



# **SPONSORSHIP PROPOSAL**

## **2018 - 2020**



## NOTE FROM THE PRESIDENT

Dear Community Partner,

Thank you for your continued support of the Bermuda Boxing Federation. With your help, our focus is now set firmly towards the Bermuda National Boxing Team qualifying for the 2020 Olympics. Our overall aim is to prepare our adult national team, which comprises of eight persons (three athletes, a team manager, physiotherapist, conditioning coach/cutman, head coach and the technical director/assistant coach) to compete in mandatory boxing qualifier events.

The first mandatory qualifying event for the Olympics is in Mexico between March 9th and 18th 2018. This event will lead towards the Central American and Caribbean (CAC) Games in Barranquilla, Colombia between July 19th and Aug 3rd 2018. We also anticipate the national team to participate in the 2019 Pan American (Pan Am) Games in Lima, Peru.

We have started off this year's local boxing calendar with the event "The NEXT Greatest", which took place on Saturday, February 17th in the Cedarbridge Academy Gymnasium. This event showcased youth and junior class boxing and kickboxing and demonstrated to Bermuda the boxing prowess of our adult national team against seasoned overseas opponents. We are pushing fundraising to support the National Boxing Team, expand our school based youth development programs, and allow us to introduce our Fight for Peace Program.

Our calendar for 2018 is exciting. We will continue to introduce, develop and expand our programs. We also plan to have a combined boxing/ kickboxing/ grappling/ MMA card to kick off the summer. This will be a thrilling event and the first time that MMA will be held in Bermuda. It will be followed by an upscale event at the Fairmont Southampton in November, which has historically been incredibly successful.

As President, I would like to thank your organization in advance for your unwavering support. It is only because of your continued commitment that the BBF will be able to grow and thrive in the future.

Sincerely,

Nathan R. Dill



## ABOUT THE BERMUDA BOXING FEDERATION

The BBF is Bermuda's National Governing Body for the sport of boxing. We are proud of our membership, derived from five (5) main boxing gyms and affiliated combat sports organizations.

The BBF is Bermuda's formal body for the sanctioning of amateur boxing and is tasked with assuring International Boxing Association (AIBA) safety standards and anti-doping regulations are followed. Additionally the BBF:

- Facilitates professional training of athletes, coaches and officials
- Promotes the sport of boxing while increasing participation and supporting member gyms
- Organizes national and international competitions, youth programs and events
- Sets and monitors standards of training, performance and conduct

### MISSION STATEMENT

The Bermuda Boxing Federation aims to encourage participation, promote and develop the sport of boxing in Bermuda by:

- Establishing an Executive Committee to oversee and implement daily duties of the Association;
- Functioning under AIBA rules for boxing in Bermuda;
- Authorising venues and events;
- Providing qualified and competent officials for all sanctioned boxing bouts held in Bermuda;
- Encouraging the development of boxing in Bermuda through an ongoing relationship with individuals, schools, boxing clubs, gyms and other organizations;
- Encouraging the development of individuals as coaches and officials in boxing; and
- The coordination/promotion of boxing events.

### BERMUDA BOXING FEDERATION REACH

Social Media (Facebook/Instagram) - 831 + 695

E-Mail Reach - 5,000

Membership - 200

Affiliate Gym Reach - 2,000

Events: 1400

**TOTAL REACH = 10,126**



## MEMBER GYMS

40 REGO'S BOXING GYM



### 40 Rego's Gym

**Established:** 1980

**Philosophy:** Nothing for Nothing

**Founder:** The Late Allan "Forty" Rego

SMALL GYM, BIG KNOWLEDGE  
**BERMUDA**

**General Information:** Allan "Forty" Rego started training people in the early 1950s and had continued out of his "lions den" home gym right up until his recent passing in February 2018. His legacy will continue on through the work of the countless others he had

influenced and coached throughout the years. The 40 Rego's Gym motto of "Small Gym, Big Knowledge" was truly evidenced through the constant output of champions from its humble Warwick location. Most recently he had worked to groom Andre Lambe and Tyler Christopher, who together are 2/3rds of the Bermuda National Boxing Team as he supported them in their bid to delay turning professional to pursue their Olympic dream. Mr. Rego had become well regarded as the island's most revered trainer and is a quintessential Bermudian Hero. The Bermuda Boxing Federation with your help will be honored to help to cement his legacy by allowing his athletes to reach their dream and helping to groom and inspire the next generations, as Mr. Rego did.

**Head Coaches:** Varo Pelon Andrade

**Noteworthy Athletes:** Quinn Paynter, Roy Johnson, Norman DeSilva, Anthony Fubler, Gary Hope, Teresa Perozzi and Nikki Bascome.



## Bermuda Police Gym

**Established:** 1969

**Philosophy:** Bridging the gap between the public and the police through fitness.

**Founders:** Patrick McBride, Vic Richmond, Willie McCrackin, Authur Wallington

**General Information:** The Bermuda Police Service have supported a boxing program out of their Prospect Headquarters for close to 50 years. They hold the distinction of being the oldest continuously operating gym in Bermuda. Even though the gym was formally established in the late 1960s, police boxing had long taken root as an integral part of the Bermuda Police Service's community involvement. There are fight night bills dating as far back as the 1930s featuring local and expat Bermuda Police Officers alike. This legacy continued for many years in that the Bermuda Police Boxing Gym had successfully organized an Annual Police Night of Boxing which included police boxers competing from as far away as Denver, Massachusetts, New York and England. The current generation of athletes are no less skilled or as passionate about the sport as those who came before them.

**Head Coaches:** Gary Smith 1974 - 1980s  
Quinn "Duke" Mallory 1980s - 1990s  
Kevin "Mannix" Simmons 1990s until present.

**Noteworthy Athletes:** Quinn Paynter, Teresa Perozzi, Nikki Bascome, Freeman Smith, Jomar Caines, Sharrieff Wales, Kamel Dickinson, Mervin Dickinson



## Aries Sports Center

**Established:** 2017

**Philosophy:** Your health and fitness are worth fighting for!

**Founder:** Cyril Whitter

**General Information:** Aries Sports Center was opened in July 2017 as Bermuda's first dedicated sports center catering to the whole family. The facility offers group fitness programs and martial arts programs centered around providing quality instruction in the sports of Boxing, Kickboxing, JiuJitsu and Brazilian JiuJitsu from the age of 3 years old to the general Bermuda public.

**Noteworthy Athletes:** Aries currently hosts the Bermuda Sanshou Association, Controversy Boxing Gym, and the Bermuda Boxing Federation National programs.



## The New Controversy Boxing Gym

**Established:** 2012

**Philosophy:** With hard work and discipline you can accomplish anything.

**Founders:** Charles "Chucky" Renaud & Leo "Lionheart" Richardson

**General Information:** Previously based at the end of Mills Creek in Spanish Point,

The New Controversy Gym moved into the Queen's Club's basement in December 2012. Head trainer and former heavyweight boxer Leo Richardson has a larger-than-life personality and is the heartbeat of the gym. Coach Leo was given the blessing of Renaud to take over the operation of the gym after months of his training people in Victoria Park caught the attention of the Queens Club members who then rallied behind Coach Leo to offer the gym its new home. With a consistent and impassioned push from Coach Leo, the New Controversy Gym now prides itself in being at the center of the implementation of the island wide Youth Boxing Academy initiative and is regarded as the essential first step for youth who are exploring the art of boxing. The CBG Youth Program was started as a way to reach out to young people and give them a positive avenue. As such, Coach Leo runs many youth focused programs including: after school programs, boxing camps, co-curricular boxing clubs and he is the Vice President of the Bermuda Boxing Federation.

**Head Coach:** Leo Richardson

**Noteworthy Athletes:** Trace Easton, Naizari Roberts, Josef Ferreira, Logan Jimenez



## Bermuda Sanshou Association

**Established:** October 2005

**Philosophy:** Development. Implement. Maintain (DIM)

**Founders:** Garon Wilkinson & Reuben Bean

**General Information:** The Bermuda Sanshou Association is a registered charity (#767) and was created

by its standing executive as a vehicle to train and support local martial artists in the discipline of *san shou/san da*. BSA also works to maintain athletes, coaches, and support personnel at a level sufficient to engage in international competition. BSA is a member of International Wushu Federation (IWuf) and its President, Garon Wilkinson is an Executive Board Member of Pan American Wushu Federation, while Vice President Oscar Lightbourne is a Technical Committee member.

**Head Coaches:** Garon Wilkinson, Sentwali Woolridge – Sanda Pandas Head Coach

**Noteworthy Athletes:** The BSA 2017 National Sanda Team includes Sentwali Woolridge, Reyl Bowen & Krista Dyer



## PROGRAMS

### Youth Boxing Academy

The BBF is extremely proud of our pilot program launched in 2015 entitled “Youth Boxing Academy”, which is a 12 week After School Co-Curricular Introduction to boxing based at participating schools. Classes are offered to youth aged 12-18, and take place once a week. The program focuses on attitude, academics, cooperation and community.

We currently have twenty (25) students enrolled in the program and seek to expand over the next several months. The number of schools who have expressed an interest in having this program at present far exceeds our current ability to facilitate it. Our vision for 2020 is to establish an east and western Youth Boxing Academy program which connects with our central academy. Our certified coaches will teach the ARISE program.

Within the ARISE curriculum, students are to learn:

- Team Building
- Leadership
- Resilience
- Anger Management
- Self-Esteem
- Gang Awareness
- Addiction Prevention
- Gun Resistance
- Violence Prevention
- Health and Nutrition
- Anti-Bullying

### Fight For Peace



The Fight For Peace program is the Bermuda Boxing Federation’s vision for addressing the number of prevailing social issues which we have seen manifest in our community. Fight For Peace is an internationally recognized and research based program with proven results. This program was initially developed in the favelas of Brasil, and has been successful both in the streets of downtown Kingston, Jamaica and in urban areas of England. It uses boxing and martial arts combined with education and personal development to realise the potential of young people in communities affected by crime and violence. The pillars of the program are Boxing and Martial Arts, Education, Youth Leadership, Employability and Social Support.

### Boxing Development Program

The Bermuda Boxing Federation supports the development of children 14 years and under through allocating equipment at no cost, sponsoring children who may come from families without the means to afford monthly training and by hosting youth focused events. Through these events the Boxing Development Program aims to highlight our younger athletes and to encourage both boys and girls to become involved in boxing at an early age.



## National Boxing Team

Elite boxers representing our island striving towards reaching and medaling at the 2020 Olympic Games.

## COMING SOON

Elite Athlete Training Center solely dedicated to combat sports elite athlete performance including Boxing, Kickboxing, Sanda, Muay Thai, Karate, Wrestling, Brazilian Jiu Jitsu, and MMA.

## WISH LIST

### Community Service Van or Mini Bus

In expanding our Youth Boxing Academy, Boxing Development Program and to best introduce our Fight for Peace Program, we intend to remove as many barriers from youth participation in boxing as possible. One such barrier is always transportation. With the island's busses often being unreliable and frequently cancelled, the last thing we would want is for a young person or parent to concern themselves with the challenge of getting to and from boxing training. We would like to first consider the safety of our young people in knowing that they are able to be collected or dropped right to their door. We envision this after school pick-up and drop off service as being an integral part of our successful boxing programs. We also envision being able to transport entire gym classes to any one of our partner gyms for physical education classes.



### HA or IN truck.

If you have ever seen our boxing ring setup you can see immediately why this is necessary. Boxing rings are massive. Each piece can be as long as 12 feet in length, weigh 70 plus pounds and there are usually up to 60 pieces that make up one boxing ring. A vast majority of the cost of setting up our boxing ring is trucking. We would desire to eliminate or minimize this expense by purchasing our own truck to haul our equipment island wide. As we aim to establish a boxing academy at each middle and high school in the near future,

monthly competitions in addition to our regular adult and elite schedule, this vehicle will be essential to our long-term growth.





## Miscellaneous Wish List Items

- ARiSE Life-Skills Curriculum Books
- Smartphone with Annual Service Plan
- Scanner/Printer
- Card Printer
- Laptop Computer
- Floor Standing Boxing Ring
- Various Boxing Gym Equipment

## WHY SPONSOR THE BERMUDA BOXING FEDERATION

The BBF seeks to produce homegrown talent while impacting the youth in a positive, meaningful way. Our coaches, mentors and volunteers are dedicated to improving the sport of Boxing in Bermuda, but we need your help.

Over the next two (2) years, the BBF seeks to accomplish the following:

- Qualify for the 2020 Olympics
- Open a permanently located, fully equipped national boxing centre;
- Establish two additional Youth Boxing Academy programs in the East and West ends of the island;
- Introduce Fight for Peace Program;
- Purchase additional boxing equipment;
- Train and fund Bermuda's youth to participate in international events;
- Offer scholarships to the youth of Bermuda;
- Offer sponsorship to at least two (2) adult boxers to pursue further training and development;

The BBF is the only entity on island set up to ensure that the sport of boxing develops. It provides mentorship to budding boxers and supports those individuals who would like to pursue a career in boxing.

Over the years, the BBF has strengthened its core team who are dedicated to the forward progression of the organization and its affiliates. Supporting the BBF is to simultaneously support boys and girls of Bermuda between the ages of seven (7) and eighteen (18) in pursuing an activity that helps them grow into strong, independent and intelligent adults.



## ROAD TO THE OLYMPICS CAMPAIGN

Our targeted sponsorship / fundraising goal is \$100,000. Each package will be valid for one year as part of this campaign.

Package	Suggested Amount	Contributes Towards	Gratitude Package
<b>Platinum</b> (1 available)	<b>\$30,000</b>	<b>Programs</b> Expand Youth Boxing Program Establishment of Fight for Peace Program Purchase of vehicle	-Positioning as title sponsor throughout 2018 promotional campaign at all BBF events -Sole positioning of company logo on team jerseys worn in [both local and] international competition -Primary positioning of company logo on team apparel including tracksuits, t-shirts, warm up gear gym bag and event t-shirts -Sponsor branding and logo on boxing ring canvas (center), rope covers, corner posts, skirt -Direct marketing opportunity through BBF -30 VIP passes to each 2018 BBF promoted event -5 hours of company health and wellness activities -Promotional photoshoot for company and/or product
<b>Gold</b> (2 available)	<b>\$15,000</b>	<b>National Team Support</b> Olympic Qualifier Airfare: Mexico, Colombia and Peru & additional training camp(s); Hotel Accomodations; Ground transportation	-Positioning as major sponsor throughout 2018 promotional campaign including all BBF events -Prominent positioning of company logo on team apparel including, tracksuits, t-shirts, warm up gear gym bag and event t-shirts -Sponsor branding and logo on boxing ring canvas, skirt and corner post (red + blue) -Direct marketing opportunity through BBF -20 VIP passes to each 2018 BBF promoted event -2.5 hours of company health and wellness activities



<p><b>Silver</b> (3 available)</p>	<p><b>\$10,000</b></p>	<p><b>National Team Support</b> Gym Fees; Physiotherapist Services; Nutritionist Services; Coaching Gear <b>Programs</b> Boxing Development Scholarships</p>	<p>-Positioning as sponsor throughout 2018 promotional campaign including all BBF events -Positioning of company tag on team apparel -Sponsor branding on boxing ring skirt -10 VIP Seats to each 2018 BBF promoted event -1 hour of company health and wellness activities</p>
<p><b>Bronze</b> (4 available)</p>	<p><b>\$5,000</b></p>	<p><b>National Team Support</b> Team Uniforms: Jersey + Trunks, Boxing Boot, Competition Tracksuit, Training Sweat Suit, Blazer + Crest <b>Equipment</b> Office items</p>	<p>-Positioning as National Team sponsor -Positioning of company tag on team apparel -5 VIP Seats to each 2018 BBF promoted event</p>
<p><b>Copper</b> (5 available)</p>	<p><b>\$2,500</b></p>	<p>National Athlete Boxing Gear Meals</p>	<p>-Positioning as National Team sponsor -Positioning of company tag on team apparel -2 VIP Seats to each 2018 BBF promoted event</p>





Bermuda National Boxing Team 2018 (L - R): Andre Lambe, Tyler Christopher, Stefan Dill

## **2018 - 2020 BERMUDA BOXING FEDERATION SPONSORSHIP AGREEMENT**

- YES! Our organization commits to support the Bermuda Boxing Federation in the quest for the 2020 Olympics.

PACKAGE: \_\_\_\_\_ \$ \_\_\_\_\_

ALTERNATIVE: \_\_\_\_\_ \$ \_\_\_\_\_

TOTAL AMOUNT: \_\_\_\_\_ METHOD OF PAYMENT: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT NAME/ROLE: \_\_\_\_\_

CONTACT E-MAIL: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_ SOCIAL MEDIA: \_\_\_\_\_

ORGANIZATION WEBSITE: \_\_\_\_\_

- NO! We support your quest to the Olympics, however, we cannot commit to support your program at this time.

AUTHORIZING SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

BBF EXECUTIVE SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



## CONTACT US

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### **BOXING FEDERATION PROGRAM/EVENT MANAGER - PULSE MANAGEMENT**

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THANK YOU FOR CONSIDERING SPONSORSHIP OF THE BERMUDA BOXING FEDERATION. ONCE YOU HAVE REVIEWED THE PACKAGES, PLEASE FEEL FREE TO CONTACT OUR RELATIONSHIP MANAGEMENT TEAM VIA E-MAIL AT [boxingrelationman@gmail.com](mailto:boxingrelationman@gmail.com)