

SPONSORSHIP PROSPECTUS

2018 - 2019

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Boxing Federation of India invites companies to Sponsor the Indian Boxing Team for 2018-2019

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You are requested to kindly visit our website regularly for updates/modification/alteration/change, if any, made in the document or any related document as indicated by the Boxing Federation of India (BFI).

Boxing Federation of India

1. INTRODUCTION

1.1. Boxing

- Successful boxers, male and female, have always been inspirational role models for social change.
- The medal tally in international exposures and the Indian Boxing Team's spectacular performance at CWG, 2018 has established India amongst the leading Boxing countries.
- These achievements have resulted in the Ministry declaring Boxing as a super priority sport in India.

1.2. Boxing Federation of India (BFI)

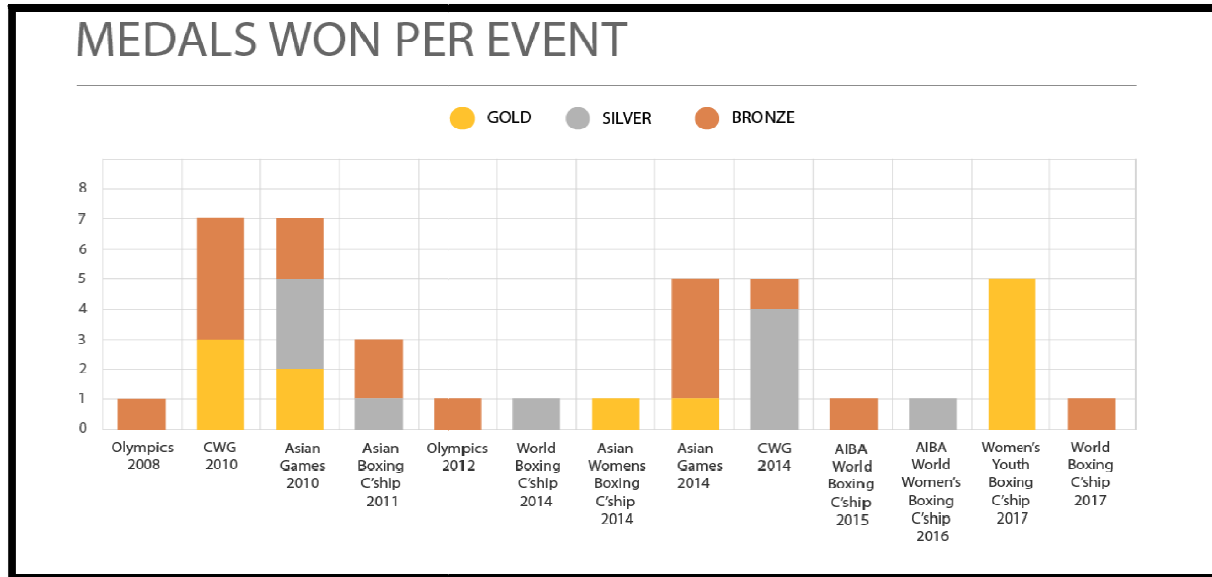
The Boxing Federation of India is the National Sports Federation (NSF) in India for the promotion and management of the sport of boxing. It is the apex body for boxing in India and is recognized by the International Boxing Association (AIBA) and the Ministry of Youth Affairs and Sports, Government of India and is affiliated to the Indian Olympic Association.

1.3. Objectives of BFI

- BFI aims to popularize the sport of boxing in India by collaborating with partners that are keen on developing the sport and contributing in identifying true talent that will further represent the country in major international events and subsequently Olympics 2020, winning laurels for the country.
- We are certain that in turn this will further allow your brand to communicate its products and services to the right audience.

2. BOXING: PERFORMANCE

2.1. Boxing Past Performance














2.2. Boxing: India at CWG 2018

The Indian Boxing Team won a total of 9 medals. India was the second best Nation in Boxing at CWG'2018 hosted in Gold coast, Australia.



2.3. Current Boxing Scenario

an Boxers ranked in top 25 globally

<p>World Rank - 3</p>  <p>Sonia Lather</p>	<p>World Rank - 3</p>  <p>Sarjubala devi</p>	<p>World Rank - 4</p>  <p>Saweety Boora</p>	<p>World Rank - 6</p>  <p>Seema Poonja</p>	<p>World Rank - 7</p>  <p>Vikas Krishan</p>	<p>World Rank - 8</p>  <p>Amit Panghal</p>
<p>World Rank - 10</p>  <p>Shiva Thapa</p>	<p>World Rank - 11</p>  <p>Gaurav Bidhuri</p>	<p>World Rank - 11</p>  <p>Nikhath Zareen</p>	<p>World Rank - 14</p>  <p>Kavinder Bisht</p>	<p>World Rank - 15</p>  <p>Pooja Rani</p>	<p>World Rank - 15</p>  <p>Monica Saun</p>



Indian boxer Nutlai Lalbiakima recently thrashed Rio Olympic champion Hasanboy Dusmatov in President's Cup.

NEW DAWN

By Chetan Sharma in New Delhi

Kima: The pocket dynamite who stunned the world and Rio Olympic boxing champion

HE MAY be the hottest new sensation in the Indian boxing circuit, but the sport was not the first love for Mizoram's Nutlai Lalbiakima. Hailing from Sthaha village, Lalbiakima had a childhood dream of becoming a footballer. But he had to shift his focus to boxing because of his short height - 5ft 1.

With an ailing father and mother who sells fish in the local market to run the house, he has always been a challenge for young Lalbiakima. As the fights are a popular recreational sport for the youngsters in Sthaha, he was exposed to boxing for the very first time in one of these pre-fights in 2009. From there, his journey within the squared ring took off.

While his family's financial situation has never been stable, his love for the game was equally strong. He got selected at the Mizoram Regional Sports Authority Centre in 2011. From 2012 he started staying at the hostel, where his rigorous training and dream of becoming a

Surajmoy Singh. He helped me a lot. He made me a complete boxer," the Mizo boxer said.

FURTHER talking about his bout, he watched all his (his mother) videos. I use speed along with counter punches and well judged cuts to sideline the champion boxer. I played the 2017 Senior Nationals in Vishakhapatnam where I won a bronze. My performance was observed by the Santiago ex as well as Sir Sing and then I was asked to join the trials for Indian team in Pattala. And since that day, have been working hard, and

My dream was to become a footballer but I had to shift to boxing because of my height. My father actually wanted me to join boxing.

- NUTLAI LALBIACKIMA, INDIA BOXER

He now sets his

his first international tournament, the young boxer stunned the reigning Olympic light flyweight (112kg) champion, Hasan-

from Mizoram in Champion as well Dusmatov in the in Kazakhstan

2.4. Future of Indian Boxing

- With the achievements of the legendary MC Mary Kom to an unheralded Gaurav Bidhuri and to the well- established Shiva Thapa have inflicted interest among the younger generation.
- Our foreign coaches recognize junior, Sub- Junior and Youth category boxers as a good age to mould them into champions of tomorrow. They have shown strong and consistent performance in the recent global competitions.
- In the last AIBA Youth Women’s World Championship in November, 2017, our women boxers scripted their little piece of history by garnering 5 Gold medals and 2 Bronze out of ten weight categories.



3. TRAINING CAMPS & COURSES ORGANIZED BY BFI

3.1. Training Camps

BFI organizes training camps for Boxers in all weight categories. In a year, 300 days are dedicated in giving our Boxers top notch training under the guidance of our well experienced coaches. Apart from organizing National Training camps BFI also organizes combined training camps in other countries so that our Boxers get more exposure and greater insight into different strategies.



3.2. Courses and Seminars for Coaches & Referees

- While training camps are crucial for boxers, BFI stresses the need to organize seminars and courses for our Coaches, Referees & Judges to help create a fair and safe atmosphere during a competition and to create a pathway to develop officials of a global standard. BFI understands the importance and has conducted the following development programs to date:
 - ✓ AIBA 1- star course R&J certification Course and Seminar, 2017
 - ✓ AIBA 1-star Coaches Certification Course
 - ✓ AIBA Cutman course July, 2017
 - ✓ AIBA Strength and Conditioning Course in NSI Centre, Patiala
 - ✓ AIBA 1 Star & 2 Star Coaches Certification Course in NBA Rohtak
 - ✓ AIBA 1 Star Referee & Judges examination in Guwahati
 - ✓ 10 Days Workshop for Physiotherapist in Physiotherapy Course
 - ✓ AIBA 1 Star Coaches Certification Course in June 2018.

4. SPONSOR DELIVERABLES

Strategic planning in selection of Boxers and training has resulted in unprecedented glory that the boxers brought for the country. **237 medals** (78 Gold, 63 Silver & 96 Bronze) in a year is no mean achievement. BFI's focus is to continue developing the sport by identifying true talent, ensuring international exposures grow, equipment, coaching and training.

BFI is inviting partners that would support us in this cause. We have drawn out proposals for Over Arching Sponsor category for the Indian Boxing Team for 2018-19. In this proposal the following championships are included:

1. National Championships
2. Elite Women's World Boxing Championship
3. India Open- International Boxing Tournament
4. Comprehensive brand exposure for sponsors in International competitions

4.1. National Championships

Since, its inception BFI has hosted **10 National Championships** with more than 300 boxers in each championship.

The endeavour is to have **8 National Championships a year**. The host cities have been Rohtak, Haridwar, New Delhi and Guwahati and we are hoping to take this to many other cities across the country. The National Championships will be held under the aegis of BFI.

The 8 categories under which the National Championships are hosted are:

- ✓ Sub- Junior’s Men’s National Championship
- ✓ Sub- Junior’s Women’s National Championship
- ✓ Junior Men’s National Championship
- ✓ Junior Women’s National Championship
- ✓ Youth Women’s National Championship
- ✓ Youth Men’s National Championship
- ✓ Elite Women’s National Championship
- ✓ Elite Men’s National Championship

Sponsor Deliverables for National Championships 2018-2019

Title Sponsor	Powered By Sponsor
<ol style="list-style-type: none"> 1. Finalists of the National Championships to carry the logo of the Title Sponsor on their chest. 2. The Naming rights of the championship will be granted to the Title Sponsor. 3. All promotional and branding material to carry the logo of the title sponsor. 4. Visibility to the title sponsor in Print, Digital and Social media communication 5. Visibility to the title sponsor during live webcast 6. Prominent position for Title Sponsor logo on BFI website. 7. Comprehensive In-stadia and Ring Branding 8. Branding in 8 Championships 9. Meet & Greets/ Photo Opportunity and Brand ambassador opportunities with 2 Boxers of your choice. 	<ol style="list-style-type: none"> 1. Finalists of the National Championships to carry the logo of Powered by Sponsor on their sleeve. 2. Promotional and branding material to carry logo of Powered by Sponsor 3. Visibility to the powered by sponsor in Print, Digital and Social Media communication. 4. Visibility to the title sponsor during live webcast 5. Position for Powered By Sponsor on BFI website 6. Comprehensive In-stadia and ring Branding

4.2 AIBA Women's World Boxing Championship, New Delhi – 2018

- The development of Women's Boxing has been a central policy of AIBA. After successfully conducting the AIBA Youth Women's World Championship last year, AIBA, due to their enhanced confidence in BFI has awarded hosting rights of the Elite Women's World Championship.
- The quality of the profile and its popularity have all enjoyed considerable growth over the last decade, making the 2018 Women's World Championship the biggest boxing event of the year.
- Empowering stories of women pursuing these once male dominated sports, defying norms and gender stereotypes are commercially valued now.

4.2.1 Details of the Championship

1. Official Event Name: AIBA Women's World Boxing Championship, New Delhi, India, 2018
2. Event Dates: 15th -24th November, 2018.
3. Venue: Indira Gandhi Indoor Stadium
4. Weight Categories: Boxers between the ages of 19 and 40 based on their year of birth, are eligible compete.
5. Competition Format: Three (3) rounds of three (3) minutes each, one (1) minute of rest between rounds (provided that any change of rules occurs).
6. No's of Boxers: Approximately 300 boxers from 60 countries.
7. No's of Team Delegation Members: Approximately 200 delegates
8. No's of international media and digital media representatives- Approximately 100

4.2.2 Deliverables for World Championships- 2018

1. Promotional and branding material to carry the logo of the sponsor.
2. Visibility to the brand in Print, Television, Digital and Social media communication.
3. Visibly to the brand during television broadcast.
4. Adequate visibility to the brand during the live- webcast
5. Prominent position for the Sponsor on BFI Page.
6. Comprehensive In- stadia and Ring Branding.
7. Dedicated kiosk or stalls space will be made available to promote sponsor products
8. Sponsor tag in all Outdoor communications
9. Photo opportunity with Boxers
10. Player activations basis the availability of players

4.3 India Open- International Boxing Tournament, 2019

BFI endeavoured to host the first ever International Open Tournament in the country. The inaugural edition was hosted in New Delhi in Feb, 2018.

1. 200 leading male and female boxers from world over participated in the tournament.
2. The tournament attracted Boxers and Technical Officials from 21 countries featuring 143 male boxers and 80 women boxers from traditional powerhouses such Cuba and Kazakhstan among others put up an extremely competitive tournament.
3. It was the first international tournament for men being hosted in India after 2010 CWG.
4. The performance at India Open International contributed to the CWG 2018 selection and was a major motivating factor for the boxers but also a great inspiration for the budding youth.

Sponsor Deliverables for Indian Open, 2019

1. Promotional and branding material to carry the logo of the sponsor.
2. Visibility to the brand in Print, Television, Digital and Social media communication.
3. Visibly to the brand during television broadcast.
4. Adequate visibility to the brand during the live- webcast
5. Prominent position for the Sponsor on BFI Page.
6. Comprehensive In- stadia and Ring Branding.
7. Dedicated kiosk or stalls space will be made available to promote sponsor products
8. Sponsor tag in all Outdoor communications
9. Photo opportunity with Boxers
10. Player activations basis the availability of players

4.4 Participation of BFI in International Championships/Tournaments

- In one year our boxers have participated in 45 competitions across 20 countries and we hope to continue giving them extensive exposure over the years.
- BFI would like to offer our Title Sponsor the opportunity to get their logo printed on the tracksuits of Team India that will travel world over throughout the year ensuring brand exposure.

S. No.	Tournament Name	Location	Team
1	Men Team for Umakhanov	Russia	Elite Men
2	Women Team for Umakhanov	Russia	Elite Women
3	Elite Men and Women Team for President Cup	Kazakhstan	Elite Men & Women
4	Elite Women Team Training Program Italy	Italy	Elite Women
5	Joint training camp and competition	Ireland	Elite Men
6	56th Belgrade Winner International Boxing Tournament at Belgrade	Serbia	Elite Men & Women
7	World series Boxing	China	Elite Men
8	Asian Boxing Championship at Bangkok	Thailand	Youth Men & Women
9	International Boxing Tournament at Argenteuil	France	Elite Women
10	Commonwealth Games	Australia	Elite Men & Women
11	International Women's Boxing Tournament	Kazakhstan	Elite Women
12	World Series of Boxing	Russia	Elite Men
13	69th International Boxing Tournament at Sofia	Bulgaria	Elite Men
14	69th International Boxing Tournament at Sofia	Bulgaria	Elite Women
15	Asian Games 2018 at Jakarta	Indonesia	Elite Men
16	Asian Games 2018 at Jakarta	Indonesia	Elite Women
17	World Series of Boxing	Kazakhstan	Elite Men
18	7th Nations Cup Tournament at Sombor	Serbia	Junior Girls
19	7th Nations Cup Tournament at Sombor	Serbia	youth Women
20	Galym Zharylgapov Tournament in Karaganda	Kazakhstan	Elite Men
21	International Boxing Tournament "A. Agalrov Cup"	Azerbaijan	Youth Men
22	5th International Sven Lange Memorial Tournament	Germany	Junior Men
23	International Boxing Tournament "Valeria Demyanova Memorial"	Ukraine	Junior Women
24	Asian Boxing Championships	Vietnam	Elite Women
25	International Boxing Tournament "BALKAN"	Bulgaria	Elite Women

26	International Boxing Tournament "BALKAN"	Bulgaria	Youth Women
28	Magomed Salam Umakahnov International	Russia	Elite Men
29	Training Camp	Ireland	Elite Women
30	World Boxing Championships	Germany	Elite Men
31	Asian Boxing Championships yujh	Philippines	Junior Men
32	6th Golden Glove Boxing Tournament	Serbia	Youth Women
33	Combined Training	Kazakhstan	Youth Women
34	21 Int. Boxing Tournament	Ukraine	Elite Men
35	Youth Commonwealth Games	Bahamas	Youth Women
36	Youth Commonwealth Games	Bahamas	Youth Men
37	Grand Prix Boxing Tournament	Czech Republic	Elite Men
38	Joint Training	France	Elite Men
39	Asian Boxing Championships	Thailand	Youth Men
40	Ulaanbaatar Cup Boxing Tournament	Mongolia	Elite Women
41	Ulaanbaatar Cup Boxing Tournament	Mongolia	Elite Men
42	President's Cup Boxing Tournament	Kazakhstan	Elite Men & Elite Women
43	Asian Boxing Championships	Uzbekistan	Elite Men
44	Joint Training	Kazakhstan	Elite Men
45	King's Cup Boxing Tournament	Thailand	Elite Men

4.5 Proposal

The above mentioned proposal spans from Rs. 3 to 5 Cr. depending on the sponsorship category selected.

Looking forward..

While we are receiving support from the Government of India, the coaching and training of our Boxers and finally conducting world class events requires appropriate funding through the aegis of enthusiastic partners and sponsors. It is only then that we would be able to take the sport in an upwards trajectory and provide due recognition to our budding Boxers in the world arena. Simultaneously, it also provides a great opportunity to the corporate to participate in promoting the sport of boxing in addition to providing visibility to their brand image world over.

We look forward to bring corporate on board in furthering the cause of boxing by partnering with the BFI in this endeavour not only to make India a global boxing powerhouse but also to take boxing to nooks and corners of the country!