

## WELCOMING HOME OF BOXING

There is no better time to embark on our journey.

The International Boxing Association (IBA) is the worldwide governing body of boxing, established in 1946. As the custodian of this historic sport, the IBA's mission is to promote, support, develop, and unite the sport of boxing globally.

With an athlete-first approach, the IBA is dedicated to providing the best possible experience for all its stakeholders, with a clear intention to bring the prestige of boxing to a global audience and become their gateway to the world of boxing.





## GOVERNANCE

IBA conducted all necessary reforms to restructure the organization and to adapt to governance best practices.

Large-scale tournaments with dedicated prize funds for winners and medalists	Conducting courses of advanced studies	Creation and development of Boxing Academies
Creation of an effective management system based on transparency and integrity	Implementation of a new communication strategy	Extensive marketing plan and investment into digital transformation

## KEY DEMOGRAPHICS

Compared to other sports, boxing appeals to a particularly young and rather large female target audience.

 16-29 years
 29%

 30-49 years
 42%

 50-69 years
 30%

 Female
 49%

 Male
 51%

 Source: The Nielsen Company (US), LLC.



539.54M

Fans around the World

6<sup>th</sup>

Largest sport in the World

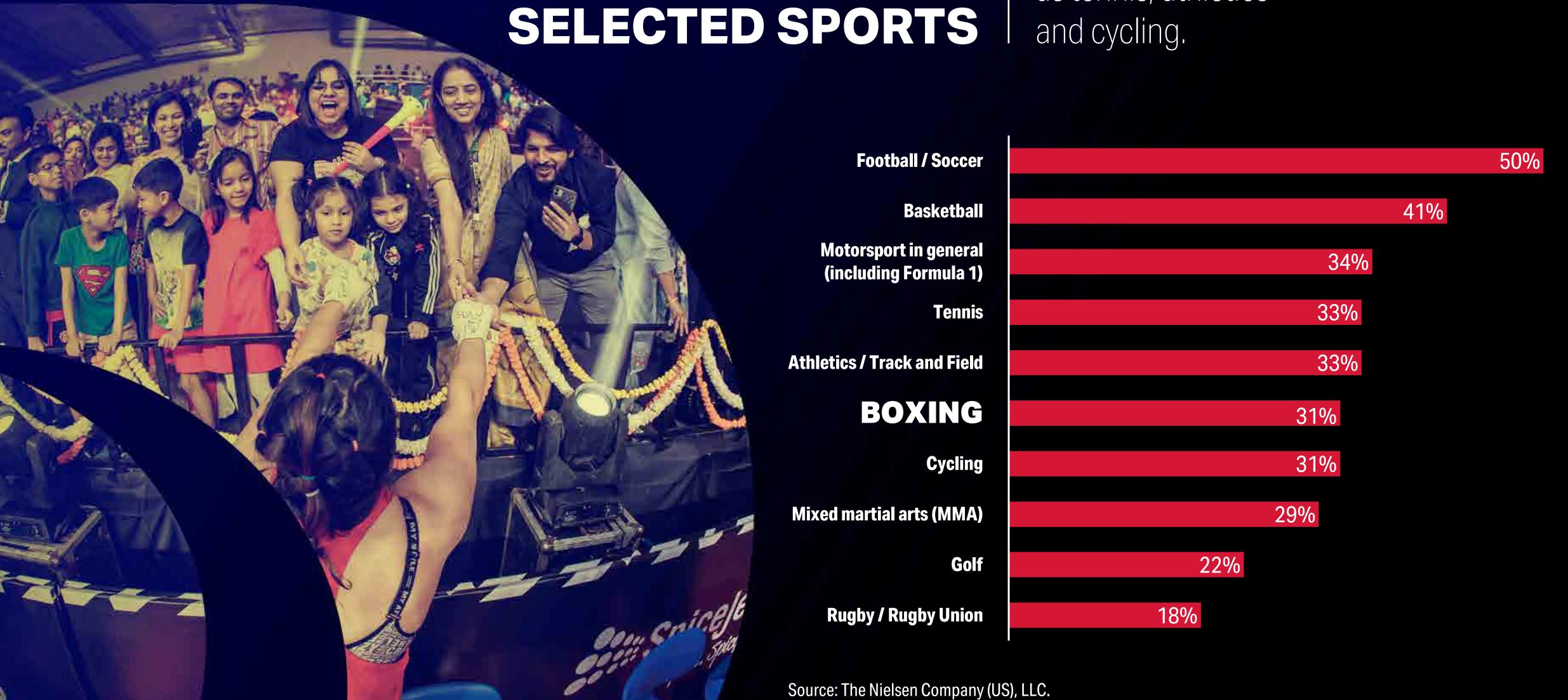
Top 5

Most popular sport in the Philippines, Mexico, Thailand, UK, Russia and Germany

## LEVEL OF INTEREST IN BOXING IN COMPARISON WITH

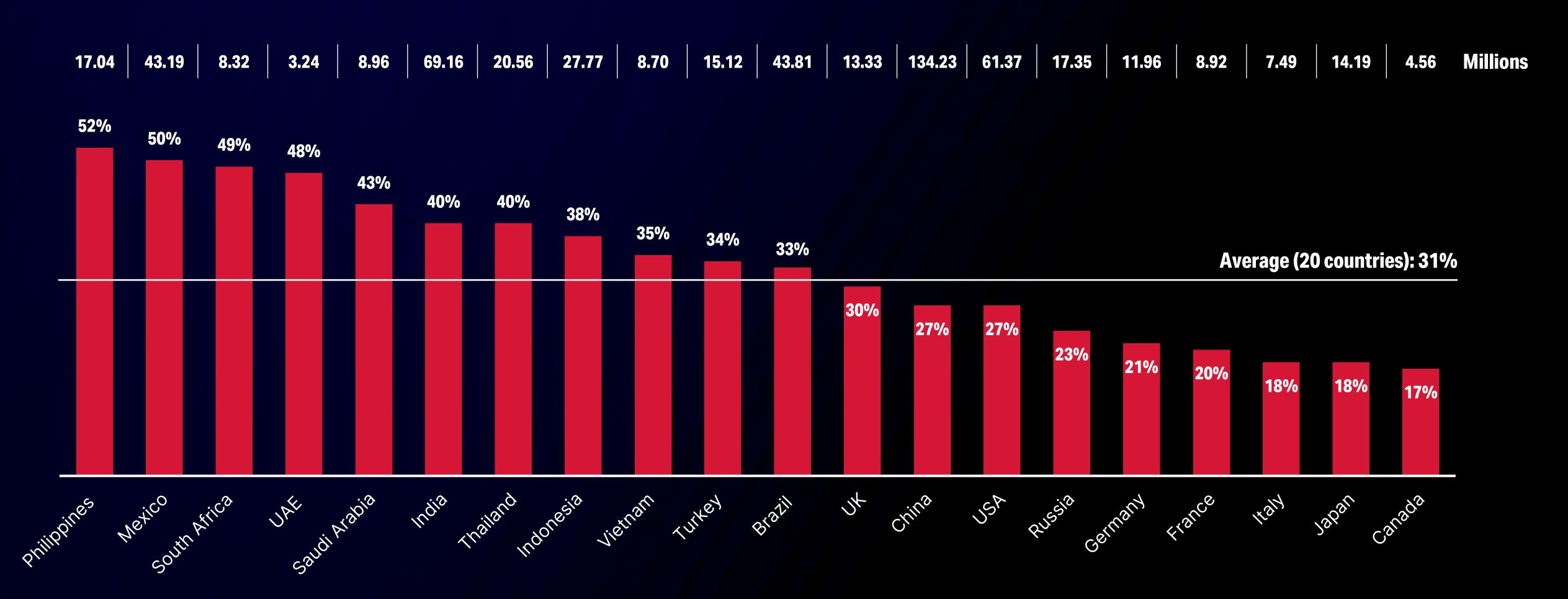
Globally, interest in boxing is on a similar level as tennis, athletics





### LEVEL OF INTEREST IN BOXING

Overall, boxing reaches more than half a billion fans around the world.







The leading competition in Boxing, showcasing the best talents.

Unleashing the most intense and unforgettable fights in boxing, since 1974. The event where every fight counts, where champions rise and legends are forged.



## 

## WOMENS WORLD BOXING CHAMPIONSHIPS

NEW DELHI 2023

The event promises to be a spectacular showcase of the talents of women boxers and will provide a platform for these athletes to inspire the next generations. The competition is expected to attract numerous spectators and fans from across the globe.





### MENS WORLD BOXING CHAMPIONSHIPS

TASHKENT 2023

1-14 May

The IBA World Boxing Champion-ships is the signature event on the IBA calendar going back 49 years to its beginnings in 1974 when the IBA Men's World Championships made its debut in one of the heartlands of boxing — Havana, Cuba.



#### **EMPOWERING EXCELLENCE**

The apex event, revealing in the unparalleled technical and tactical mastery of the sport.

#### **INCLUSIVE REBELLION**

Uniting a diverse group of nations, federations, and personalities with a shared mission.

#### **FEARLESS ADVENTURE**

The global event that dares to push the limits.



## WORLD CHAMPIONSHIPS

Brace yourself for the battle.

500 of the best boxers from 150 COUNTRIES

TV broadcasts in

110 COUNTRIES

150 HOURS

of live TV Coverage

30 MILLION+

unique viewers around the world

7.6 MILLION USD

combined prize pool for men and women

1004

accredited international press and media

## WORLD BOXING TOUR

Bear witness as the mightiest fighters unleash their skills in an epic clash for eternal glory.

Taking the fight global, elevating warriors to the pinnacle through inclusive competition and tiered rankings.





# YOUTH&JUNIOR WORLD BOXING CHAMPIONSHIP

The premier event for young boxers ready to dominate the ring.

Experience the fire and grit of boxing's best young guns — young at heart, fierce by nature.









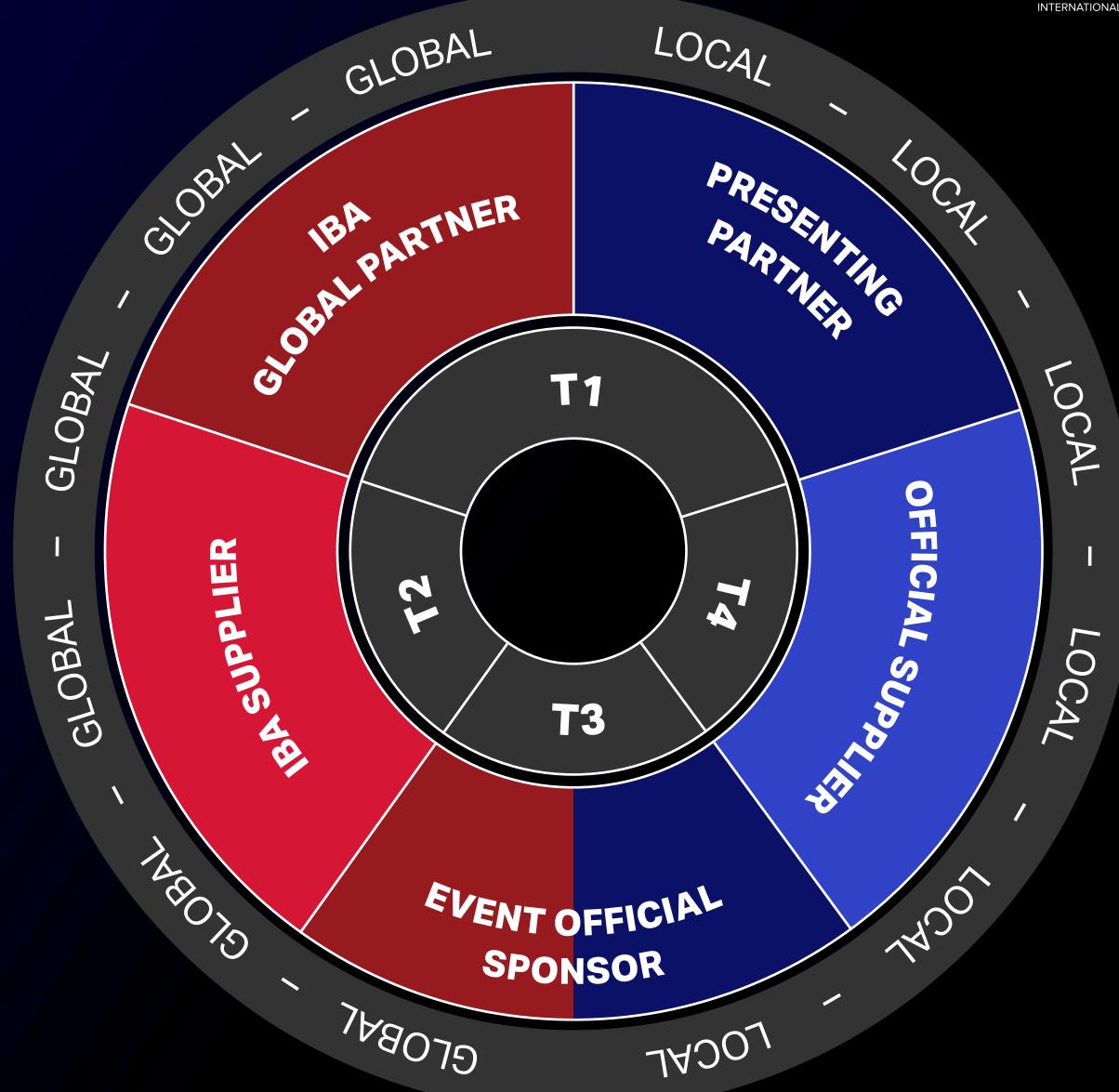
## COMMERCIAL PROGRAME

We offer several innovative packages with different level of rights on both a local and on a global level.

IBA Global Partner IBA Global Supplier

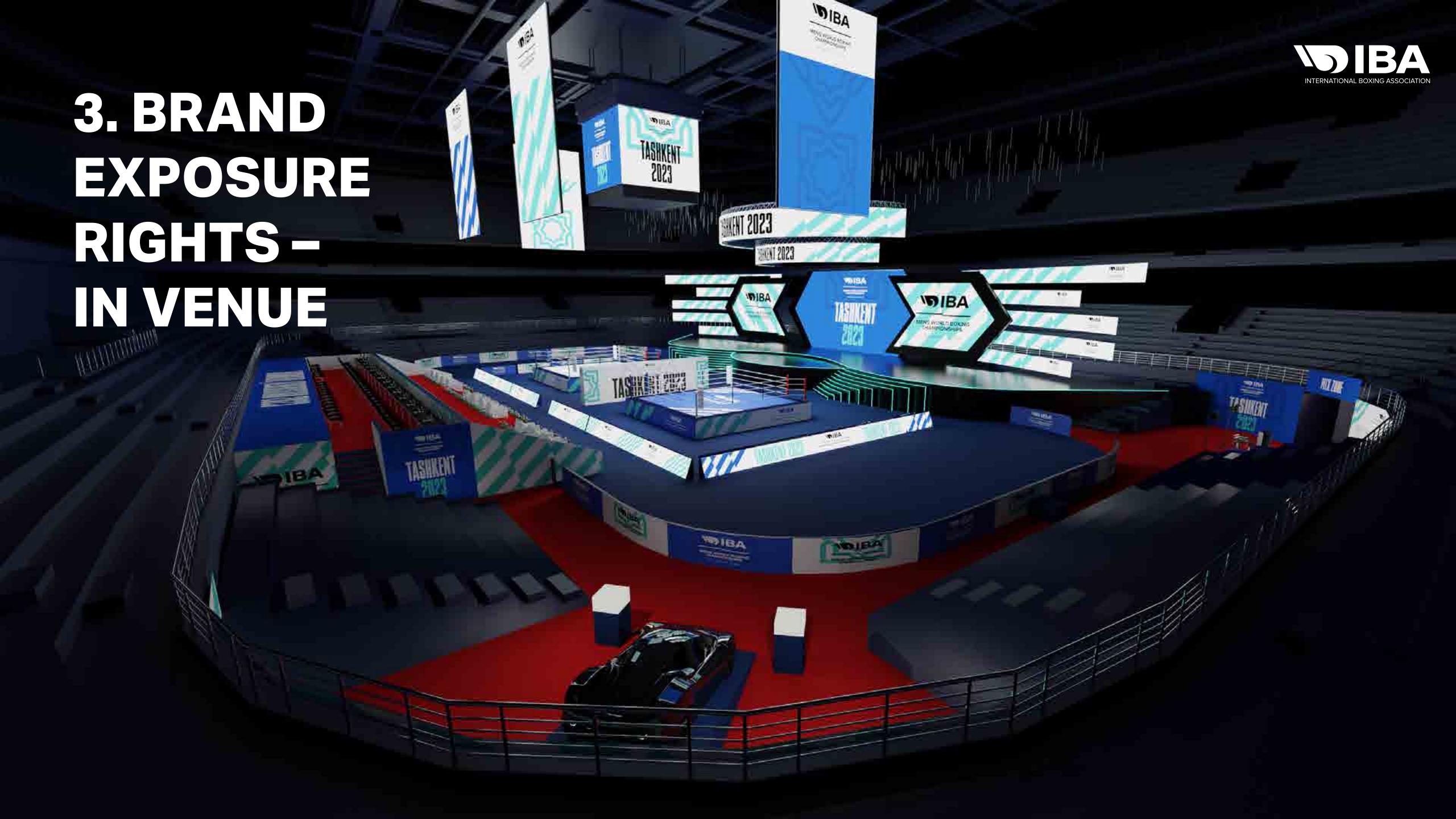
multiple events, long-term partnership (2-4-y)

IBA Event Sponsor – e.g. one single event such as WCH, WBT etc.













## BRAND EXPOSURE:

Canvas Media Backdrop
Corners
Toblerone



## BRAND EXPOSURE RIGHTS - IN VENUE

Advertising Boards on the Field Of Play LED screens
Wall between the rings









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Product placement in the venue. Subject to the space availability.





MENS WORLD BOXING CHAMPIONSHIPS

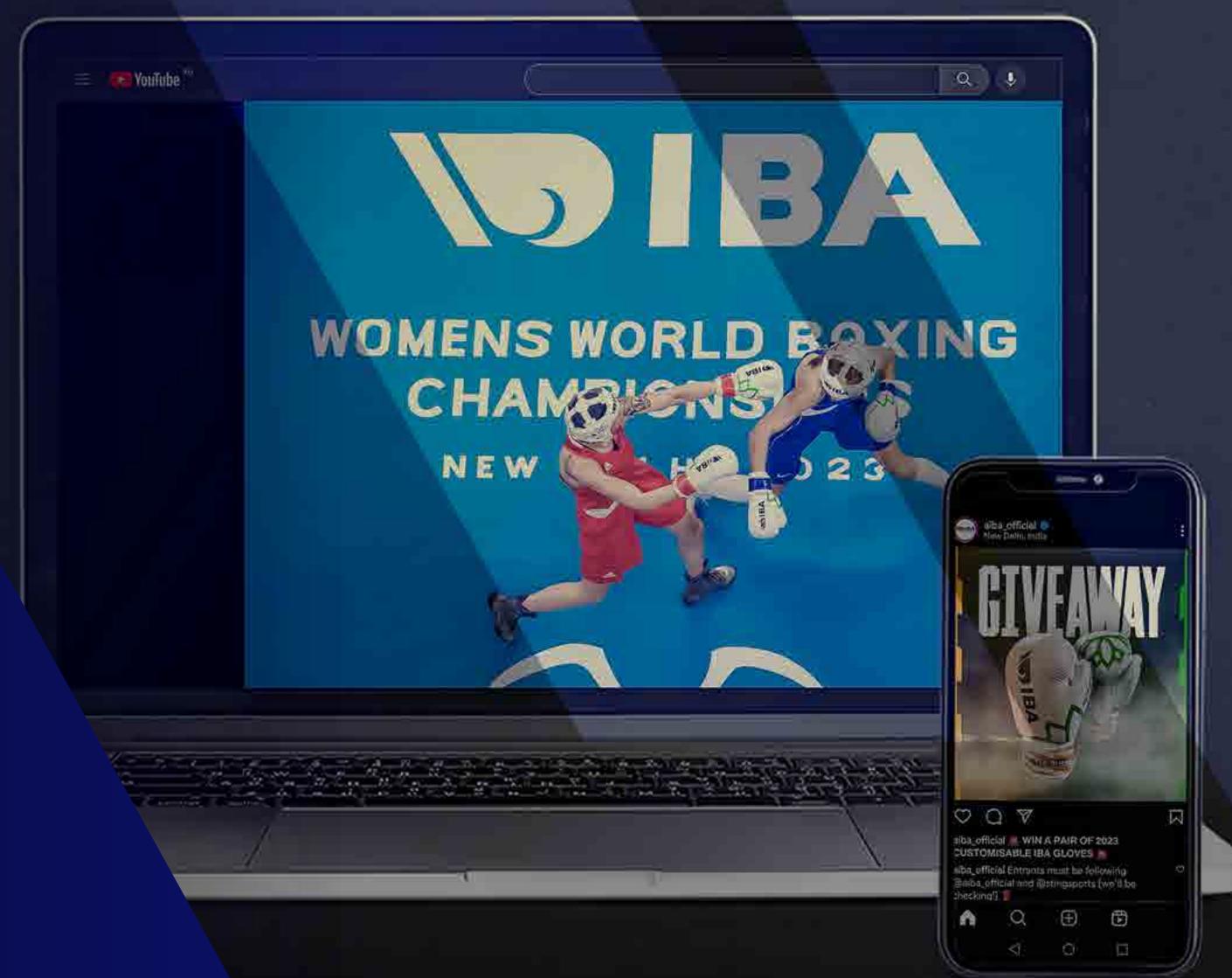
TASHKENT 2023



## 4. DIGITAL RIGHTS

We offer our partners extensive options to engage with boxing fans around the world on digital and social media channels:

- Content Franchise
- Digital Activations
- OTT options (subject to availability)
- CRM option (subject to availability)





## 6. DATA RIGHTS

We will provide you with extensive reporting to enable you evaluate your sponsorship.

The report will contain elements like:



TV COVERAGE



SOCIAL MEDIA COVERAGE



26,718

26,190

PRESS REVIEW/
MEDIA COVERAGE





WEB, OTT

## IBA – PLATFORM FOR GROWTH

We would be delighted to welcoming new partners in our home of boxing

IBA offers a comprehensive set of rights and their activations based on the chosen level of sponsorship as well as the product or service category.

All packages could be tailor made to meet the objectives of your brand.

For more information and inquiries regarding the IBA Sponsorship Programme, please contact IBA Commercial& Marketing Director **Elizaveta Bracht** 

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