



WORLD BOXING ASSOCIATION PROPOSAL FOR REGIONAL CONVENTIONS TOWARDS A MORE GLOBAL WBA

TOWARDS A MORE GLOBAL WBA

The boxing industry is progressively giving way to other sports entertainment offers in the world. Contributes to this, among many factors:

The atomization of sports leadership

The cannibalism of promoters and television stations, - real power of boxing

Questionable results

The conservative model in sports management

Few TOP figures and events that attract regular attention to boxing.

TOWARDS A MORE GLOBAL WBA

All this has a direct effect on organisms:



TOWARDS A MORE GLOBAL WBA

The big players in the sports industry respond:

Technological and/regulatory innovations

Solid investment in new products and services

Greater value offer compared to the competition and the rest of the players in the entertainment industry - digital platforms such as Facebook, Netflix, TikTok, Twicht, etc.

TOWARDS A MORE GLOBAL WBA

WBA must improve its economy

Strengthen the Regions so that they strengthen the WBA.

Contribute to the sustainability of the Region, so that its management and its consequent economic contribution progressively widens the foundation on which the WBA is based.

Expanding its ordinary income generation capabilities across the Regions - which would promote their growth under the premise of a single government, a single governance -; and positioning the brand as a global “player”.

TOWARDS A MORE GLOBAL WBA

With this, the foundations can be laid to diversify WBA's economy

Advance in the construction of a global project that allows it to grow as a vanguard player in the Sports and Entertainment Industry from a more solid base.

TOWARDS A MORE GLOBAL WBA

We propose holding regional conventions or summits of the WBA.

The Regional Convention is a tool that will help revitalize WBA processes and programs

It will relaunch the international presence of WBA and its Regions

With this first step, we propose to create, together with the Region, a new reality for the benefit of the entire community.



**STRENGTHEN THE REGIONS SO THAT THEY
STRENGTHEN THE WBA**

Contribute to the sustainability of the Region, so that its management and its consequent economic contribution broaden the foundation on which the WBA is based.

The economic future of the WBA may lie in the Regions

THE CONVENTION

The WBA Regional Convention is an event organized by the WBA Regional Office, in partnership with the WBA Headquarters.

Goals

Bring together members of the local organization, promoters, boxers, local boxing legends, authorities and personalities, suppliers, sponsors and partners, to share the balance of the annual work of the regional office, and announce the objectives set for the next annual exercise .



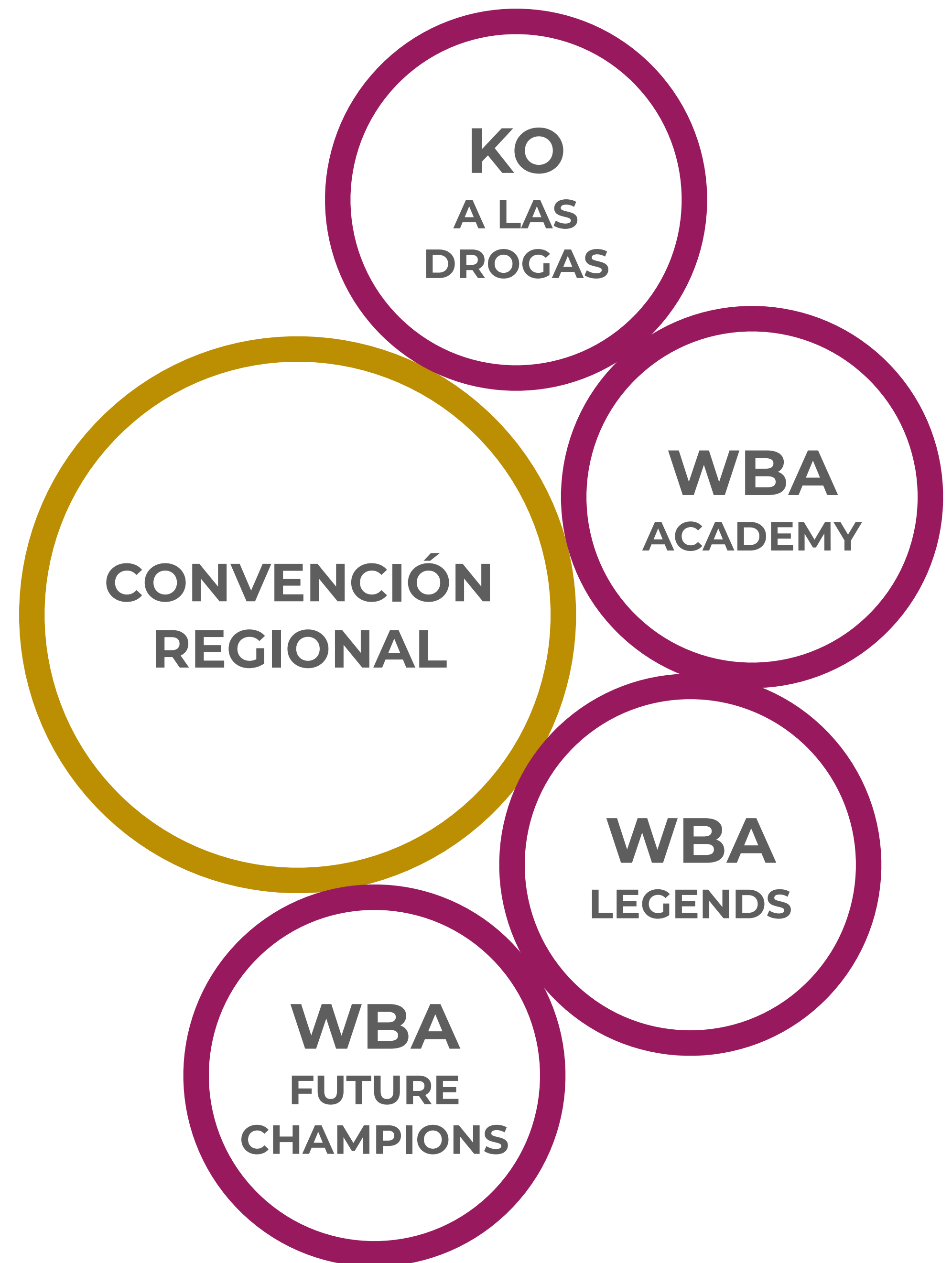
THE CONVENTION

Opportunities

It will offer participants the possibility of sharing various experiences around sport, through the different WBA programs.

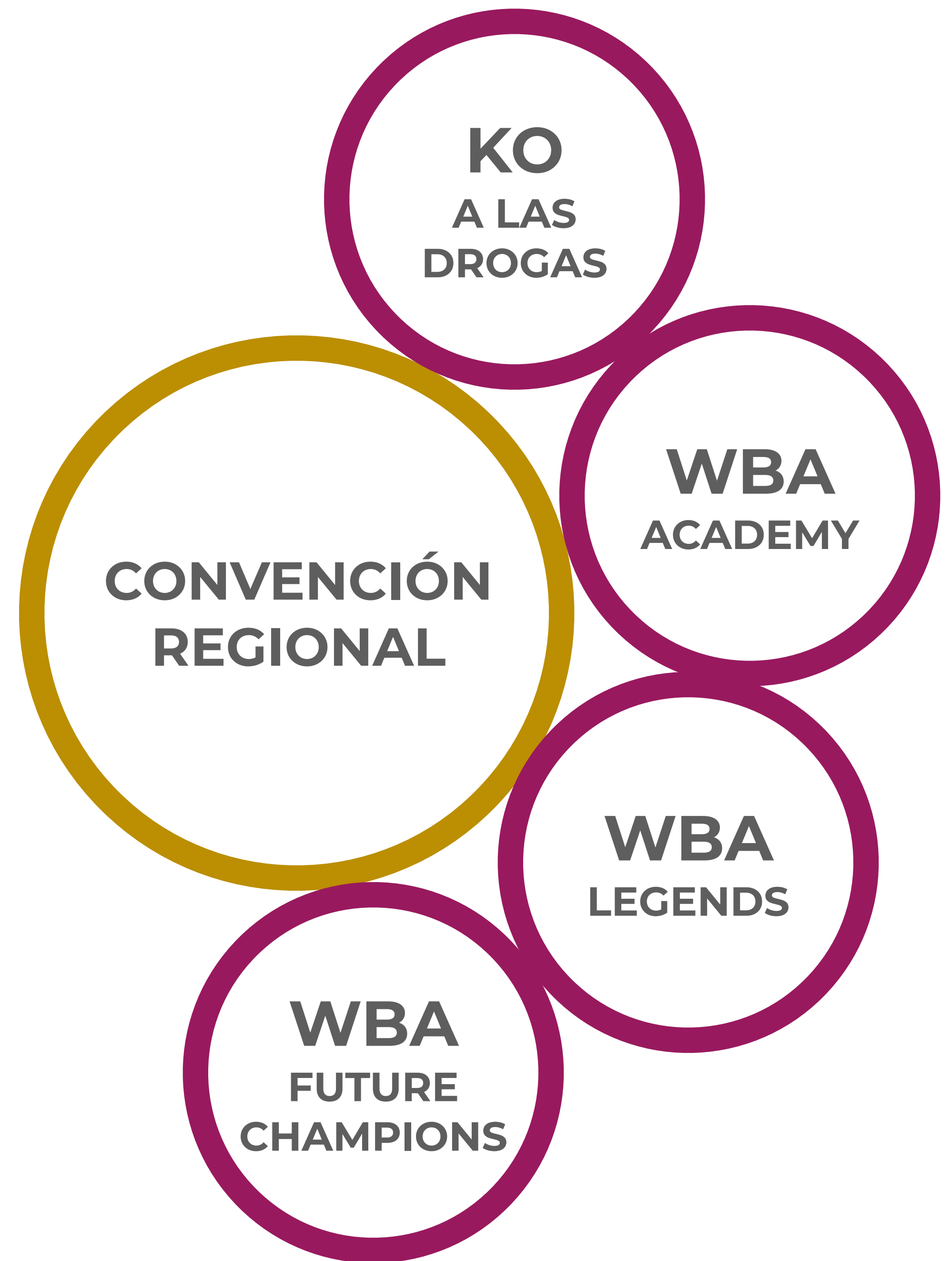
It will allow the Region and WBA the opportunity to interact with their local audiences.

Management of new income from sanctions, licenses, sponsorship, subscriptions, merchandising, etc.



THE CONVENTION

The Regional Convention replicates the structure of the WBA annual convention, but emphasizing local values, interests and personalities, and promoting their closeness to the WBA Presidency and the organization's global platform.



THE CONVENTION

WBA could deliver as an annual balance the realization of at least:

A World Convention

Five Regional Conventions

Six editions of the KO on Drugs

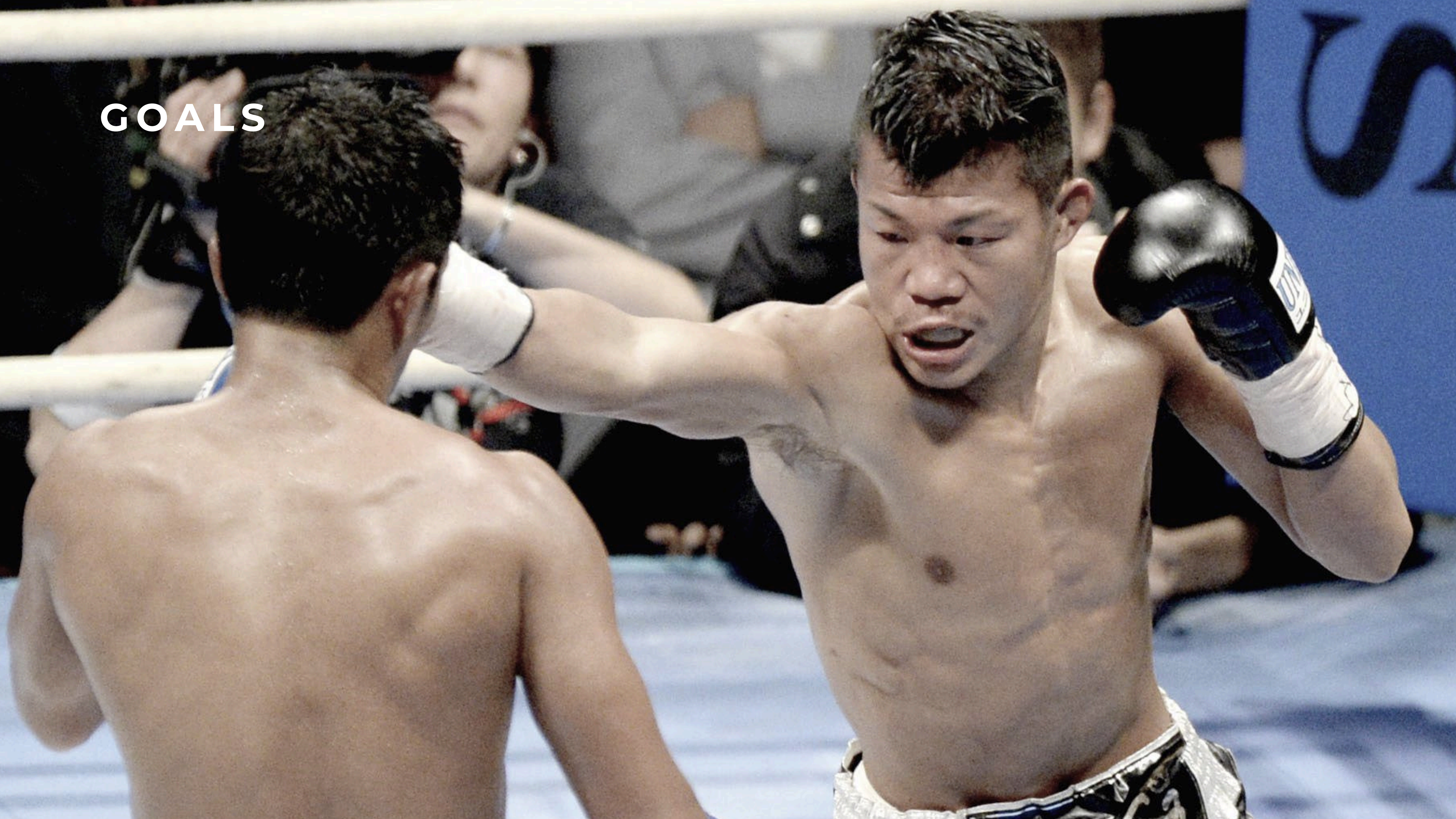
Six WBA Academy activities

Six editions of the program
Future WBA Champions

Six tributes
WBA Legends



GOALS



GOALS OF THE CONVENTION

Regional Development

New business/revenue scenarios for WBA

Strengthen the presence of the WBA on the five continents

Stimulate the productivity of the WBA Regions

Design of a calendar of events of the WBA and Regions

Increase income from promoters and boxers licenses in the regions

Dynamize the WBA KO Drugs, WBA Academy and WBA Future Champions programs

Simply the Finest

WBA世界拳击学院

WBA WORLD BOXING ACADEMY

签约仪式
SIGNING CEREMONY

世界拳击学院 (抚州)
WBA Academy (Fuzhou, China)



REGIONAL DEVELOPMENT

Objectives of the Regional Convention

Promote the development of the region

Definition of strategic growth zones for the Region and the WBA

Relationship and lobbying with national authorities and/or potential investors

Signing of alliances and agreements with local actors (government authorities, universities, federations, clubs, NGOs, promoters, etc.) for the training of specialized boxing personnel through the WBA Academy and Future WBA Champions programs

REGIONAL DEVELOPMENT

Signing of contracts with local promoters for the holding of boxing events in countries of strategic interest for the Region and for the WBA

Link management of international promoters with local promoters

Signing of regional and/or global sponsorship contracts

Content creation for WBA's regional and global platforms

Production and marketing of content for regional or global television networks

WBA GLOBAL



GENERATE NEW BUSINESS/REVENUE SCENARIOS FOR WBA AND WBA REGIONS

LICENSES

Promoters
Judges
Referees
Boxers

SPONSORS

Local
Global

**FEES
TITLES**

Regional Title
Continental Title
World Title
KO Drugs

**WBA
ACADEMY**

Seminar
of judges
and referees
Seminar
Doctor
Others

**MERCHAN
DISING**

Sales
official merchandising
from the WBA

AUCTIONS

Auction
Of articles
historical
by WBA

REINFORCE WBA PRESENCE IN THE FIVE CONTINENTS

Strengthen the presence of the WBA in the Regions, through a structured global plan that brings boxing actors closer to the WBA's global effort.

Move the global structure of the WBA

Dynamize the Region

Generate competitive spaces that contribute to raising the quality of boxing

Promote the emergence of new figures for sport

Generate pressure on the rankings

Promote the appearance of local promoters

Generate economy for the region and the central office

Generate content for promotional and commercial purposes.



STIMULATE THE PRODUCTIVITY OF WBA REGIONS

Making the WBA Regional Convention must achieve:

Build with the region a productive space that brings shared economic and sporting benefits.

Increase income from licenses (new or renewal) of promoters, officials, judges, etc.

Generate income from registration in seminars for judges, officials, doctors, etc.

Generate income from fees for regional, continental and/or world titles.

Promote the marketing of advertising spaces and/or local and/or global sponsorship agreements for the event, for the regional office and for WBA

Establish a commercial space for the direct sale of merchandising associated with the WBA and WBA Region brand



DESIGN OF AN ANNUAL CALENDAR OF WBA EVENTS

CONVENTIONS



INCREASE INCOME FROM LICENSES

It is proposed to generate conditions that help increase income from licenses of promoters, judges, officials, etc.

This will have an immediate and direct economic impact on the WBA economy, but above all, it would aim to increase the base of allies in the region and the central office, which on the one hand should dilute the power of larger promoters, and on the other , must contribute to the purpose of promoting more boxing events and stimulating greater investment in boxing



DYNAMIMIZE WBA PROGRAMS

The WBA Regional Convention is proposed to become a venue for the regular implementation of WBA Central's global programs such as KO Drugs, WBA Academy, Future WBA Champions and WBA Legends.

This gives regularity to these programs, but they will also give value and content to the Regional Convention, also offering tools to generate economic resources and training and competition scenarios.



96TH WORLD CONVENTION



WORLD BOXING ASSOCIATION
WBA

WORLD BOXING ASSOCIATION FIGHTS
BY CONTINENTS & COUNTRIES OCEANIA Y AFRICA

FLAG	PAIS	2014	2015	2016	2017	TOTAL
OCEANIA						
	NEW ZELAND	0	0	0	0	0
	AUSTRALIA	0	0	0	0	0
	Totals	0	0	0	0	0
AFRICA						
	SOUTH AFRICA	1	1	3	0	5
	NAMIBIA	0	0	0	0	0
	Totals	1	1	3	0	5

THE WBA ACADEMY SHOULD BE SPEARHEAD IN THE DEVELOPMENT OF THE REGION

The WBA academic program must be developed, forming alliances with local authorities, federations, clubs, universities, etc.

Its execution can contribute not only to improving boxing; It can also provide WBA with a public relations, lobbying and income generation tool.

PROPOSALS FOR ONE CONVENTION



CONVENTION

Within the framework of the WBA Regional Convention, four days of activities are proposed, namely:

Day and a half for WBA Academy seminars and courses (judges and referees, doctors, etc.). by international instructors

Half a day for an Olympic boxing event, conducive to evaluating students of the seminars and courses.

Two half days for the convention itself.

Half day for social event (gala dinner, WBA Legends, auctions, etc.)

Half day for professional boxing evening



EXPECTED BENEFITS



Strengthen the Region, so that the Region strengthens the WBA. The benefits should be shared among the entire community

EXPECTED BENEFITS OF THE REGIONAL CONVENTION

WBA REGION



LOCAL SPONSORS

GLOBAL PROJECTION OF ITS ACTIVITIES

EXPAND BASE OF COMMERCIAL PARTNERS

PROMOTION OF NEW TALENT

NEW EVENTS OF VALUE FOR THE REGION

ACADEMIC PROGRAMS

POTENTIAL NEW INCOME SCENARIO

GENERATION OF CONTENT FOR INSTITUTIONAL AND COMMERCIAL PURPOSES

EXPECTED BENEFITS

EXPECTED BENEFITS OF THE REGIONAL CONVENTION

CENTRAL OFFICE

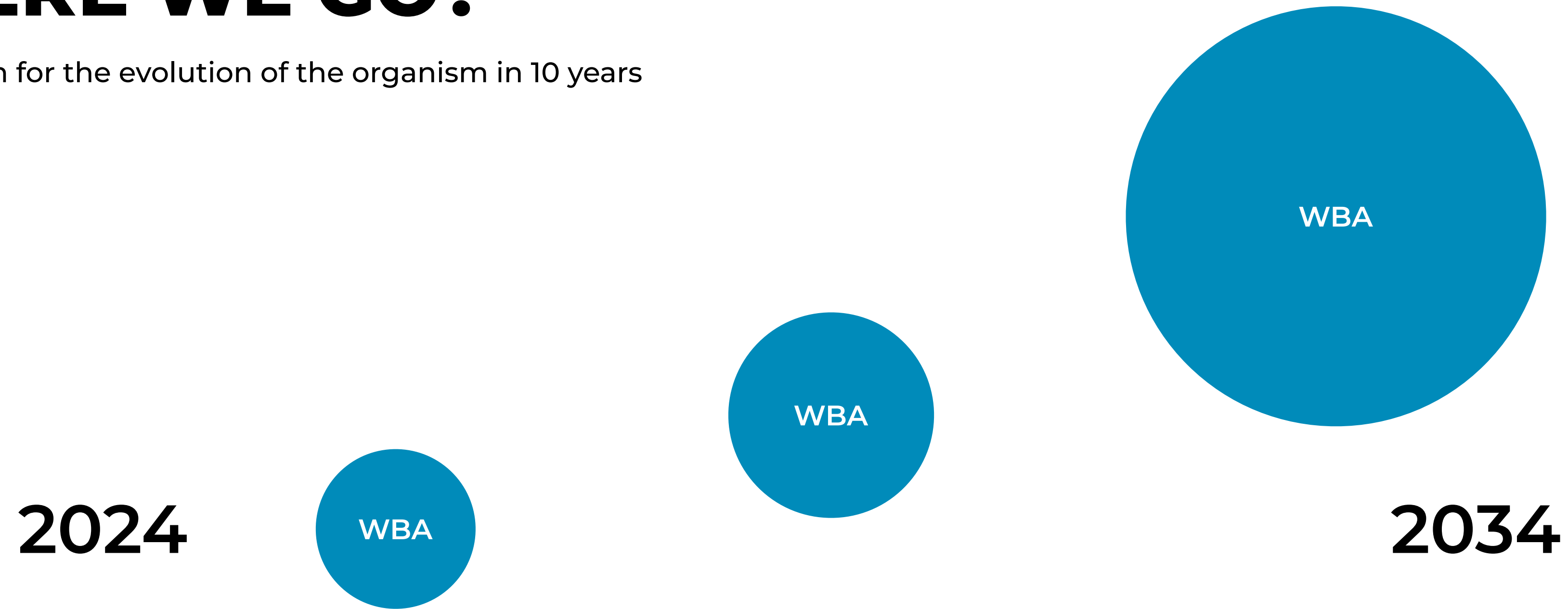


WHERE WE GO?



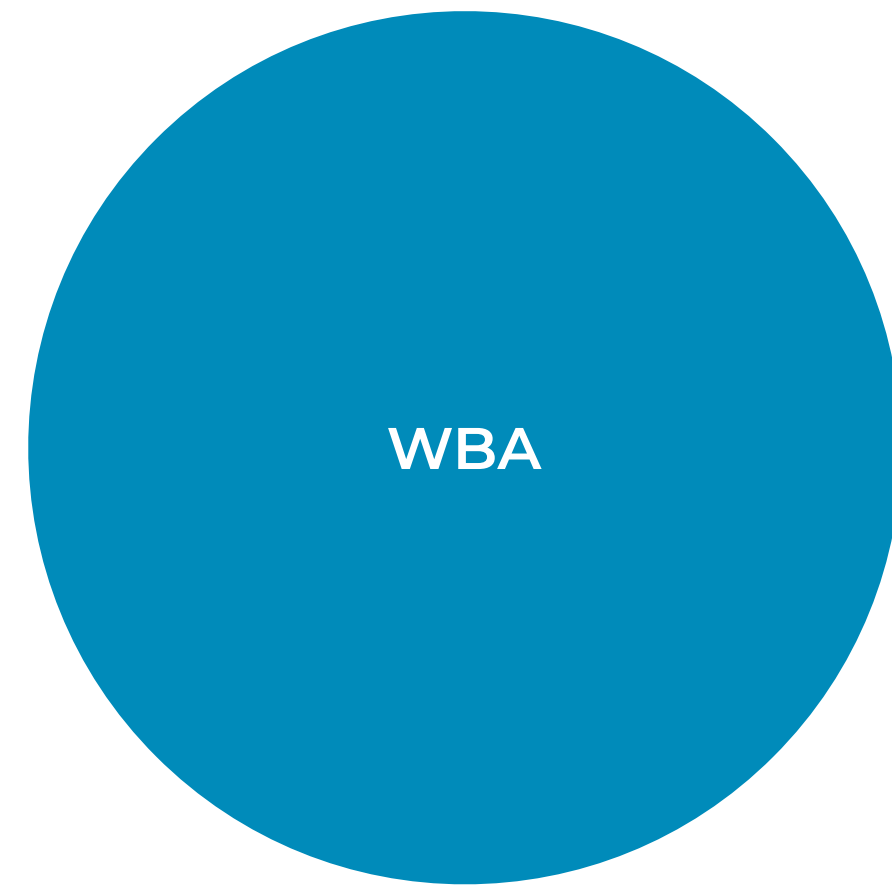
WHERE WE GO?

An aspiration for the evolution of the organism in 10 years



HOW TO DO IT?

GROWTH



WBA

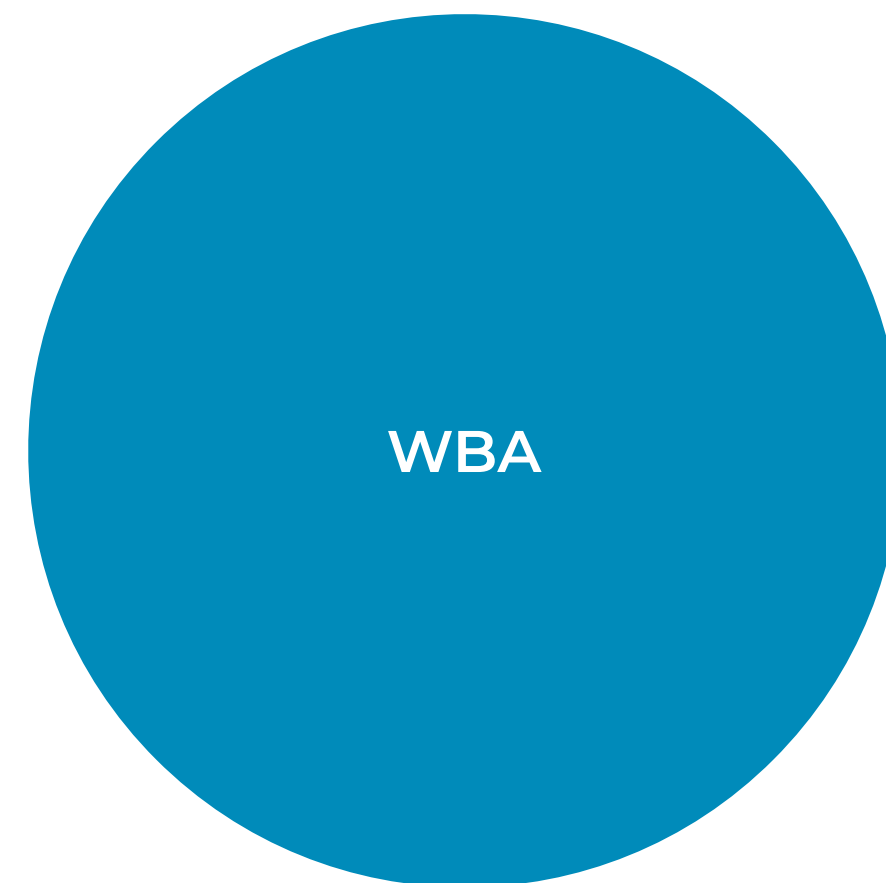
INCREASE OF THE SOCIAL AND ECONOMIC BASE

INNOVATION

BOXING GOVERNANCE

HOW TO DO IT?

GROWTH



INCREASE OF THE SOCIAL AND ECONOMIC BASE

AGGRESSIVE GROWTH OF REGIONS

INCREASE IN NUMBER AND PROFITABILITY OF EVENTS/TITLES

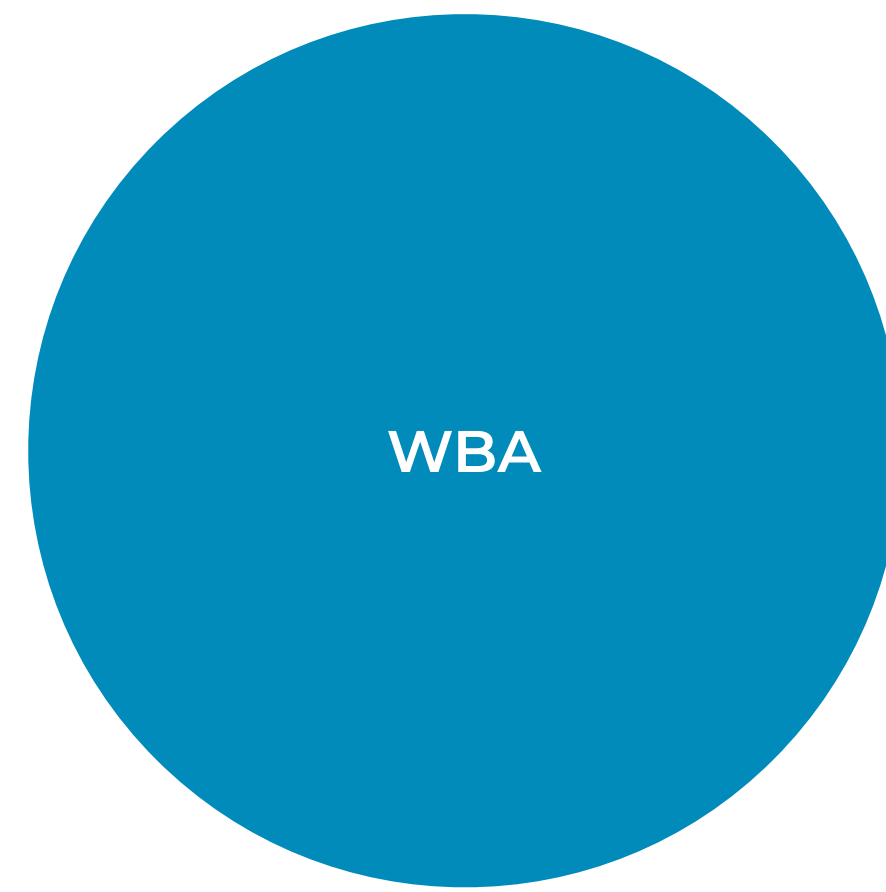
PROMOTION OF REGIONAL PROMOTERS WHO ORGANIZE EVENTS

GENERATION OF INTELLECTUAL PROPERTY (COMPETITIONS, PRODUCTS, RIGHTS ON EVENTS, IMAGE OF BOXERS, MERCHANDISING)

GLOBAL SPONSORSHIPS

HOW TO DO IT?

GROWTH



WBA

INNOVATION

MODERNIZE MANAGEMENT MODELS

CREATION OF SPORTS MODELS. EXAMPLE: NEW RANKING

PROMOTION TO NEW GLOBAL COMPETITION SYSTEMS

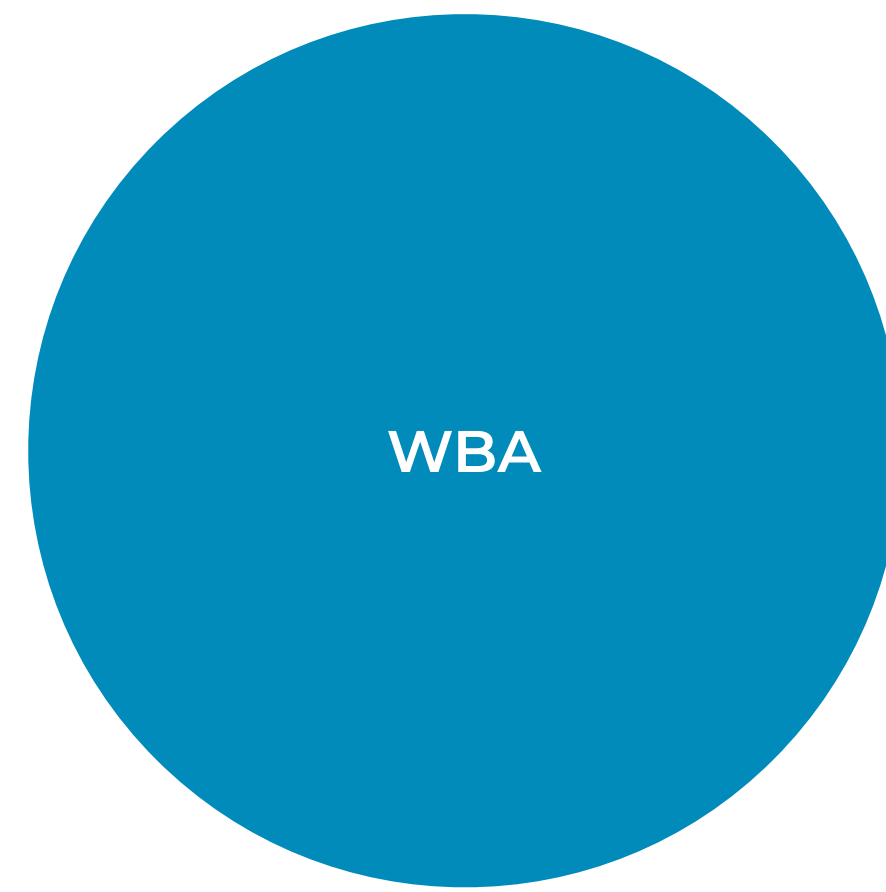
CREATION AND PROMOTION OF NEW SPORTS, ENTERTAINMENT AND SOCIAL ACCENT PRODUCTS

INVESTMENT IN TECHNOLOGY ORIENTED FOR MANAGEMENT AND ENTERTAINMENT

STRATEGIC ALLIANCE WITH MEDIA, TECHNOLOGY, ENTERTAINMENT COMPANIES TO SUPPORT AND PROMOTE THE PROJECT

HOW TO DO IT?

GROWTH



WBA

BOXING GOVERNANCE

REVIEW, ADJUSTMENT AND MODERNIZATION OF THE REGULATORY BODY

REVIEWING CONTRACTS WITH PROMOTERS, BOXERS, ETC.

ALLIANCE WITH THE REGULATORY BODIES OF WORLD SPORTS

RELAUNCH OF RELATIONSHIPS WITH THE MOST IMPORTANT BOXING COMMISSIONS IN THE WORLD

REVALUATION OF THE BOXING COMMISSIONS OF NON-TRADITIONAL STRATEGIC COUNTRIES (INDIA, CHINA, BRAZIL, NIGERIA, SAUDI ARABIA, ETC)

PROGRESSIVE ADVANCE IN THE GLOBAL GOVERNMENT OF SPORTS

¡LET'S DO IT TOGETHER!

