





## Summary

SHAKAN PITTERS is the ULTIMATE BOXXER!

Shak cruised to victory in Ultimate Boxxer II – The light-heavyweights at The O2 in London in November 2018.

He beat three boxers in one night, flooring them all, with a combined record of 21-3 to be crowned champion. In the post-fight interview, he didn't have a mark on him and looked fresh enough for another fight, stating: *"I didn't really get hit so I'm fresh and could fight again!"*

Shak is a father and devoted family man. His sporting talent is natural as he used to play for Premiership football team West Brom FC as a youngster.

## Boxer Profile

Boxing Record: **W10-L0-D0**  
Knockout Ratio: 30% (3 KO's)  
DOB: 31/07/1989  
Born: Birmingham, West Midlands  
Residence: Birmingham, West Midlands  
Weight Class: Middleweight  
Height: 6ft 6"  
British Ranking: 10<sup>th</sup> (BoxRec)  
World Ranking: 91<sup>st</sup> (BoxRec)  
Titles: Ultimate Boxxer II Champion  
Amateur Record: W86-L20  
Amateur Titles: Three-time Midlands champion  
Birmingham champion  
ABA Quarter-finalist  
ABA Semi-finalist

## Shakan in Numbers



1k Fans



1k Followers



3k Followers



500k+ Views

2 last fights on TV

3 knockouts

10 fights unbeaten

10 in the British rankings

5,000+ social media following

Press Clippings



“ ”  
**OTHER BOXERS?  
NOT BOTHERED ABOUT  
THEM TO BE HONEST**

SHAKAN PITTERS GREY SHORTS

  MANSION  
BET



  
**ULTIMATE  
BOXXER**

**FRI 2ND NOV**  
INDIGO AT THE O2, LONDON

**ULTIMATE BOXXER II SHAKAN PITTERS**  
LIGHT-HEAVYWEIGHT TOURNAMENT

**8 PROFESSIONAL BOXERS - 1 NIGHT - £50,000**

**SPECIAL GUESTS & PUNDITS: MALIGNAGGI, HATTON & CROLLA**

£55 BALCONY SEATS  
£70 OUTER RINGSIDE  
£80 FRONT ROW  
£100 INNER RINGSIDE  
£200 KING'S ROW WITH VIP

 MANSION  
BET  MYPROTEIN  Voltarol  
The joy of movement  Spike  UNILAD  MUSIC FROM OFFICIAL  
DJ CHARLIE SLOTH

ultimateboxer.com

## 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



£20k

Waistband branding is £25k per annum – guaranteed to be in every camera shot

£12k

Prime positioning on the main area of the shorts is £12k per annum – this is the preferred area for most main sponsors

£6k

This popular space on the legs is just 6k per annum – that's only £500 per month for a TV advert

## Social Media Promotion

Shakan has an avid and rapidly increasing social media following of over 5k with a combined reach of over 500k

- Shakan'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	£500
3 x Social media posts weekly campaign	£3k
3 x Social media posts monthly campaign	£10k

*Other frequencies and requirements are open to negotiation*



**Thank you!**

Thank you on behalf of Shak 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.”***