposes
- Wearing sponsor logo or clothing
- Using sponsor products or services
- Phrases denoting the relationship between the athlete and sponsor

Contract negotiations may include:

- Signing Fee
- Base Fee paid by sponsor on a monthly basis
- Bonus Fees for an increased number of fights during term
- Bonus Fees for achieving additional world titles
- Bonus Fees for improved product sales during term
- Fee for each photo shoot or commercial filmed (based on a specified number of uses)
- Fee for each personal public appearance promoting the company's product at non-product related service event
- Minimum 3 year commitment
- Reimbursement of athlete expenses (travel, accommodation and meal costs)
- Stock options
- Moral obligations

PROMOTIONS



WINKY PROMOTIONS TALENT ROSTER

The following boxers are part of the Winky Promotions and Round One Endorsement talent roster that are often scheduled as undercards to Winky Wright fights and also are featured boxers in the Rising Stars of Boxing series at Roseland in New York.

Ronald "Winky" Wright (Middleweight)

Jose Rodriguez (Jr. Middleweight)

Darrell Madison (Heavyweight)

Juan Domingez (Featherweight)

Deferson Legrand (Middleweight)

Carlos Garcia

Jose Olmo

Lennox Allen

Danny Judah



DEMOGRAPHICS

BOXING FAN DEMOGRAPHICS

a). GENDER:

86% Male
14% Female

b). RACE:

60% White
20% Hispanic
15% Black
1% Other

c). AGE:

1% A12-18
29% A18-34
48% A35-49
22% A50+

d). EDUCATION:

34% HS Graduates
11% College Graduates
6.5% Post-Grad Degree holders
48.5% Other

e). MARITAL STATUS:

26% Single
53% Married
03% Separated
11% Divorced
07% Widowed

f). EMPLOYMENT STATUS:

55% Full Time Employees
12% Part Time Employees
06% Not Employed
14% Retired
13% Other (Students, Homemakers, Disabled)

g). HOUSEHOLD INCOME LEVELS:

06% HH Income less than \$25,000
15% HH Income \$25,000 - \$49,999
40% HH Income \$50,000 - \$59,999
22% HH Income \$60,000 - \$74,999
11% HH Income \$75,000 - \$99,999
4% HH Income \$100,000 - \$149,999
2% HH Income \$150,000 or more

DEMOGRAPHICS

SPORTS FAN LIFESTYLES

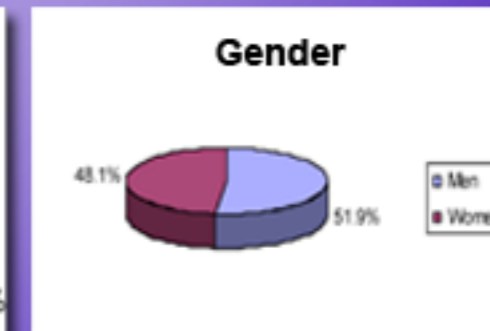
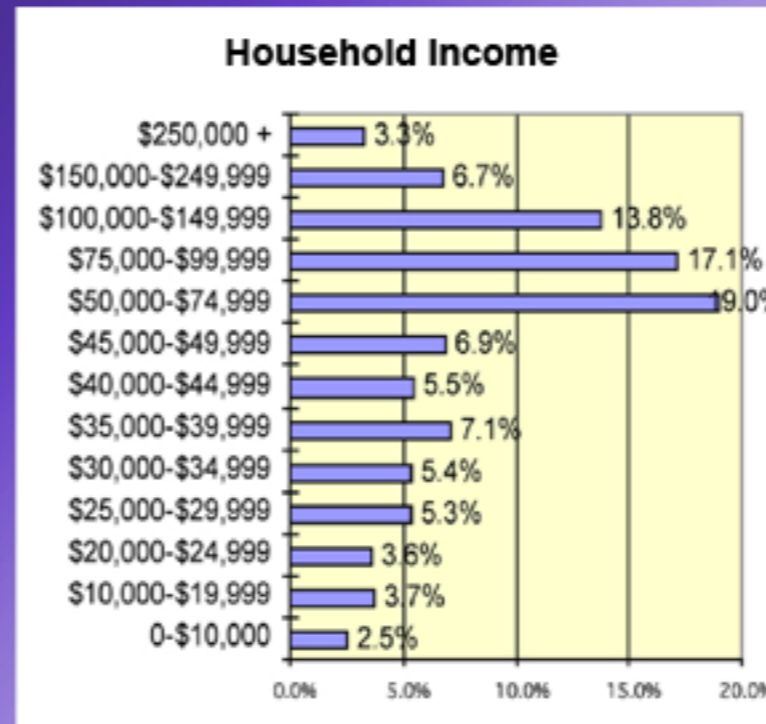
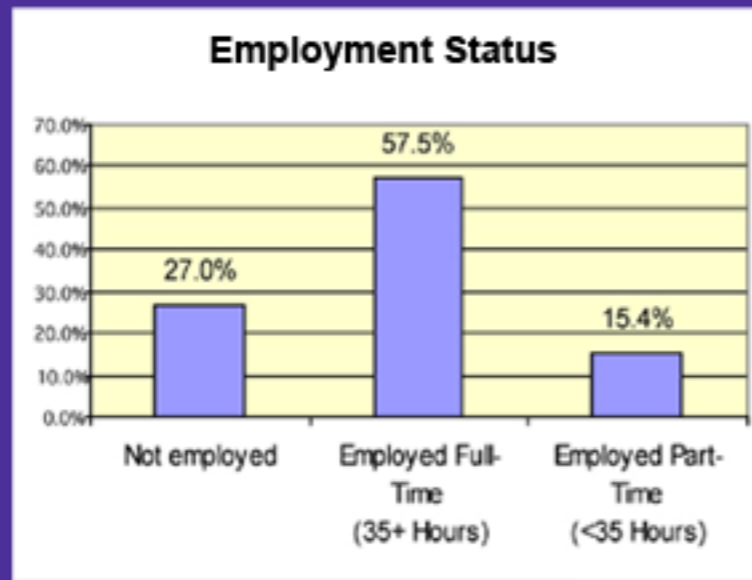
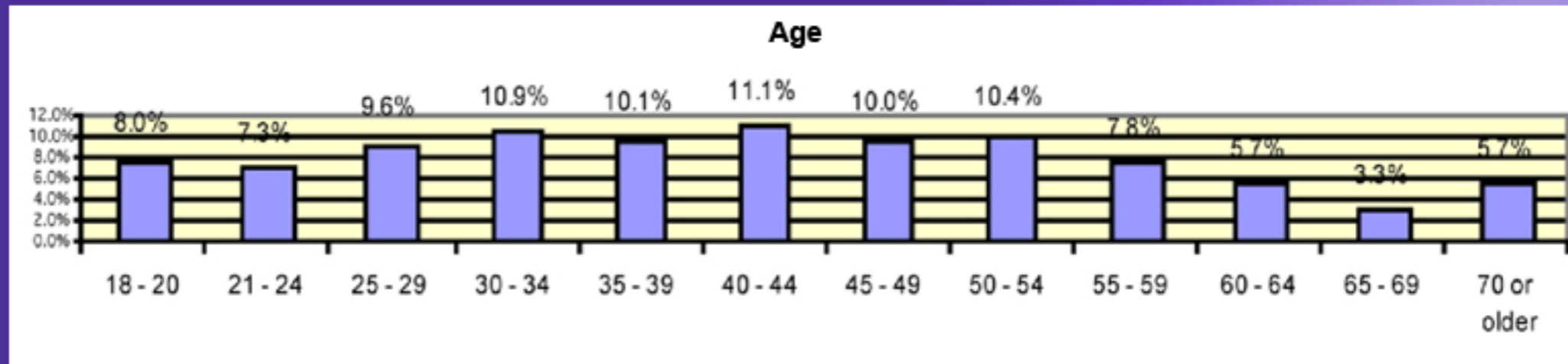
Category		Cable	Index
	Men 18-49 Consumer		
	Automotive DM: Luxury Car	54.2	197
	Car Value \$30,000+	50.1	182
	DM: Mini-Van	49.9	182
	SUV	47.9	174
Household	Recent Home Improvements	45.6	166
	Bought Big Ticket Items/Past Year	45.3	165
Business	Domestic Busi. Travel Paid for by Company	50.5	184
	Computers or Related Peripherals	49.0	178
	Office Furnishings or Office Supplies	46.9	171
Electronics	Shopped Electronics Store/Past Year	44.8	163
	Bought Audio Equipment/Past Year	44.0	160
Purchasing	Own Stock in Their Company	53.2	194
	Personally Own Securities, \$50,000K+	52.5	191
	Avg. \$450+ Monthly on Credit Card Exp	46.1	168
Internet	Connected Via Cable or DSL at Home	52.7	192
	Used Internet Travel Site	51.1	186
	Made Personal or Business Travel Plans	49.1	179
	Made Purch for Personal or Business Use	47.7	174
Travel	Used Rental Vehicle in Last Trip	46.7	170
	Spent 5+ Nights Away on Domestic Travel	46.6	170
	Base Adults 18+	27.5	100



ESPN--M18-49 viewing indexed to Adult 18+ viewing Source: MRI, Spring 2006

HBO VIEWERS

DEMOGRAPHICS



Source: Scarborough Media Research,
 Scarborough USA Plus, Aug 05 -Sept 06.
 Adults 18+ Cable Networks Watched pst 7 days: HBO.
 Data extrapolated through Strata Cable Qualitative.



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