

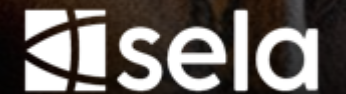


THE  
**RING**

**CINCO DE MAYO  
SHOWDOWN SERIES**

**SPONSORSHIP OVERVIEW**

DECEMBER 2025

isela



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# Introduction

CINCO DE MAYO SHOWDOWN SERIES



# SERIES INTRODUCTION

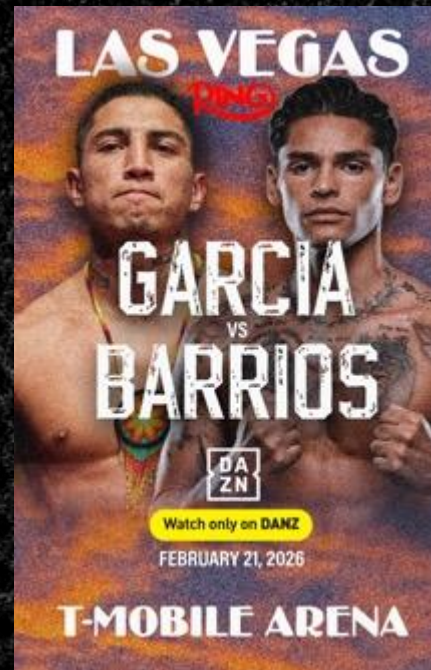
## FIGHT 1



**January 31, 2026**  
**MSG, New York**

Teofimo Lopez and Shakur Stevenson face off in the "Mecca of Boxing" MSG for an epic battle to see who is boxing's next superstar

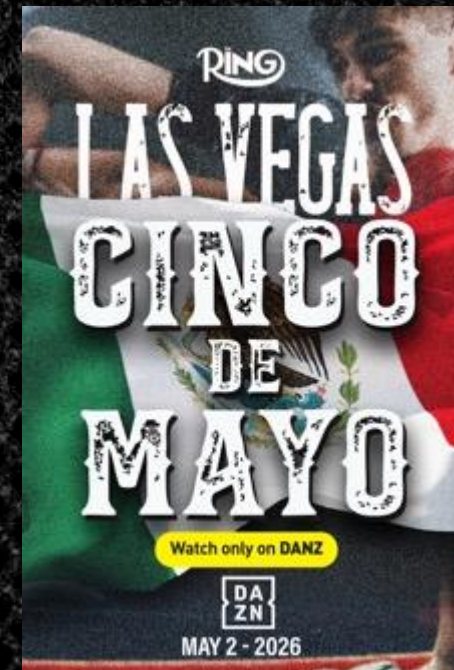
## FIGHT 2



**February 21, 2026**  
**T-Mobile Arena, Las Vegas**

One of boxing's biggest PPV stars, Ryan Garcia, looks to regain a championship belt facing challenger Mario Barrios

## FIGHT 3



**May 2, 2026**  
**T-Mobile Arena, Las Vegas**

The series culminates with a blockbuster clash on boxing's biggest stage – Cinco De Mayo, featuring the winner of Fight 1 against a yet to be confirmed opponent

# VENUES

The Cinco De Mayo Showdown Series will unfold at two of the most iconic stages in world sport - Madison Square Garden in New York City and the T-Mobile Arena in Las Vegas.

These venues are synonymous with unforgettable moments in boxing history and provide the perfect backdrop for brands to engage with millions of fans watching together in-arena, on broadcast, and across digital platforms.

With the prestige of MSG and the energy of Las Vegas, partners have the opportunity to align with the cultural heartbeat of the sport while activating in spaces that guarantee maximum visibility, premium hospitality, and lasting impact.



# AUDIENCE PER FIGHT

FOR EACH FIGHT WE ANTICIPATE:

Live DAZN Audience: **3.5-4m**

Catch Up Audience: **5-7m**

Fight Week & Fight Night Social Reach & DAZN: **100m**

**1:40hrs** average watch time

**96%** of the audience watched content beyond the Fight Night

**87%** of fans will watch with friends - high co-viewing audience

Madison Square Garden Audience: **20k**


T-Mobile Arena Audience: **20k**

AUDIENCE IN NUMBERS:

**79/21** Male/Female Split

**65%** Gen Z and Millennial

**78%** Social Grades ABC 1



The Cinco De Mayo Series taps into a large, youthful, and highly engaged boxing audience - driven by strong U.S. support and passionate Latino and African-American viewership. With rising digital followings and mainstream appeal, the event is set to be one of 2026's premier matchups, delivering standout value for partners and sponsors.



# 2 Rights Overview

CINCO DE MAYO SHOWDOWN SERIES

# OVERVIEW OF AVAILABLE RIGHTS

## → Digital Media

- Social Media Exposure – exact assets and channels TBC

## → Event Promotion & PR

- OOH
- Social
- Press



Images are illustrative and will be updated once visuals are available

# OVERVIEW OF AVAILABLE RIGHTS

## → Fight Week Events Per Fight:



Face-Off



Launch Party & Grand Arrival



Media Day



Press Conference



Weight-In

- › Logo Inclusion - Media Backdrop
- › Logo Inclusion - Stage Branding
- › Inclusion Within Media Kits
- › Live Stream Visibility



Images are illustrative and will be updated once visuals are available

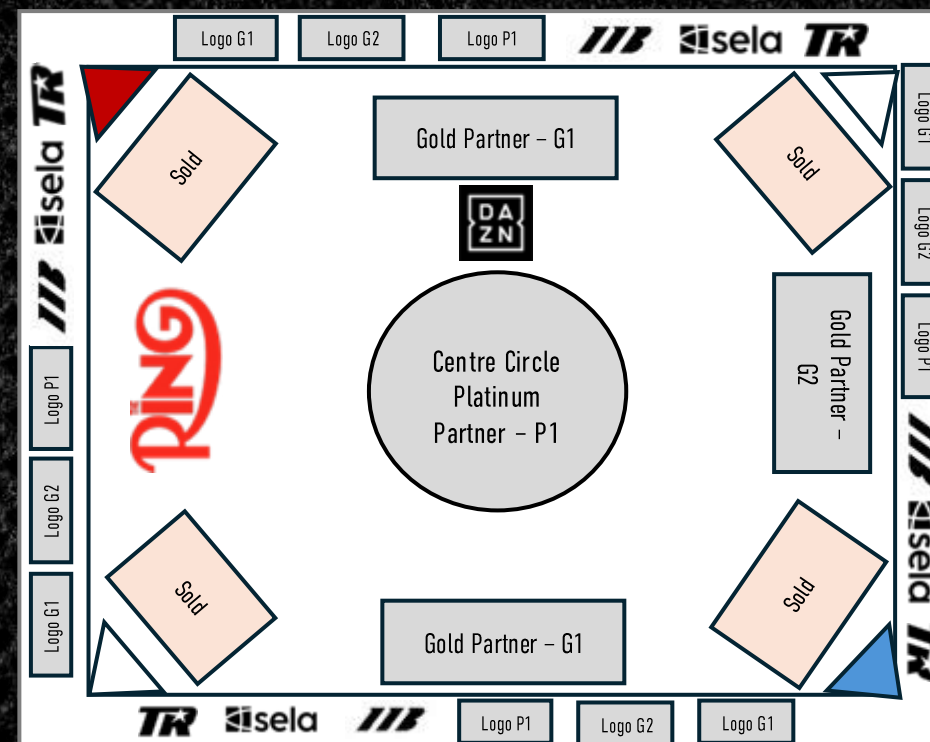
# OVERVIEW OF AVAILABLE RIGHTS

## → On-Site Branding – Proposed Canvas Branding

- > Canvas Centre Circle
- > Canvas Corner Logos – Total 4x
- > Canvas Exterior Mid Logos – Total 4x
- > LED Apron – Total 24x logos (6x per side)



Images are illustrative and will be updated once visuals are available



Camera One

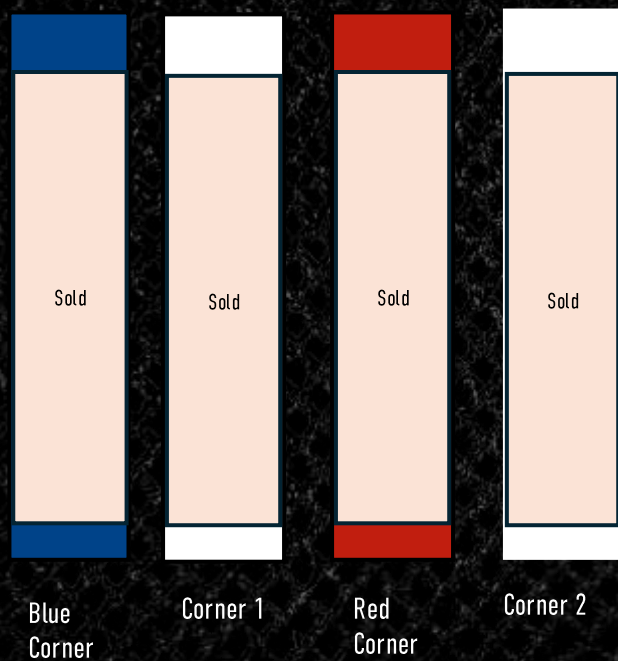
Draft Fight 1 Canvas. Partner Positions for Fight 2 & 3 will remain the same

# OVERVIEW OF AVAILABLE RIGHTS

## → On-Site Branding – Corner Posts

- > Corner Posts Facing Ring – Total 4x

### Corner Posts Facing Ring



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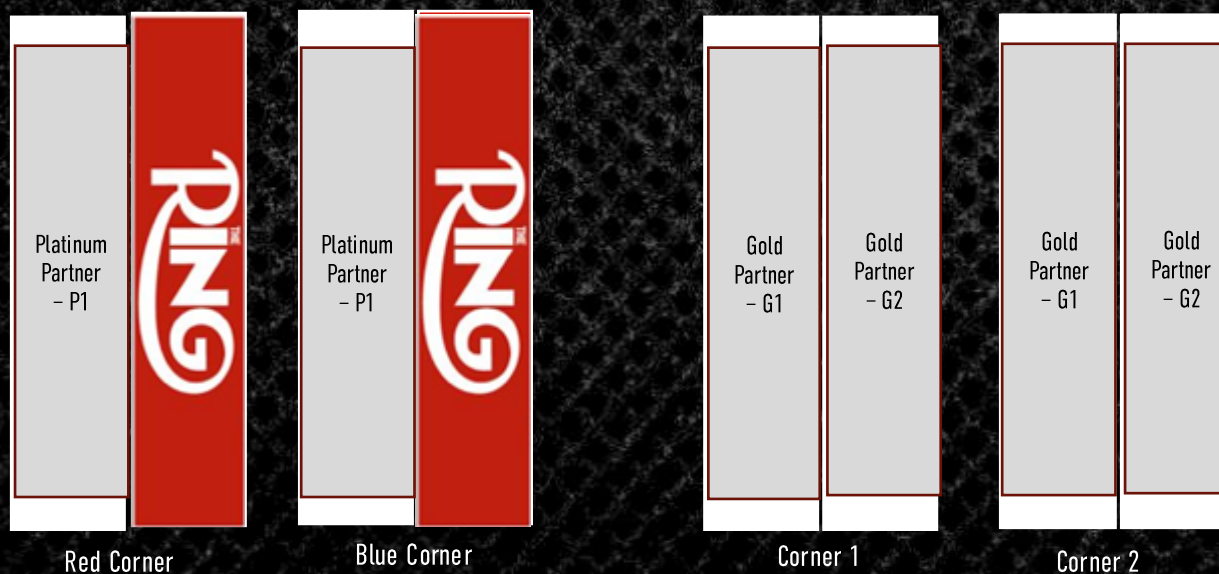
# OVERVIEW OF AVAILABLE RIGHTS

## → On-Site Branding – Corner Posts LEDs

- › Corner Posts Outer LEDs – 2 LEDs per post (8x total)



Corner Posts Outer LEDs 2x per Corner

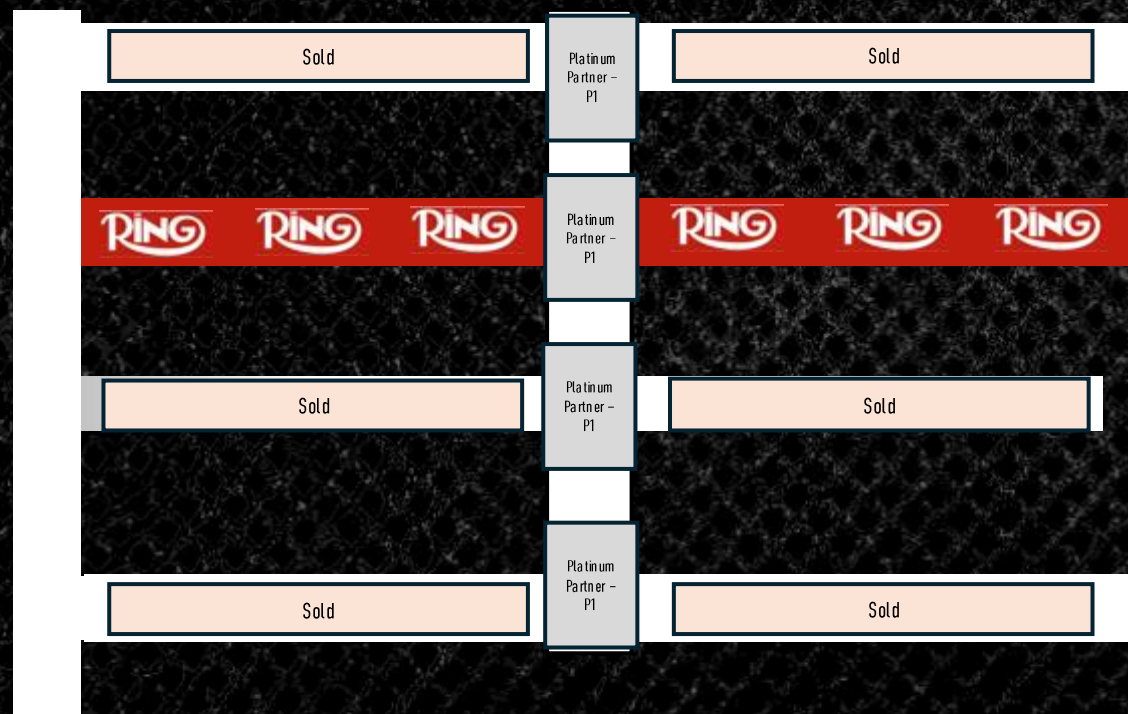


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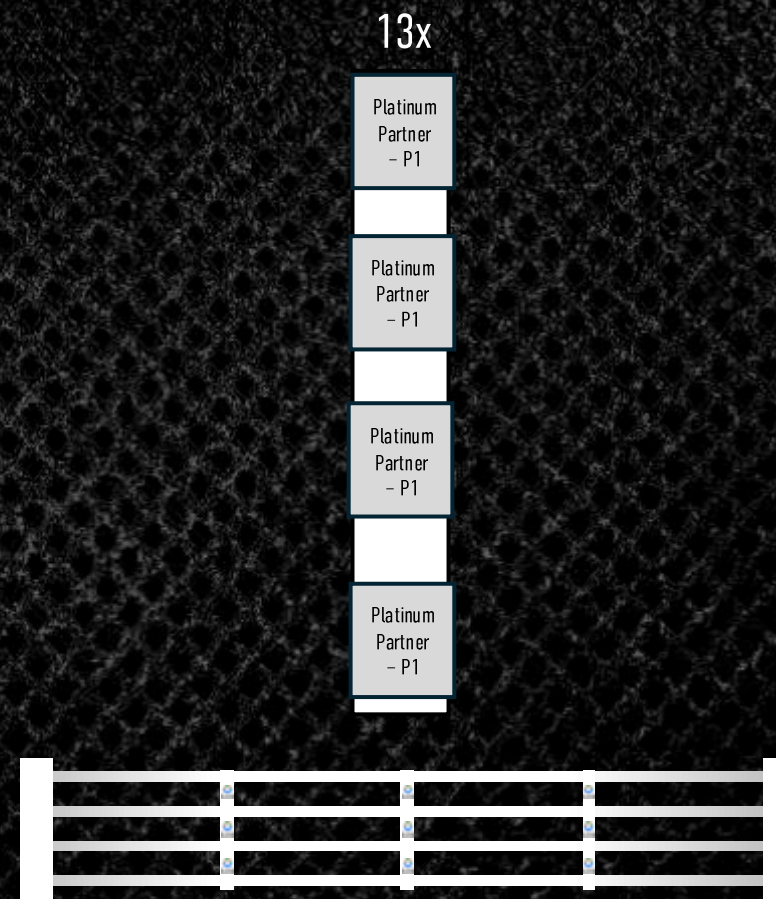
# OVERVIEW OF AVAILABLE RIGHTS

## → On-Site Branding – Ropes & Rope Separators

- > Ropes – Total 4x
- > Rope Separators – Total 13x – Platinum Partner
- > Turnbuckle covers – Platinum Partner



Ropes & Rope Separators



Rope Separators

# OVERVIEW OF AVAILABLE RIGHTS

## → On-Site Branding – Arena Branding – Indicative Assets

- › Locker Room Branding
- › Arena Entrance Branding
- › Media Backdrop
  
- › Arena Fan Entrances
- › Merchandise Kiosk
- › Arena Exterior OOH



Images are illustrative and will be updated once visuals are available

# OVERVIEW OF AVAILABLE RIGHTS

## → Fight Night Broadcast

- > Verbal Mentions By The MC
- > 30sec Ad Units - TBC
- > Watermarked Logo On Screen - TBC



# OVERVIEW OF AVAILABLE RIGHTS

## → On-Site Branding – Arena Branding

- › Jumbotron Screens
- › Upper & Lower Ribbons



Images are illustrative and will be updated once visuals are available

# OVERVIEW OF AVAILABLE RIGHTS

## → Hospitality & VIP Experiences

- > Suites
- > Ringside Seats
- > Naming Rights to VVIP Ringside Area – Circa 70 Cap, Bottle Service etc – details TBC
- > Category A General Admission Seats
- > Official Event Tickets – Weigh In, Press Conference etc





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# Sponsorship Packages

CINCO DE MAYO SHOWDOWN SERIES

# OVERVIEW OF AVAILABLE RIGHTS - PER FIGHT

## PLATINUM PARTNER

CENTRE CIRCLE. ROPE  
SEPARATORS & LED APRON

NO. OF SPONSORS

1

BENEFITS

### Pre-Fight



Official Designation:

**Platinum Partner**

Fight logo usage  
Category exclusivity

**Digital Media:**

- > Inclusion within social media promotions

**Event Promotion & PR:**

- > Priority inclusion across all promotional collateral across Print, Social, PR, OOH & digital as part of the key visual

**Fight Week:**

- Priority inclusion across all fight week events – stage designs, media backdrop etc

### Fight Night



**On-Site Branding:**

- > Priority branding across the locker room branding as part of the key visual
- > Priority inclusion within the fighter Arena Entrance Branding
- > Priority arena digital screen time – 4x 25sec
- > Priority inclusion across the media backdrop
- > Arena fan entrance branding inclusion

**The Ring & Canvas:**

- > Logo placement on 1x Centre Circle
- > Logo across rope separators 13x
- > Logo placement on LED Apron 4x Centre Locations
- > Logo across turnbuckle covers
- > Logo Placement on 2x Corner Posts Outer LEDs

**Broadcast:**

- > Verbal mentioned by the MC before the fight

**Hospitality & VIP Experiences:**

- > Prime Floor Seats (10x) – location subject to Sela's discretion
- > Category A general admission seats (10x)

# OVERVIEW OF AVAILABLE RIGHTS - PER FIGHT

## GOLD PARTNER 1

CANVAS, LED APRON &  
CORNER POST OUTER LED

NO. OF SPONSORS

1

BENEFITS

### Pre-Fight



Official Designation:

**Gold Partner**

Fight logo usage  
Category exclusivity

**Digital Media:**

- > Inclusion within social media promotions

**Event Promotion & PR:**

- > Inclusion within all promotional collateral across Print, Social, PR, OOH & digital as part of the key visual

**Fight Week:**

- Inclusion across the media backdrop and stage designs for all fight week events

### Fight Night



**On-Site Branding:**

- > Inclusion across the locker room branding as part of the key visual
- > Inclusion within arena digital screen time - 4x 15sec
- > Inclusion across the media backdrop
- > Arena fan entrance branding inclusion

**The Ring & Canvas:**

- > Logo placement on 2x Canvas Exterior Positions
- > Logo placement within the LED Apron 4x locations
- > Logo Placement on 2x Corner Posts Outer LEDs

**Broadcast:**

- > Verbal mentioned by the MC before the fight

**Hospitality:**

- > Prime Floor Seats (5x) – location subject to Sela's discretion
- > Category A general admission seats (5x)

# OVERVIEW OF AVAILABLE RIGHTS - PER FIGHT

## GOLD PARTNER 2

CANVAS, LED APRON &  
CORNER POST OUTER LED

NO. OF SPONSORS

1

BENEFITS

### Pre-Fight



Official Designation:

**Gold Partner**

Fight logo usage  
Category exclusivity

**Digital Media:**

- > Inclusion within social media promotions

**Event Promotion & PR:**

- > Inclusion within all promotional collateral across Print, Social, PR, OOH & digital as part of the key visual

**Fight Week:**

- Inclusion across the media backdrop and stage designs for all fight week events

### Fight Night



**On-Site Branding:**

- > Inclusion across the locker room branding as part of the key visual
- > Inclusion within arena digital screen time - 4x 15sec
- > Inclusion across the media backdrop
- > Arena fan entrance branding inclusion

**The Ring & Canvas:**

- > Logo placement on 1x Canvas Exterior Positions
- > Logo placement within the LED Apron 4x locations
- > Logo Placement on 2x Corner Posts Outer LEDs

**Broadcast:**

- > Verbal mentioned by the MC before the fight

**Hospitality:**

- > Prime Floor Seats (5x) – location subject to Sela's discretion
- > Category A general admission seats (5x)

*Thank  
You*