



**IBA  
PARTNERSHIP  
OPPORTUNITY**

# 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

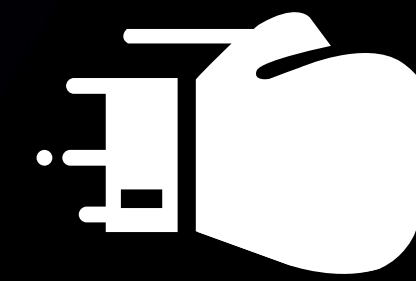
IBA conducted all necessary reforms to **restructure the organization** and to adapt to governance best practices.



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



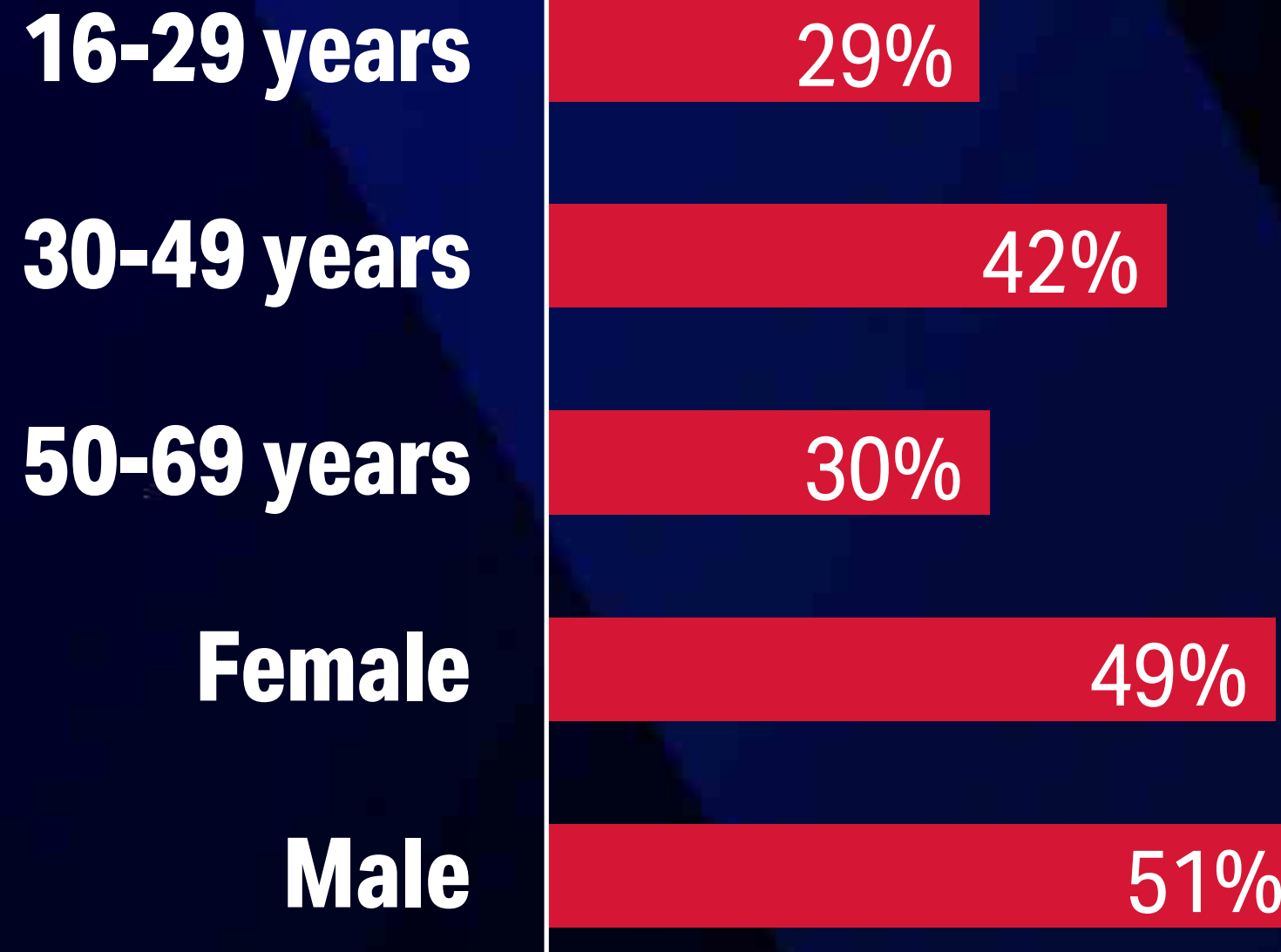
Implementation of a new communication strategy



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.



Source: The Nielsen Company (US), LLC.

**539.54M**

Fans  
around  
the World

**6<sup>th</sup>**

Largest  
sport in  
the World

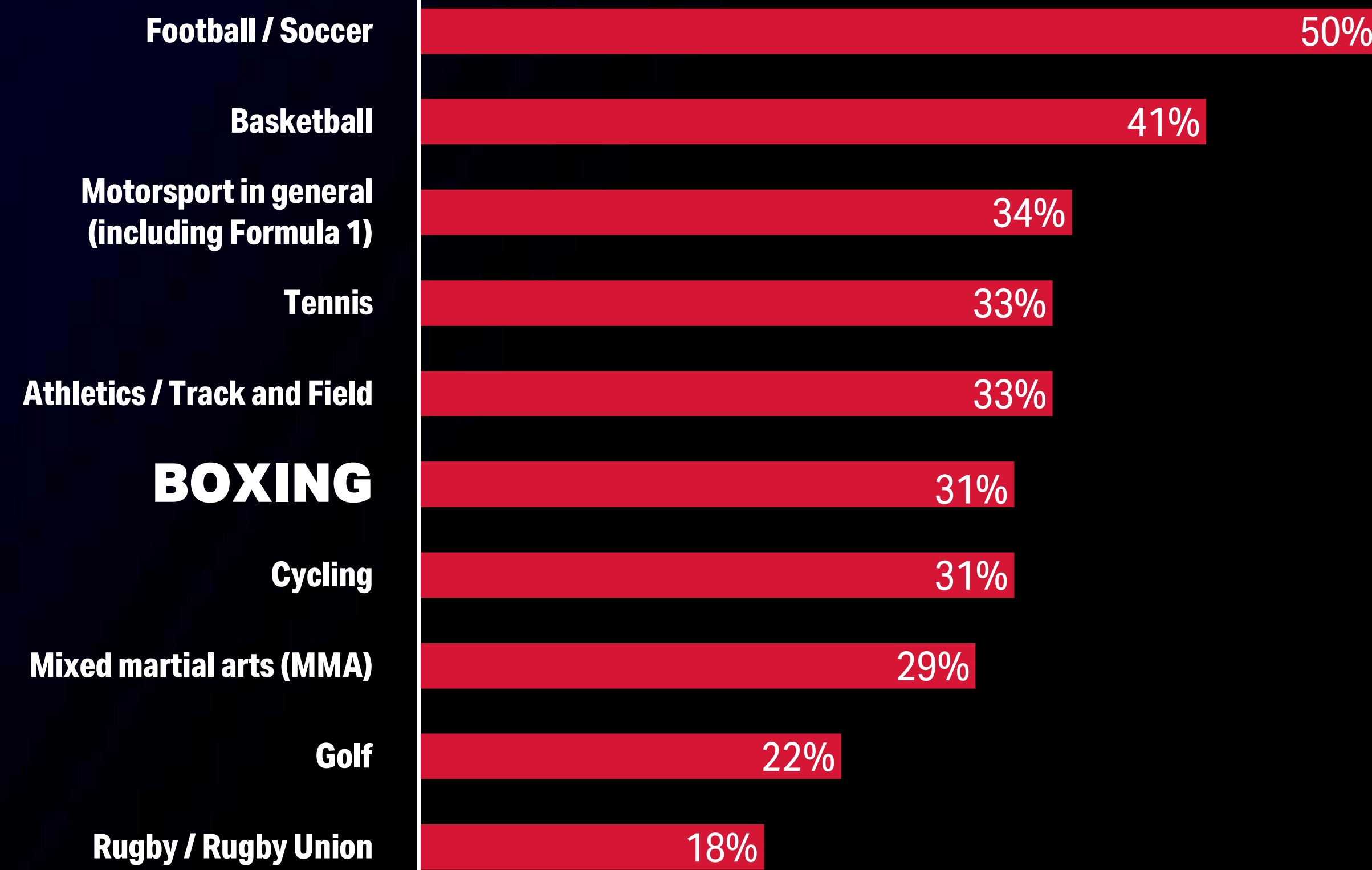
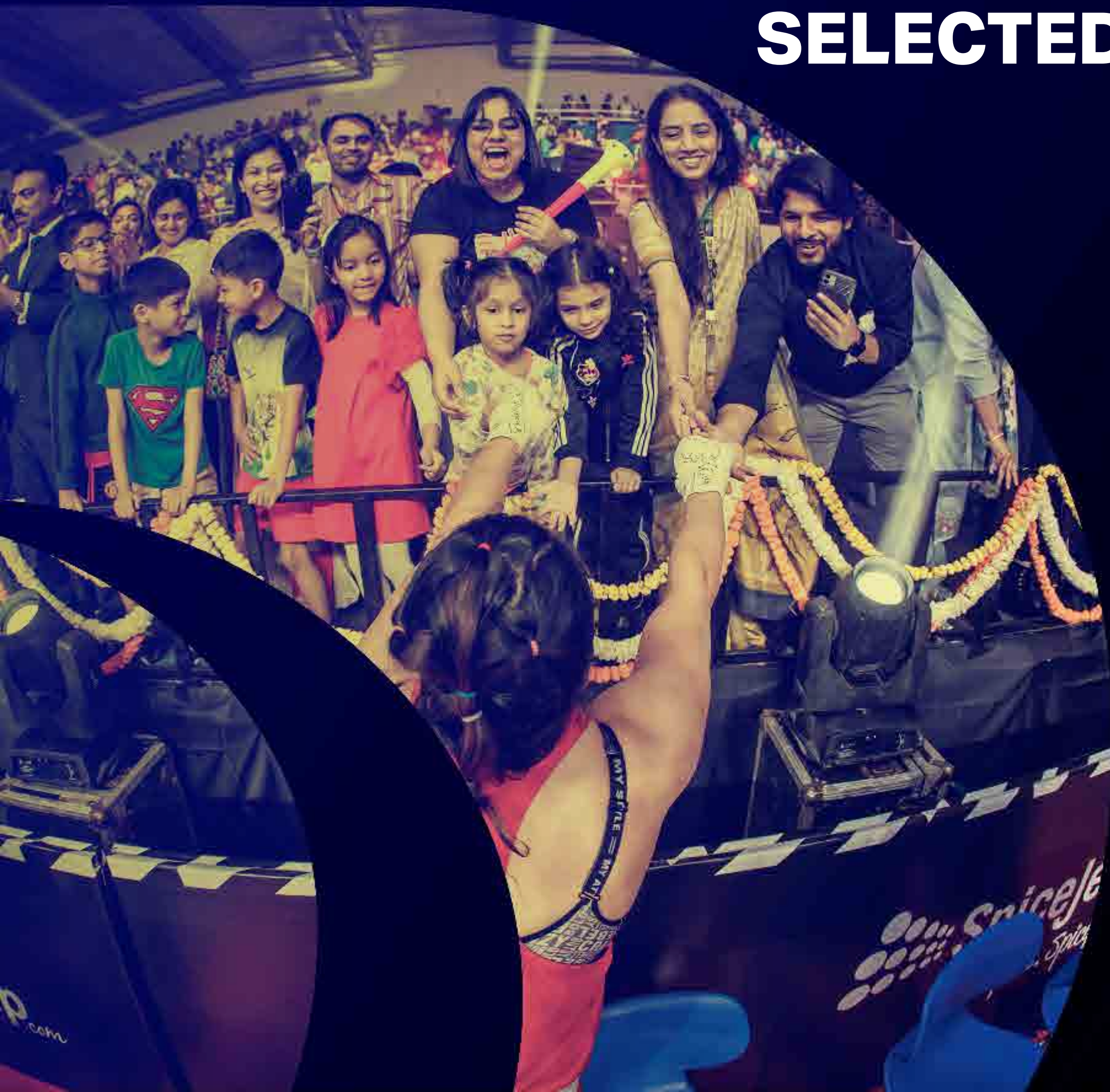
**Top 5**

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



# LEVEL OF INTEREST IN BOXING IN COMPARISON WITH SELECTED SPORTS

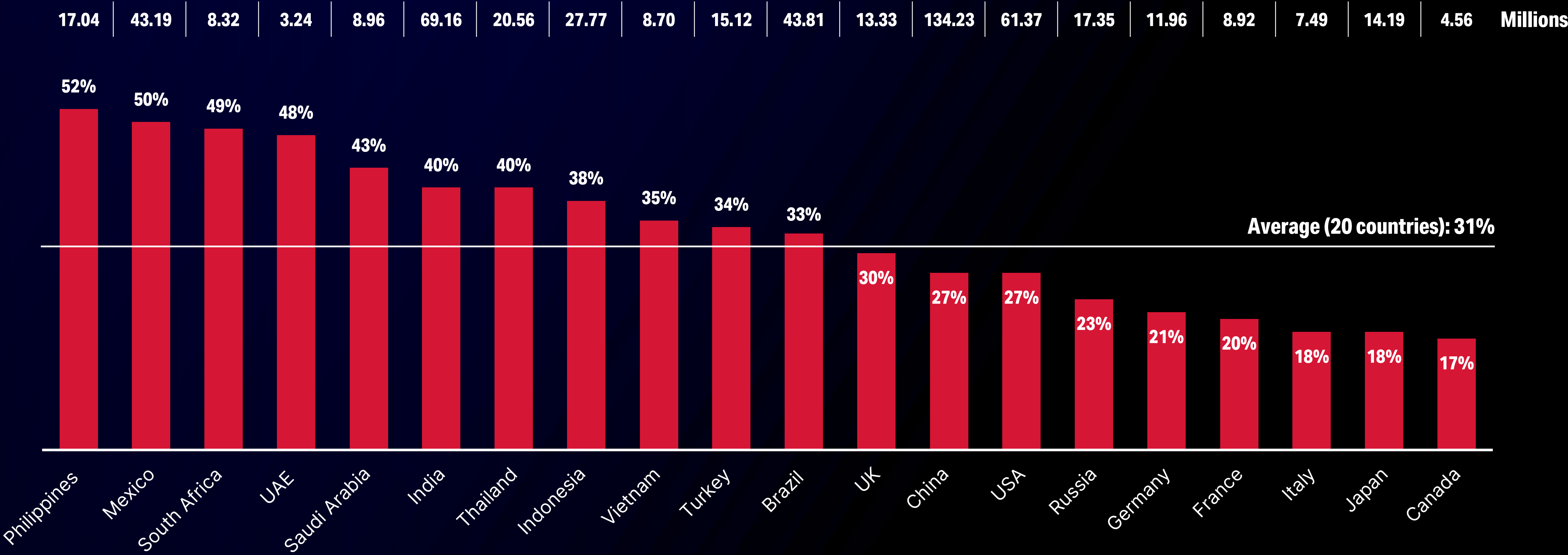
Globally, interest in boxing is on a similar level as tennis, athletics and cycling.



Source: The Nielsen Company (US), LLC.

# LEVEL OF INTEREST IN BOXING

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



Source: The Nielsen Company (US), LLC.



**IBA  
KEY  
EVENTS**

# WORLD CHAMPIONSHIPS

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.







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## WOMENS WORLD BOXING CHAMPIONSHIPS

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The event is a spectacular showcase of the talents of women boxers and provides a platform for these athletes to inspire the next generations. The competition is expected to attract numerous spectators and fans.





## MENS WORLD BOXING CHAMPIONSHIPS

The IBA World Boxing Championships 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.

**800+** of the best  
boxers from  
**107 COUNTRIES**

TV broadcasts in  
**104 COUNTRIES**

**255 HOURS**  
of live TV Coverage

**30 MILLION+**  
unique viewers around  
the world

**15.2 MILLION USD**  
combined prize pool for men and women

**100+**  
accredited international  
press and media

WORLD BOXING TOUR

IBA  
INTERNATIONAL BOXING ASSOCIATION

# 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.



# WORLD BOXING TOUR

BRONZE BELT SERIES



SILVER BELT SERIES



GOLDEN BELT SERIES



DIAMOND BELT SERIES



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The World Boxing Tour comprises a series of events that are classified into three categories: Golden Belt, Silver Belt and Bronze Belt tournaments, which contribute to a new IBA ranking system that will help to define the most successful boxers at the end of the year. The top four athletes in each weight category will fight to be named the best of the best at the annual Diamond Belt Series event.

# 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.





**PARTNERSHIP  
OPPORTUNITIES**

# PARTNERSHIP OPTIONS

We offer a broad range of partnership rights and options to promote your brand and to help to engage with boxing audience on multiple channels.

**1** ASSOCIATION RIGHTS

**2** BRAND EXPOSURE RIGHTS

**3** BRAND EXPOSURE RIGHTS – IN VENUE

**4** DIGITAL RIGHTS

**5** PARTNERS RIGHTS

**6** DATA RIGHTS

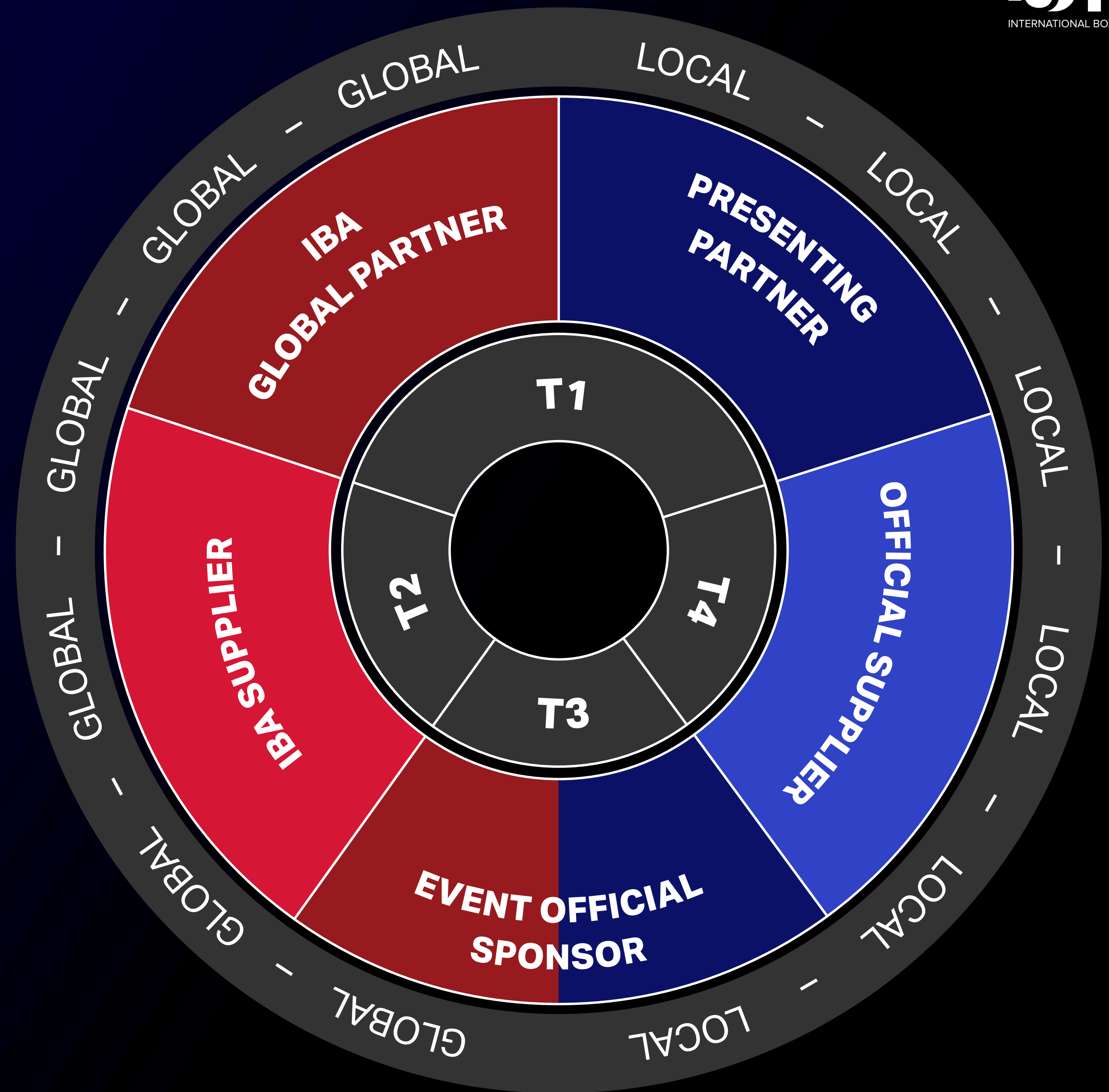


# COMMERCIAL PROGRAMME

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

<p>IBA Global Partner IBA Global Supplier</p>	<p>multiple events, long-term partnership (2-4-y)</p>
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IBA Event Sponsor – e.g. one single event such as WCH, WBT etc.



# 1. ASSOCIATION RIGHTS



Composite Logo



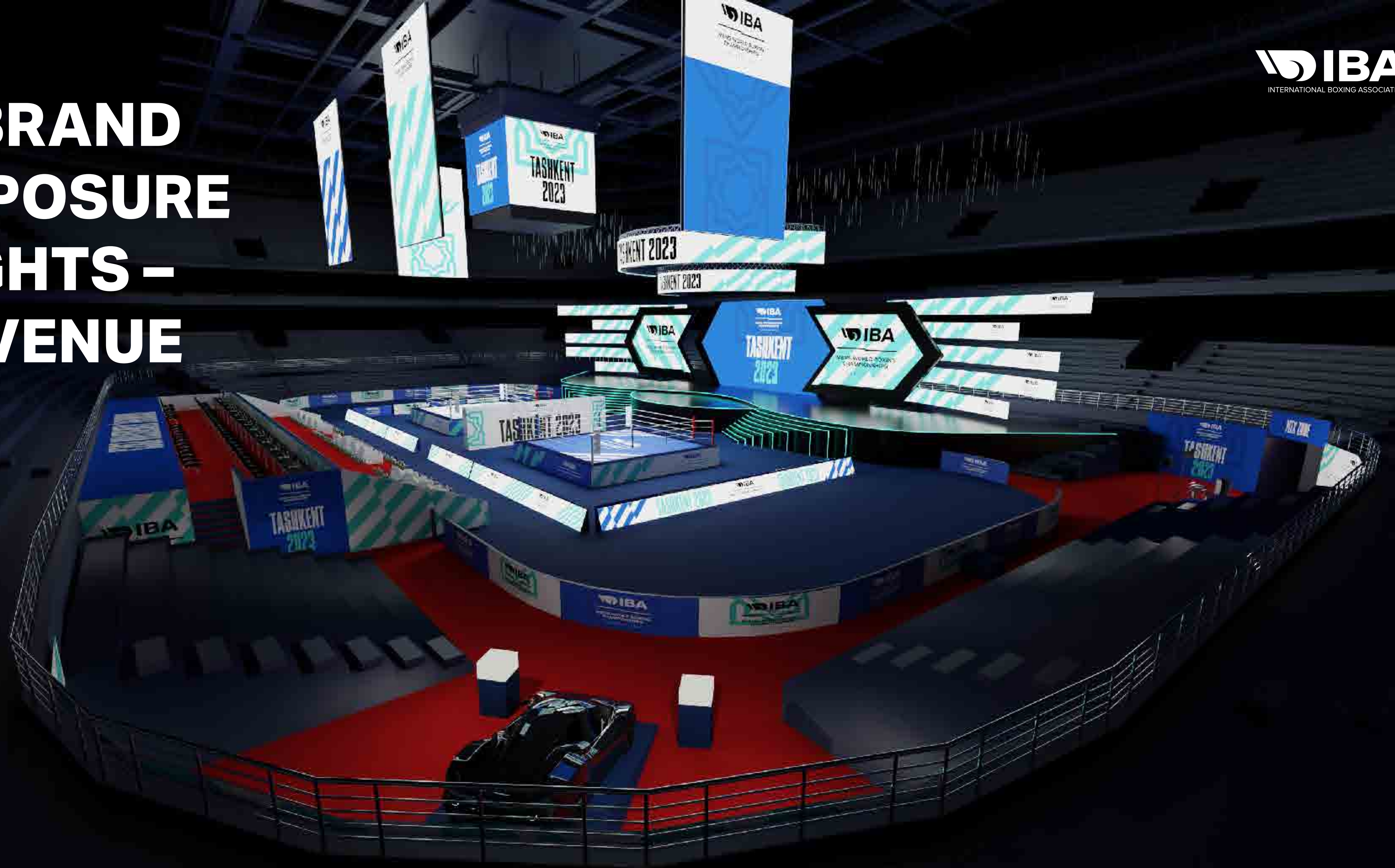
## 2. BRAND EXPOSURE RIGHTS – PROMOTIONAL

Exposure on Sponsor Recognition Strip where available and based on sponsor hierarchy including (but not limited to):

- Key Visuals, local print ads, street banners
- Accreditations and invitations
- Tickets, media pack, newsletter
- Athletes entrance arch, stadium entrance, hotel, transport



# 3. BRAND EXPOSURE RIGHTS - IN VENUE



# BRAND EXPOSURE RIGHTS - IN VENUE



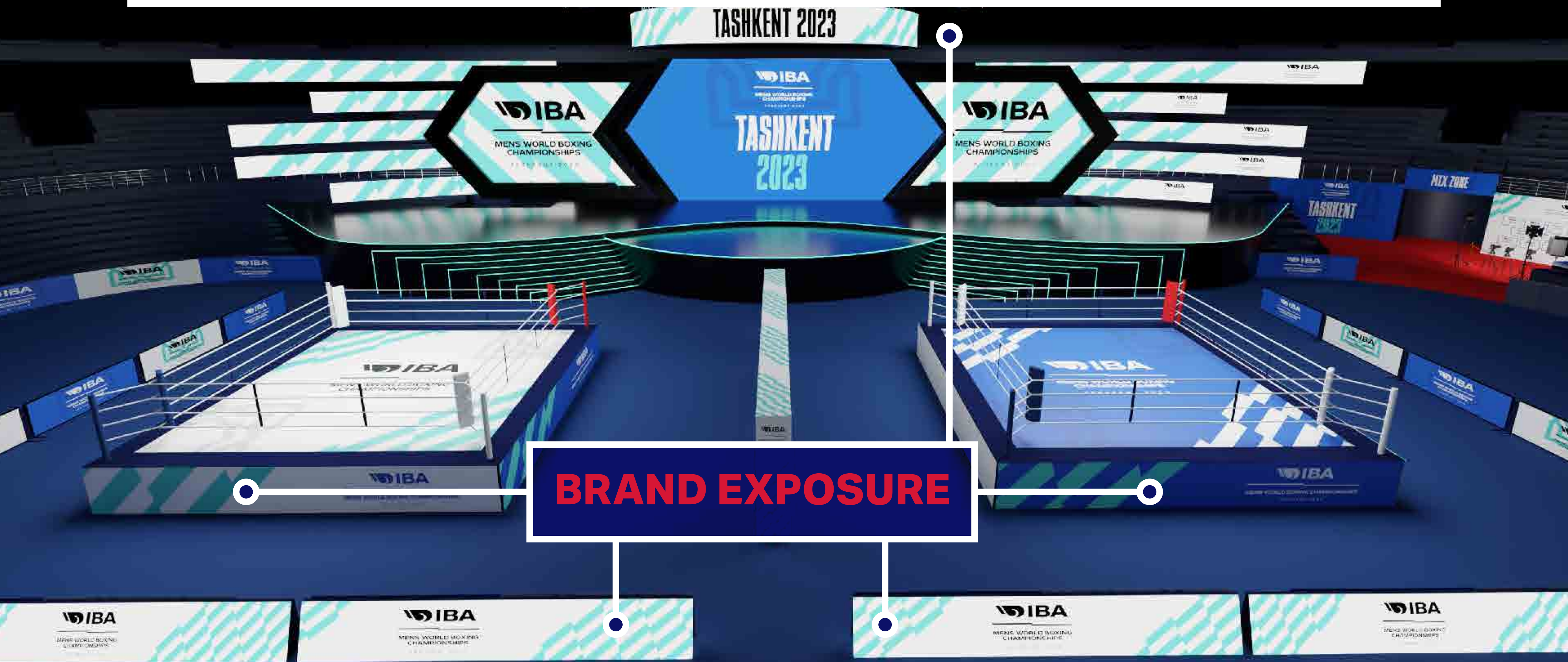
## BRAND EXPOSURE:

Canvas | Media Backdrop  
Corners |  
Toblerone



# BRAND EXPOSURE RIGHTS - IN VENUE

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



**BRAND EXPOSURE**

# BRAND EXPOSURE RIGHTS – IN VENUE

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



# 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)





# 5. PARTNER RIGHTS

As a sponsor you have access to a comprehensive list of benefits:

- VIP & Best category tickets
- Access to hospitality
- Use of Photo & Video archives
- Special Hotel Rates
- Access to athletes



# 6. DATA RIGHTS

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



The report will contain elements like:

**1** TV COVERAGE

**2** SOCIAL MEDIA COVERAGE

**3** PRESS REVIEW/  
MEDIA COVERAGE

**4** BOXING FANS INSIGHTS

**5** 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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