

World Boxing Policy and Strategy for Diversification of Revenue Sources

1. Purpose

To establish a robust framework for diversifying World Boxing's revenue streams, ensuring financial sustainability, reduced dependency on singular funding sources, and greater resilience to economic fluctuations. This policy is designed to guide the organization's strategic efforts in securing commercial partnerships, expanding merchandise sales, increasing sponsorships, and implementing a founding donors campaign.

2. Principles

- **Sustainability:** Revenue generation efforts must prioritize long-term viability.
- **Innovation:** Explore diverse, creative opportunities for generating income.
- **Transparency:** Maintain open and ethical practices in all revenue-related initiatives.
- **Collaboration:** Engage stakeholders, including national federations, commercial partners, and the broader boxing community, to align goals and maximize impact.
- **Integrity and Values:** World Boxing will only partner with organisations whose values and culture are aligned to the values and culture of World Boxing.

3. Revenue Diversification Strategy

3.1 Commercial Partnerships

- **Policy Objective:** Establish strategic alliances and partnerships with commercial partners to promote World Boxing's brand and generate sustainable income streams.
- **Key Actions:**
 1. Develop tailored partnership packages offering tiered benefits (e.g., title sponsorships, event-specific branding, and year-round advertising opportunities).
 2. Identify key sectors such as sports apparel, fitness equipment, insurance, travel agencies, and health and wellness industries.
 3. Collaborate with national federations to offer global-local partner integration opportunities.
 4. Leverage digital assets, including social media platforms and event livestreams, to provide partners with measurable ROI.
- **Benchmarks:** Increase commercial partnership by 500,000 euro in year 1 and 25% in subsequent years through 2028.

3.2 Merchandise Sales

- **Policy Objective:** Capitalize on World Boxing’s brand by partnering with vendors, manufacturers, and designers with whom WB can collaborate in the development of a profitable merchandise program.
- **Key Actions:**
 1. Launch an online merchandise store offering high-quality branded products (e.g., apparel, equipment, and memorabilia).
 2. Design limited-edition collections tied to key events, such as world championships and World Cup events.
 3. Establish collaborations with athletes to create co-branded merchandise lines.
- **Benchmarks:** Achieve a 15% profit margin on merchandise sales within two years.

3.3 Sponsorship Growth

- **Policy Objective:** Attract and maintain high-value sponsorships through targeted outreach and value-driven partnerships.
- **Key Actions:**
 1. Create sponsorship tiers that align with World Boxing’s goals, including global, regional, and event-specific sponsorships.
 2. Highlight sponsorship opportunities linked to social responsibility, such as funding programs for grassroots boxing development or gender equity initiatives.
 3. Use data analytics to demonstrate audience demographics, engagement, and reach to potential sponsors.
- **Benchmarks:** Secure three new multi-year sponsorship agreements by the end of 2025.

3.4 Founding Donors Campaign

Policy Objective: Launch the **Founding Benefactors Initiative** to secure funds through which World Boxing can establish a sustainable legacy of philanthropy to support and develop Olympic-style boxing globally.

Key Actions:

1. **Develop a Compelling Narrative** – Highlight the opportunity to support the policy objective: to support and develop Olympic-style boxing globally while reinforcing World Boxing’s values of integrity, fair play, and excellence.
 2. **Target Strategic Donors** – Engage the boxing community, philanthropic organizations, businesses, and National Federations committed to boxing’s long-term success.
 3. **Offer Exclusive Recognition & Engagement** – Provide tailored benefits such as donor acknowledgment, VIP event access, direct engagement with athletes and leadership, and recognition on World Boxing platforms.
 4. **Leverage High-Profile Promotion** – Utilize ambassadors, testimonials, and major events to attract founding benefactors and create visibility for their contributions.
- **Benchmarks:** Raise **\$1 million** in commitments over the next two years to support

governance, competition structure, athlete development, and technological advancements ensuring fair and transparent competitions.

4. Governance and Oversight

- **Commercial and Marketing Committee:** Oversees the implementation and progress of revenue diversification initiatives. Provides quarterly reports to the Board of Directors and the Audit & Finance Committee.
 - **Monitoring and Evaluation:** Establish KPIs for each revenue stream and conduct annual reviews to:
 - assess performance
 - adapt strategies to ensure performance is maintained or enhanced
 - ensure continuing alignment with the integrity standards and values of World Boxing.
 - **Financial Transparency:** Ensure all revenues and expenditures related to these initiatives are audited and reported to the Audit & Finance Committee.
-

5. Integration with Broader Organizational Goals This revenue diversification strategy aligns with World Boxing’s mission to grow Olympic Boxing globally, support athlete development, and foster sustainable growth. Funds raised will be allocated to strategic priorities approved by the Executive board, including but not limited to:

- Organizational operations
 - Sport and Competition
 - Training, education and certification
 - Enhancing athlete development programs
 - Increasing gender equity in the sport
 - Expanding World Boxing’s global reach through events and grassroots initiatives
-