

Smokin' Joe Mullender



**ENGLISH & IBF EUROPEAN
MIDDLEWEIGHT CHAMPION**

Boxer Profile

Boxing Record: **W11-L2-D0**
Knockout Ratio: 38% (5 KO's)
Born: 07/08/1986
Residence: Brentwood, Essex
Weight Class: Middleweight
Height: 5ft 10"
British Ranking: 8th (BoxRec)
World Ranking: 15th (IBF)
Titles: IBF European middleweight title
English middleweight title
British Masters middleweight title
International Masters Silver super-middleweight title
Amateur Record: W13-L15
Amateur Titles: London Senior ABA's Champion
Senior ABA's Semi-Finalist

Smokin' Joe in Numbers



1k Fans



1k Followers



1k Followers



26k+ Views

4 professional titles

5 professional KO's

7 amateur KO's

13 professional fights

13 amateur wins

28 amateur fights

31-years-old

3,000 social media followers

Exposure



Joe fights live on BT Sport and BoxNation TV



Joe is fully supported by British Boxing News which receives over 30k monthly views

Joe sells hundreds of tickets in his local area and is a rising sports personality and celebrity in Essex



Joe is interviewed regularly by BBC Radio Essex



Joe writes a weekly column for BBN

Sponsorship Packages



Official Sponsor

Tickets

- Exclusive tickets per fight
- Option to purchase ringside tickets per fight
- Discounted tickets for employees
- VIP event tickets

Advertising

- Company logo on all apparel
- Company logo on all corner team's apparel
- Branding on official website

Activations

- Five appearances with the athlete e.g. Private Dinner, Private Training / Sparring Sessions, Client Entertainment or suggestion of own choice
- Exclusive access to athlete's gym and private sparring sessions
- Post-fight party VIP admissions and treatment with athlete and celebrities
- Right of first refusal on future opportunities and other athletes

PR

- Official Sponsor title
- Extensive social media promotion
- Sponsor mentions in all media interviews
- Press release announcing partnership
- Full use of name and image
- Ability for athlete to showcase products
- Exclusive access to athlete for promo events

Merchandise

- Signed gloves, hand wraps, and t-shirts
- Signed merchandise for employees

Pricing Guide



Prime position on the waistband where the boxer's name usually sits is valued at £12k per annum

Prime positioning on the shorts is just £6k per annum – that's only £500 per month for branding on BT Sport

Space on legs is just £3k per annum – that's less than £60 per week for TV advertising

Thank you!

Thank you on behalf of Smokin' Joe and TR Sports Agency for reviewing this proposal.

With your support, we look forward to being able to assist Joe in achieving the full potential of his remarkable ability.



TR Sports Agency

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“If you take four street corners and on one they are playing baseball, on another they are playing basketball and on the other, street hockey. On the fourth corner, a fight breaks out. Where does the crowd go? They all go to the fight.”