

# TOMMY

Langford

**British middleweight champion**

**Commonwealth middleweight champion**

**WBO Inter-Continental middleweight champion**

**WBO World No.2**



**TR Sports Agency**

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### **Brief History**

Boxing has been recognised as a sport as far back as the Olympic Games in 688 BC.

The idea of two men placed in a ring to claim dominance over each other has been the fascination of crowds ever since it began.

For hundreds of years, the sport has drawn huge followings that provide a unique platform for advertising and brand endorsement.

Sponsorship, implemented effectively, is one of the most creative and engaging marketing opportunities available to brands that can struggle for identity and loyalty in a fickle and hard to reach consumer marketplace.





## Boxer Profile

Boxing Record: **W18-L0-D0**  
Knockout Ratio: 33% (6 KO's)  
Born: 27/03/1990  
Residence: Birmingham, West Midlands  
Weight Class: Middleweight  
Height: 6ft  
British Ranking: 3<sup>rd</sup> (BoxRec)  
World Ranking: 2<sup>nd</sup> (WBO)  
Titles: WBO Inter-Continental middleweight title  
Commonwealth middleweight title  
British middleweight title  
Amateur Record: W86-L20  
Amateur Titles: Western Counties Champion 2001-2007  
NABC British Champ 2005 & 2006  
England amateur from 2006-2011 (Captain in 2011)  
Midlands senior ABA champ 2008-2011  
Senior ABA Bronze Medal 2009 & 2010  
Haringey Elite International Box Cup Champion 2010  
2012 England Olympic Box-Off Bronze Medal



## Tommy Langford in Numbers



5,134 Fans



15k Followers



150,000+ Views

1 victory away from a world title shot

6 years as an England International

2 in the WBO World rankings

17 professional bouts

3 major professional titles won

20 national amateur titles

3 KO's in previous five contests

86 fights won as an amateur

3 in British rankings

100 out of 108 rounds won as a professional

4 years in the professional ranks

100 per cent of fights won

6 knockouts

400 mile round trips for sparring as a teenager

Exposure



Box Nation TV Fights viewed by 150k+ monthly subscribers



West Bromwich Albion FC Column in match day programme read by over 26k fans  
Tweeted regularly by the club's official Twitter account seen by over 500k

North Devon Journal Writes weekly column read by 18k households



Official Website Receives 8k+ views per month every month



Sport South Devon Monthly column in online magazine seen by the entire county of Devon



Mass Media Exposure

Tommy has appeared on Sky Sports, BBC, Soccer a.m., BBC Radio and much more...





### **British Title**

Tommy is the British middleweight champion – the biggest Prize in British boxing. He is the first person from North Devon to ever become the British champion.

### **WBO Inter-Continental Title**

Tommy Langford successfully defended the belt four times, earning him second position in the WBO World rankings.

### **WBO I-C champions and what they have progressed on to:**

**Manny Pacquiao** – World champion within six months

**Paul Butler** – World champion within one year

**Arthur Abraham** – World champion within one year

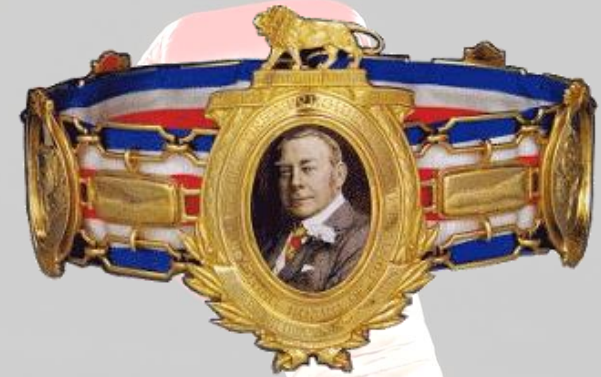
**Vitali Klitschko** – World champion one year and one month later

**Gennady Golovkin** – World champion within two years

### **Commonwealth Title**

Statistics show that 11 of the last 12 British boxers to be Commonwealth champion progressed on to World titles.

The previous owner before Tommy was Billy Joe Saunders (23-0) who went on to win British, European and world title honours.



## Top 10 Reasons to Join Team Langford

### **Strength:**

Four KO's from previous six fights

### **Loyalty:**

Worked with trainer Tom Chaney for 10 years

### **Commitment:**

Tommy worked hard from day one to become the best and achieved it

- 1. Exciting** Tommy's style is non-stop, relentless punching with a thrilling, high work-rate
- 2. Talented** Unbeaten in 18 fights with three major titles
- 3. Progressing** Spars with WBC Silver super-middleweight champion Callum Smith; WBO World light-middleweight champion Liam Smith; and IBF welterweight champion Kell Brook
- 4. Young** Tommy is only 27-years-old so has over five years left at the top level
- 5. Inspirational** A true go-getter, Tommy left home aged 17 to pursue his career in boxing
- 6. TV Exposure** Tommy boxes live on Box Nation TV viewed by thousands of sports fans worldwide. Tommy has also appeared on Soccer a.m., Sky Sports and BBC.
- 7. Mass Media Exposure** Tommy writes a regular column in the West Brom FC match day programme, a weekly column for North Devon Journal and a monthly column with Sport South Devon magazine
- 8. Pedigree** Former England amateur captain winning dozens of national titles
- 9. Family Man** Tommy is a proud father and devoted husband.
- 10. Degree-educated** Tommy has a university degree





## Why is boxing a good investment for branding?

Sponsorship has evolved greatly in the last 10 years - both in terms of the size and scale of the industry, and also in terms of the ways it can fulfil business objectives.

Sponsorship, implemented effectively, is one of the most creative and engaging marketing opportunities available to brands that can struggle for identity and loyalty in a fickle and hard to reach consumer marketplace.

### Benefits:

- Heightened brand awareness
- Development of new markets
- Broadened customer base
- Increased website traffic
- Increased sales
- Media exposure
- Development of community relationships
- Good will and integrity as a company
- Increased social media exposure and engagement
- Alignment and synergy with an ambassador that shares company values





## Reasons to invest:

- The sport of boxing has longevity as seen throughout history
- The sports industry has seen a rise in boxing popularity over the past five years due to the success of the 2012 Olympic Games, the record-breaking Froch v Groves II Wembley Stadium super-fight, and the current achievement of the UK having 12 World champions
- Age demographics are becoming more widespread, increasing customer base
- Boxing has seen an increase in female fans due to the emergence of stars like Nicola Adams
- Sky Sports, Pay-Per-View, ESPN, ITV, Channel 5, ITV4, Eurosport, Box Nation TV, Front Runner TV and online streaming links has made boxing more accessible than ever before
- Boxing on pay-per-view is continuously breaking viewership records
- Talented boxers often have a cult-like following as fans are so devoted, passionate and lasting
- Boxers attract higher respect and idolisation than most other sports stars



## Demographics

### **Sex:**

**86%** are male  
**14%** are female

### **Ages:**

**77%** are between 16-49 years-old  
**22%** are above 50-years-old  
**1%** are under 15-years-old

### **Location:**

**55%** are from the UK  
**16%** are from the USA  
**10%** are from Ireland  
**3%** are from Germany  
**2%** are from Australia  
**14%** are rest of the world

### **Marital Status:**

**53%** are married  
**26%** are single  
**11%** are divorced  
**7%** are widowed  
**3%** are separated

### **Employment Status:**

**55%** are full-time employees  
**14%** are retired  
**12%** are part-time employees  
**6%** are unemployed  
**13%** are others

### **Education:**

**34%** School Graduates  
**11%** College Graduates  
**7%** University Graduates  
**48%** Other





**Ethnicity:**

**55%** White

**25%** Black

**20%** Hispanic

**5%** Other

**Viewing Figures:**

**+3million** Sky Sports (Matchroom Boxing)

**+3million** Dave (Hayemaker Promotions)

**+2million** Channel 5 (Hennessy Sports)

**+1.8million** HBO Boxing

**+1.3million** Showtime

**+1million** Eurosport

**+750,000** ESPN

**Income:**

**6%** less than £15,000

**15%** up to £30,000

**40%** up to £40,000

**22%** up to £50,000

**11%** up to £60,000

**4%** up to £100,000

**2%** over £100,000

**Interests:**

**72%** have been boxing fans for over 10 years

**97%** watch boxing on TV

**70%** have attended boxing events

**37%** have boxed as an amateur or for fitness

**68%** have participated in sports other than boxing

**69%** have bought boxing related products in the last 12 months

**49%** have spent over £100 on boxing products last 12 months

**37%** are gym members

**45%** have placed bets on fights in the last 12 months

## Sponsorship Packages



### Official Sponsor

#### **Tickets**

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

#### **Advertising**

- Company logo on all apparel
- Company logo on all corner team's apparel
- Branding on official website

#### **Activations**

- Five appearances with the athlete e.g. Private Dinner, Private Training / Sparring Sessions, Client Entertainment or suggestion of own choice
- 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

One-off Fight Package Sponsor	<i>Sponsorship benefits for one fight only</i>	£3k one-off fee
Sponsor	<i>Logo displayed on apparel</i>	£6k per annum
Official Sponsor	<i>Logo given prominence on apparel</i>	£12k per annum
Main Sponsor	<i>Logo given priority positioning on apparel</i>	£25k per annum

## **Contracts**

- Bonus fees for increased number of fights during term (Expected to fight four times per year)
- Bonus fees for achieving additional titles (25% for each title added)
- Daily expenses fee of £250 for each photoshoot or commercial filmed related to promotion
- Minimum 12-month commitment, ideally 24 or 36 months term preferred
- Reimbursement of athlete expenses (travel, accommodation and meal costs etc.)
- Moral obligations

## Social Media Promotion

Tommy has a social media following of over 20k and a combined reach of over 1 million



- Twitter has over 1.3 billion users
- Tommy's Twitter media posts averages over 200 retweets and likes
- Frank Warren (98k), BoxNation (173k), and West Brom FC (514k) always retweet or like Tommy's posts



- Facebook has over 1.7 billion users
- Tommy's Facebook posts averages 20 shares and 160 likes

### Pricing

1 x Twitter tweet and Facebook post	£250
1 x Twitter tweet and Facebook post monthly for 12 months	£2000
<i>Other frequencies and requirements are open to negotiation</i>	





**Thank you!**

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

With your support, we look forward to being able to assist Tommy Langford in achieving the full potential of his remarkable ability.

**TR Sports Agency**

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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.”**



**Supported by British Boxing News**