



KOFI

poison

DONKER



Summary

KOFI DONKER is a former ABA finalist and unbeaten professional boxer.

Kofi is a talented lightweight prospect from London, currently unbeaten and signed to Goodwin Boxing who host sold-out boxing events at the iconic ‘Home of Boxing’ – the York Hall in Bethnal Green.

Kofi is a full-time pro, concentrating solely on his boxing career by honing his craft in the gym three times a day.

2019 is set to be a busy year for ‘Poison’ as he aims to clock up four or five victories on his record to start 2020 in title fights.

Boxer Profile

Boxing Record: **W1-L0-D0**
Knockout Ratio: 0% (0 KO's)
DOB: 20/03/1989
Born: Plumstead, London
Residence: West Norwood, Surrey
Weight Class: Lightweight
Height: 5ft 9"
British Ranking: 79th (BoxRec)
World Ranking: N/A (BoxRec)
Titles: N/A
Amateur Record: W29-L14
Amateur Titles: London Representative
ABA Novices Finalist

Kofi in Numbers



N/A



2k Followers



1k Followers



100k+ Views


1 fight unbeaten

68 per cent amateur of fights won

100 per cent winning pro record



150+ tickets sold to fights

Press Clippings



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Goodwin Boxing sign experienced amateur Kofi Donker

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Goodwin Boxing sign experienced amateur "Poison" Kofi Donker

Goodwin Boxing have been busy in the acquisition market lately, recently signing double Olympic champion Nicola Adams, and today have announced yet another exciting signing.

29-year-old "Poison" Kofi Donker has signed a three-year management agreement.

The South Londoner won 29 from 43 amateurs representing Nemesis, Peacock, Double Jab and Bodyshots.

Injured Kofi Donker withdraws from next fight

Get to know... Kofi Donker

Meet Watford's 'other' heavyweight star

With a style that was most suited to the professional ranks, it was always going to be when and not if Kofi turned over.

Kofi, from West Norwood, will be campaigning in the super-featherweight and lightweight divisions and is aiming to make his professional debut in September 2018.

Kofi commented, "I just wanted to make sure everything was right before I turned professional. My life outside boxing is perfect and I have indeed the perfect team with Steve at the helm. I know I am starting later than ideal but it just means I will


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A Plumstead boxer has made his professional debut beating out the competition



See all 3 photos



A boxer from Plumstead has made his professional debut and claims that he started training so he didn't take the wrong path in life.

Facebook Twitter YouTube 0 comment

Kofi Donker, 29, grew up in gyms watching people box, but didn't start training until he was 17 years old.

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From young offender to fight win... Plumstead man goes on to win first boxing pro fight

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Sponsorship Benefits

Tickets

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

Advertising

- Company logo on fight kit
- Company logo on corner team's kit
- Branding on official website

Activations

- Five appearances with the athlete
- 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

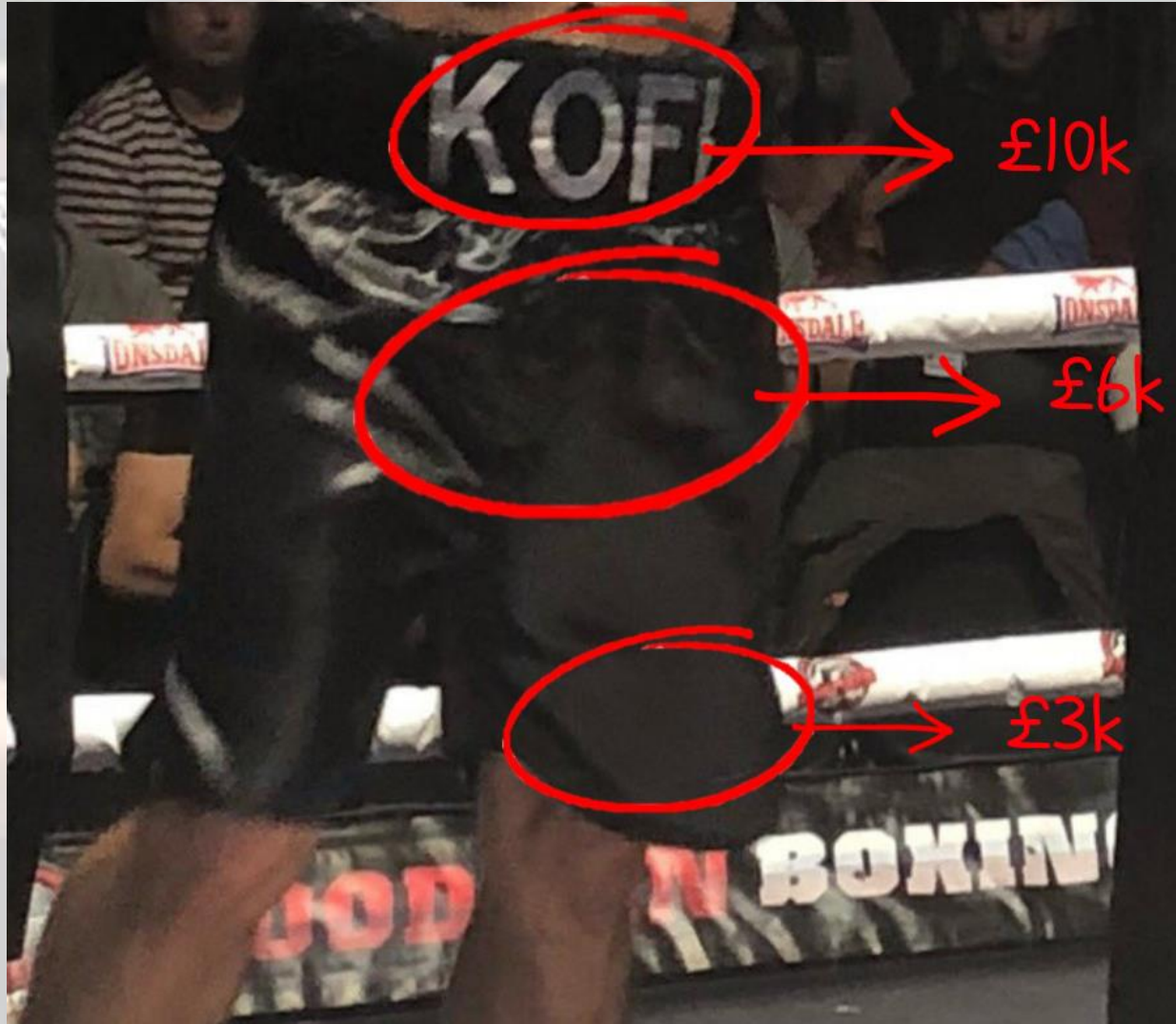
PR

- 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



Waistband branding is £10k per annum – guaranteed to be seen in every camera shot

Prime positioning on the main area of the shorts is £6k per annum – this is the preferred area for most main sponsors

This popular space on the legs is just 3k per annum – that's only £250 per month

Social Media Promotion

Kofi has an avid and rapidly increasing social media following of over 3k with a combined reach of over 300k

- Kofi's social media posts averages over 100 retweets and likes
- Celebrities and professional boxers engage with all his posts

Pricing

The following can be a mix of Twitter posts, Instagram posts or stories or Facebook posts

3 x Social media posts	£250
3 x Social media posts weekly campaign	£1.5k
3 x Social media posts monthly campaign	£5k

Other frequencies and requirements are open to negotiation

Thank you!

Thank you on behalf of Kofi and TR Sports Agency for reviewing this proposal.



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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.”