



JMB Entertainment & Sports Group

Presents

Former Light Middleweight Boxing World Champion



**RONALD**

**WINKY**

**WRIGHT**

***"A TOAST TO THE CHAMP"***

Sponsorship Opportunity

A Florida Boxing Hall of Fame Inductee

June 24<sup>th</sup>, 2017

# WINKY WRIGHT

## BIO

Ronald Lamont, better known as “Winky” Wright, born on November 26, 1971 is a professional two-time middleweight boxing world champion. Wright began competing in 1990 and remains the last to hold the undisputed title at that weight. He announced his retirement from boxing in 2012.

As an amateur fighter, Wright accumulated a boxing record of 65-7 before turning professional in 1990. After his second-round knockout of Carlos Santana on July 30, 1992, in St. Petersburg, Florida, the ring announcer called him "Winky" Wright, the name given to him by his grandmother when he was 6 months old and stuck with him for the rest of his career to follow. Wright continued winning during the all-world junior middleweight champion's International Period, a 5 1/2-year span of 20 fights in seven countries and three continents.

Wright's dominance over such a highly regarded opponent led to many placing him among the top two pound-for-pound boxers in the world, just behind Floyd Mayweather Jr.

A favorite in the hip hop/pop culture community, Wright has appeared in music videos for Busta Rhymes, 50 Cent, and Jamie Foxx. He also appeared along side Kanye West in “State Property 2”, a film produced by Jay-Z, along with Dame Dash and Beanie Sigel.

He’s become a favorite on the golf course as well. Since his retirement, Winky travels all over the country challenging celebrity A-list friends such as George Lopez, Steph Curry, Derek Jeter, and Chris Tucker at prestigious golf courses.

Wright, the retired boxing champ, celebrity golfer, family man, and humanitarian will become Florida’s next Boxing Hall of Fame Inductee on June 24<sup>th</sup>, 2017.



# EVENT OVERVIEW

Winky Wright's "A TOAST TO THE CHAMP" Boxing Hall of Fame Induction Celebration will begin with a star-studded red carpet entrance. Some of Winky's closest celebrity friends, elite figures in the Tampa Bay community and biggest fans will be in attendance to help him celebrate this highly honored milestone.

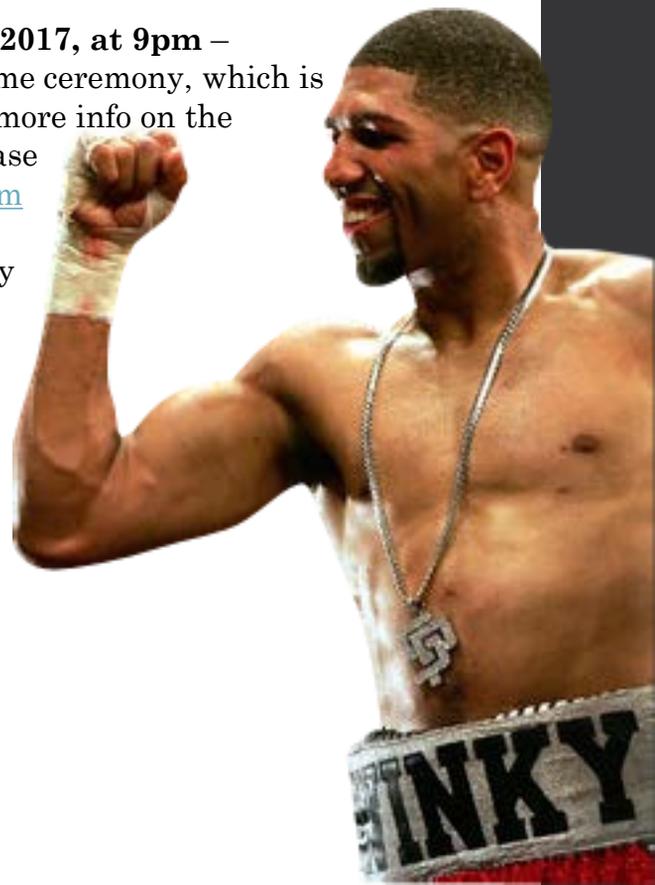
The event will take place at one of Tampa Bay's most popular, elegant fine-dining and live entertainment destinations – **Eddie V's**.

Eddie V's, located at 4400 W. Boy Scout Blvd., Tampa, Florida 33607, is considered one of Tampa's premiere upscale restaurants that offers an exquisite selection of steak & seafood entrees, including fine wines, delicious appetizers and gourmet desserts accompanied with a glamorous bar and live jazz nightly.

Guests will get to experience a celebration for one of the world's most decorated boxers of all time. There will be live music, dancing, hors d'oeuvres, appetizers, photo opportunities, complimentary Champagne and open bar.

**The celebration is scheduled for June 24, 2017, at 9pm** – immediately proceeding the Florida Hall of Fame ceremony, which is being held at the Westshore Grand Hotel. For more info on the Florida Hall of Fame Induction Ceremony, please visit online at [www.floridaboxinghalloffame.com](http://www.floridaboxinghalloffame.com)

Attendees will be special invited guest of Winky And Eddie V's restaurant.



# TARGET MARKET

Upon audience research, our media and promotional campaign is aimed directly to the following demographic group:

Age Range: 25-54+

Sex/Gender: 50% Women, 50% Men

Race/Ethnicity: 45% African American, 40% Caucasian, 15% Hispanic, 5% Other

Socio economic Status: Middle to Upper Class +

Marital Status: 60% Married, 40% Single or other

## PSYCHOGRAPHIC HIGHLIGHTS

### Identity

High status, Entrepreneurs, career oriented, brand conscious, strong collective influence & power, cultural drivers, connected, leaders, innovators, trailblazers, role models, mentors.

### Beliefs:

High regard for exquisite dining, music & socializing, Loyal to family & friends, self-pride, self-rewarding, Spirit drinkers—

### Behavior

Risk-takers, technology literate, more prone to spending money vs. saving, live Life to the fullest, live for the moment, energizing.

### Attitudinal:

Open minded, cutting edge, liberal, and independent, opinionated, worldly.



# SPONSORSHIP OVERVIEW

As an event sponsor, you will be expanding your company's message and brand awareness to prominent high net-worth individuals, which includes current & retired professional athletes, entertainers, prominent community figures, and business owners.

Sponsors will have an opportunity to leverage their brand in conjunction with strategically driven post social media campaign by Winky, Eddie V's sponsored promotions, Eddie V's website, venue signage day of event, and company logo on Step & Wall at entrance of the venue.

A number of news and entertainment media outlets will be invited to cover the event.

Statistics show that the sale of products increase with celebrity association, so this is your opportunity to get your products and brand in the hands of some of today's hottest music, film, and sport stars.

Our Sponsorship packages start at \$1000 up to \$5500 for a presenting sponsor.

Consider co-branding a sports marketing mix in conjunction with your brands message, with one of boxing's all-time legends

– Ronald "Winky" Wright.



## Hall of Fame Sponsor

**\$5,500.00** (presenting sponsor)

**As a Partner/Sponsor of the Winky Wright “A Toast To The Champ” Post Celebration, you will receive:**

- Name inclusion as Presenting (i.e., Company Name presents “Winky Wright – A TOAST TO THE CHAMP”)
- Name inclusion all event/promotions
- Logo on Red Carpet (step and repeat wall)
- Brand recognition in strategic social media campaigns
- Name/logo in print promotional material
- Custom Signage at the venue
- Company Name/ Logo on monitors in the venue
- Name mentioned in all press releases
- Rights to the event’s logo & marks for use in sponsor’s advertising
- On-site activation promotion.
- Private VIP Table (includes open bar, appetizers, & desserts)
- 10 VIP guest passes
- Name/logo on Event VIP Passes
- Inclusion of products in VIP Gift Bags (requires 100 pieces of sample products)



## Champion Sponsor

1,000.00

**As a Hall of Fame Sponsor of the Winky Wright “Toast To A Champ” Post Celebration, you will receive:**

- Name inclusion as (i.e., Sponsored by: Company Name/Logo)
- Brand recognition in strategic post social media campaigns
- Logo on Red Carpet (step and repeat wall)
- Name/logo in print ads and promotional material
- Company Name/Logo on monitors in the venue
- Rights to the event’s logo & marks for use in sponsor’s advertising
- On-site activation promotion for sponsor product display.
- 4 VIP guest passes



# GIVING BACK

Proceeds from this event will go to support:

## Winky Wright Student Athlete Scholarship Fund

The Winky Wright Scholarship program was started in 2016, to recognize academic excellence for high school student athletes planning to pursue a baccalaureate degree at an accredited four-year college, university or military academy in the U.S.

The Winky Wright Scholarship is open to student Athletes who graduate from one of Project LINK's targeted Hillsborough County public high schools.

The winners are selected by an independent panel made up of Project LINK Board Members and community leaders, and their SAT or ACT scores, volunteerism, demonstrated leadership in the classroom and athletic activity.



Project LINK is a community based, organization dedicated to promoting education achievement, expanding access to community service providers, and improving the quality of life for low-income individuals via targeted case management programs focusing on children and their families that resides in Hillsborough County, Florida.

# TEAM WINKV



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Thank you for taking the time to review this sponsorship opportunity. We hope that you take advantage of the benefits of sponsoring this event, and look forward to speaking with you soon. Please do not hesitate to contact us, if you have any questions. We can be reached at (813) 642.7004