

Terms of Reference

World Boxing Ambassadors, Influencers and Impact Commission

1. Purpose

The World Boxing Ambassadors, Influencers and Impact Commission ("the Commission") shall serve as a strategic advisory and promotional body composed of globally recognised celebrities, influencers, business leaders, athletes, entertainers and cultural figures who share a commitment to advancing the visibility, appeal and impact of boxing worldwide.

The Commission shall support World Boxing's mission to grow the sport globally and contribute to the successful promotion of boxing in the lead-up to the Los Angeles 2028 Olympic Games and beyond.

Through its members' influence, networks and public platforms, the Commission will help position boxing as a modern, inclusive, youth-focused and globally accessible sport.

2. Objectives

The Commission shall:

1. Promote boxing globally through traditional media, digital channels and public engagement.
2. Enhance the visibility and reputation of World Boxing among youth, fans, governments, sponsors and the wider public.
3. Support initiatives that increase participation in boxing across all continents.
4. Help attract new audiences through social media, entertainment, business and cultural platforms.
5. Provide strategic advice on influencer engagement, communications and fan development.
6. Support advocacy for the Olympic movement and the importance of boxing's place within the Olympic Games.
7. Assist World Boxing in developing innovative projects and campaigns leading into Los Angeles 2028.
8. Help establish boxing as a force for positive social impact, inclusion, education and community development.
9. Serve as prominent guests and supporters at major World Boxing events and the Los Angeles 2028 Olympic Games.

3. Scope of Activities

The Commission may support:

- Global promotional campaigns.
- Digital and social media activations.
- Youth engagement initiatives.
- Celebrity endorsement and ambassador programmes.
- Content creation and storytelling projects.
- Sponsorship and partnership introductions.
- Charitable and social impact initiatives.
- Cross-industry collaborations involving sport, entertainment, technology and business.
- Events organised by World Boxing and its Member Federations.

4. Membership

Membership shall be by invitation of the World Boxing President and approved by the World Boxing Executive Board.

Members may include:

Entertainment and Film Personalities

- Actors and actresses associated with iconic boxing or martial art films
- International film stars with an interest in sport and youth development

Business and Technology Leaders

Examples may include:

- Jack Ma
- Leaders from technology, media and innovation sectors

Digital Creators and Influencers

Examples may include:

- Major YouTube personalities
- TikTok creators
- Instagram influencers
- Podcasters and content creators with significant global reach

Sporting Ambassadors

Examples may include:

- Former boxing champions
- Olympic medallists
- High-profile athletes from other sports who support boxing

Special Impact Ambassadors

Individuals recognised for contributions to philanthropy, education, youth empowerment or community development.

5. Chairmanship

The Commission shall be chaired by the President of World Boxing.

The Chair shall:

- Provide strategic leadership.
- Convene meetings.
- Approve annual priorities and initiatives.
- Represent the Commission before the Executive Board.
- Ensure alignment with World Boxing's overall strategy.

The Chair may appoint one or more Vice-Chairs from among Commission members.

6. Role of Members

Members are expected to:

- Act as ambassadors for World Boxing.
- Support selected promotional campaigns.
- Participate in strategic discussions.
- Amplify key messages through their platforms and networks.
- Attend major World Boxing events whenever possible.
- Contribute ideas for increasing the sport's visibility and impact.
- Introduce potential partners, sponsors and collaborators where appropriate.

Participation is voluntary unless otherwise agreed.

7. Los Angeles 2028 Olympic Games Programme

The Commission shall play a flagship role in the lead-up to and during the Los Angeles 2028 Olympic Games.

Olympic Boxing Ambassadors

Commission members may:

- Promote Olympic boxing through global campaigns.
- Participate in media engagements.
- Support athlete storytelling initiatives.
- Attend boxing competitions as distinguished guests.

World Boxing House

World Boxing shall seek to establish a "World Boxing House" during the Los Angeles 2028 Olympic Games as:

- A hospitality venue.
- A media and content-production hub.
- A meeting place for athletes, stakeholders, sponsors and celebrities.
- A platform for showcasing boxing's history, future and social impact.

Commission members shall be invited as honorary hosts, speakers, guests and content contributors.

Activities may include:

- Media interviews.
- Fan engagement sessions.
- Sponsorship activations.
- Cultural and entertainment events.
- Youth and community programmes.

8. Strategy Development

Within its first year, the Commission shall develop a dedicated:

"Boxing Global Impact and Influence Strategy 2026-2028"

The strategy should address:

Audience Growth

- Youth audiences.

- Women and girls.
- New markets and territories.
- Digital-native fans.

Influencer Programme

- Tiered ambassador structure.
- Regional influencer networks.
- Content partnerships.
- Creator collaborations.

Digital Engagement

- Social media campaigns.
- Viral content opportunities.
- Athlete storytelling.
- Behind-the-scenes access.

Media and Entertainment

- Film and streaming partnerships.
- Documentary opportunities.
- Celebrity participation.
- Cross-platform content development.

Commercial Development

- Sponsor introductions.
- Co-branded campaigns.
- Strategic partnerships.
- New revenue opportunities.

Social Impact

- Youth boxing initiatives.
- Education programmes.
- Inclusion and gender equality projects.
- Community engagement campaigns.

9. Meetings

The Commission shall meet:

- At least twice annually.
- Virtually or in person.
- At major World Boxing events where feasible.

Special meetings may be convened by the Chair as required.

10. Secretariat

World Boxing shall provide secretariat support including:

- Meeting organisation.
- Communications.
- Stakeholder engagement.
- Project management.
- Coordination of ambassador activities.

11. Key Deliverables (2026-2028)

The Commission shall seek to achieve:

1. Establishment of a global ambassador network.
2. Recruitment of at least 20 high-profile international ambassadors and influencers.
3. Development of a global digital boxing campaign.
4. Creation of the World Boxing House for LA28.
5. Delivery of a celebrity and influencer engagement programme during the Olympic Games.
6. Growth of boxing's global digital reach and fan engagement.
7. Increased visibility of World Boxing among younger audiences.
8. Development of lasting partnerships that continue beyond Los Angeles 2028.

Vision Statement

To unite the power of sport, entertainment, business and digital influence to inspire a new generation of boxing fans, elevate the global profile of boxing, and create a lasting legacy leading into and beyond the Los Angeles 2028 Olympic Games.