



CONTACT INFORMATION:

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BOARD OF DIRECTORS

Dan Doyle
Board President
Owner, Atlantic Strength and
Conditioning

Deb Maddaluna
Board Treasurer
President/Owner, Maddaluna
Disposal

Dan McKeivitt
Board Secretary
Director, Brick Township Police
Athletic League

Mark Brockriede
Owner, Legacy Management and
Development

Ann Marie Durando
Retired
(Former) Director, Village Voice
Newspaper

Jose Rosario
Essex County Corrections
NJGG Tournament Director

2018 PARTNERS & HOSTS

ARG Civic
Brick Township Police Athletic League
Brunswick Boxing & Fitness Club
Christian Brothers Academy
D&L Maddaluna Disposal
Eat Clean Bro
International Brotherhood of Electrical
Workers
Journeyman Boxing
Matt Heasley Photography
Music University
Southpaw Gym
Title Boxing
True Warriors Boxing and Fitness Club
Union County Performing Arts Center at
Rahway

Dear Prospective Corporate Partner,

On behalf of NJ Golden Gloves Partners, I would like to invite your company to join us as an official sponsor of our 2019 statewide boxing tournament. This is our 80th tournament season, and there is much in store for the upcoming year that can offer your company valuable marketing exposure.

Despite our long history of running this tournament in New Jersey, this is our first year doing so as a newly approved 501(c)(3) nonprofit organization. And our sponsorship program is brand new as well. We do recognize that we are unable to offer substantial lead time with this opportunity, as our first tournament event takes place at the end of February 2019

Thank you for your consideration. Once you have had a chance to review our offerings, I welcome the opportunity to discuss your company's potential involvement.

Please feel free to contact me at 908-230-2510 or
NjGoldengloves@gmail.com.

Sincerely,

Daniel J Doyle
President

NJ Golden Gloves Partners – Our History

Founded in 1938, the New Jersey Golden Gloves Amateur Boxing Tournament is a state affiliate of the

National Golden Gloves, a non-profit organization dedicated to providing the finest boxing training, coaching, and amateur competition. New Jersey Golden Gloves Partners (NJGG) promotes elevated physical fitness and mental fortitude through boxing. Also, as many of our young athletes come from disadvantaged communities, we serve as positive role models and mentors in life.



Through boxing, we highlight principles for a successful life: dedication, discipline, and hard work. We help young people build personal resilience and mental toughness; an element of the sport that is

just as important as physical endurance and strength. Consequently, NJGG’s professional-level boxing coaches and trainers help young athletes reach their fullest potential in the ring—and beyond. Entering into 2019, we intend to do even more.

Despite our long history with this state tournament, this is our first year running the tournament as a newly-approved 501(c)(3) non-profit organization. And, while we still focus on competitive amateur boxing and promotion of this exciting sport, we have broadened our mission. We will soon introduce character development, life skills training, and academic supports (homework help and tutoring) for youth and children as young as 8 years old. In fact, surplus revenues from our 2019 tournament will help fuel the planning and launch of *New Jersey Golden Gloves Boxing Academy*, which will operate in the afternoon to early evening—Monday through Thursday, and on Saturday mornings. Of course, boxing and physical fitness will be central to this program, but equal emphasis will be placed on personal growth and the importance of a good education. It is worth noting, too, that there will be additional sponsorship opportunities connected to this program, including potential naming rights for a new gym facility.

As for the success of our boxing program and the caliber of our coaching staff, New Jersey Golden Glovers won six national boxing titles. NJ Golden Gloves boxers who qualify are now eligible to compete in boxing trials for the U.S. Olympic Boxing Team. In fact, 2016 Olympic Silver medalist, Shakur Stevenson was a New Jersey Golden Gloves Champion.



NJ Golden Gloves Partners – Leadership



DAN DOYLE

Dan Doyle is President and former franchise owner of the New Jersey Golden Gloves (NJGG) Boxing Tournament. (*Starting this year, the tournament will be run by the non-profit entity, NJ Golden Gloves Partners.*) Additionally, he is the President of the Board of Directors for NJ Golden Gloves Partners – which gained formal IRS charitable tax-exempt status recognition in 2018.

With over 20 years of active competitive boxing experience as both a boxer and coach, Doyle now serves as the coach of this statewide boxing tournament. He is also a former head trainer and boxing coach with the Middletown Police Athletic League (PAL).

Previously, Doyle served as Coaches Chairman of the USA Boxing New Jersey, where he was in a supervisory position for all amateur boxing coaches in the state. He served as head coach to both the New Jersey State Boxing Team and the New Jersey Golden Gloves Team. Over the past 10 years, Doyle has personally trained 15 Golden Gloves Champions. In 2012, he was voted New Jersey Amateur Boxing Coach of the Year.



JOSE ROSARIO

Jose Rosario is Vice President of New Jersey Golden Gloves Boxing. As Tournament Director, he coordinates all scheduling and boxer-related needs throughout the season, and serves as the key liaison between coaches and the NJGG Board of Directors.

Rosario began boxing when he was 9 years old. In 1982, he won the NJ Golden Gloves, Diamond Gloves, and the National Golden Gloves Tournament of Champions. In addition to securing a spot on the 1984 U.S. Olympic Team, Roserio competed with notable success in international tournaments. He is a former President of the New Jersey Association of USA Boxing—the nation's domestic amateur sanctioning body—and has trained boxers at all levels of skill and competition: from amateur to professionals, including

athletes that went on to become world champions and Olympic boxers.



OUR REACH / YOUR TARGETED AUDIENCE

New Jersey Golden Gloves hosts multiple boxing shows throughout the New Jersey and New York City region. These qualifying events, combined with the New Jersey Golden Gloves Championship, directly reach thousands of enthusiastic boxing fans each year.

Public awareness is generated by media outreach for each event, penetrating the number one Designated Market Area in the nation: New York City, Philadelphia, and the mid-Atlantic region. News coverage is picked up both in sports and human interest stories, due to the compelling quest of many of the athletes to achieve this goal. The National Golden Gloves Tournament of Champions, in which the New Jersey winners compete, receives nationwide news coverage from its base in Salt Lake.

Boxing fans are among the most passionate fans in sports. Through a wide range of age and weight classes, NJGG reaches:

- Boys and Girls: Ages 8 – 11
- Teen Boys and Girls: Ages 12 – 17
- Young Adults: 18 – 24
- Adults: 25 – 40
- A multi-racial audience, with elevated participation from communities of color
- Both genders, and a multi-generational audience... including proud mothers and grandmothers

Did you know?

- Boxing's audience has increased from 37.4 million to 250 million
- Almost half of Americans, ages 12 and older, are fans of fighting sports (48%)
- Hispanic Audience: Boxing is the second biggest sport next to soccer
- Female fan base for boxing tripled from 2002 to 2017, 8.5% to 25.2%



TOURNAMENT SCHEDULE

New Jersey Golden Gloves Boxing Tournament (Adults)

- Open registration on January 12th, 13th, 18th, and 19th
- We anticipate 300-400 male and female athletes to compete.
- New Jersey state tournament runs from February 23rd through April 27th. (10 events) Locations vary and some have yet to be determined.
- Open Class national champions will travel to Atlantic City NJ for the Tournament of Champions. May 13th – 19th

New Jersey Junior Golden Gloves State Tournament

- We anticipate 80-100 boxers.
- Will take place in July 2019.
- 2-day event (Saturday and Sunday), at a minimum. Dependent on volume of registrations, a second weekend may be needed.

- Regulations stipulate that minors cannot box more than once in a 24-hour period. This may make a second weekend necessary even without a higher volume of registrations.
- Location to be determined. Likely this will be scheduled to take place in northern New Jersey—in the City of Paterson.

NJGOLDENGLOVES.COM

2018 CALENDAR

NEW JERSEY GOLDEN GLOVES NJGG2018

February 24th 7:00 pm True Warriors BC Paterson NJ	March 31st 2:00 pm Waterfront Rec Center 2 Grafton Ave. Newark
March 3rd 7:30 pm True Warriors BC Paterson NJ	APRIL 7th 7:30 pm Brick P.A.L Brick Memorial HS 2001 Lanes Mill Rd. Brick Twp.
MARCH 10th 7:00 pm True Warriors BC Paterson NJ	APRIL 14th 7:30 pm Linden High School 121 W. Saint George Ave Linden
March 17th 7:00 pm Perth Amboy High School 300 Eagle Ave Perth Amboy	APRIL 21st 7:30 pm Union County Performing Arts Center 1601 Irving St. Rahway NJ
March 24th 7:00 pm Hackensack High School 38 1st Street Hackensack	APRIL 22nd 7:30 pm * OPEN CLASS FINALS * Union County Performing Arts 601 Irving St., Rahway Nj

PARTNERSHIP OPPORTUNITIES

Sponsorship Level	Number Available	Annual Investment	Cost Per Event (12) Does not include National Championship Exposure	Discounted 2-Year Investment Option
Presenting	1	\$75,000	\$6,250	\$70,000/year
Secondary Presenting	2	\$25,000	\$2,083.33	\$23,000/year
Supporting	10	\$10,000	\$833.33	\$9,000/year
General	unlimited	\$5,000	\$416.67	\$4,750/year

Marketing Impressions

- NJGG actively generates public awareness through various media and social networking, including press releases to major media outlets, live ringside Facebook and Twitter coverage, local Patch, email blasts, webcasting, and grassroots marketing through "Street Teams" that hang posters in local communities and conduct outreach throughout their neighborhoods. Event hosts are given a minimum of 250 posters to hang at grocery stores, barber shops, restaurants, gyms, etc. advertising the upcoming event.
- Over 300 boxers enter in the adult bracket, ages 18 to 40. On average, each of the 8 qualifying events is attended by 300 to 600 people. The NJGG State Championship draws a crowd of approximately 1200+ people. Audience increases through real-time online networking.
- Provided we fill enough sponsorship levels to afford the cost of hiring a videographer, we can create a highlight reel of each tournament event and post these on YouTube. We will also post the videos on social media. The top two sponsorship level partners will be listed in opening credits.
- Sponsors at the top three investment levels are included on the free, official tournament T-shirt, given to all who attend our events. That is thousands of walking billboards.
- Sponsors at the top two investment levels are included (logo or name) on warm-ups and gear bags for boxers in the week-long national championships.

INVESTMENT

\$75,000
1 available

Package can be customized further to meet your company's marketing goals.

Presentation Opportunity

- **\$500 Scholarships** for athletic training will be awarded for "Outstanding Boxer" in each of the following divisions: Junior Open Class, Women's Open Class, and the Men's Open Class. Company representative(s) may present these awards at the finals.

Reserved/VIP Tickets

- **6 VIP** seats at each of the qualifying events leading to the finals.
- **12 VIP** seats for the NJGG State Championships. Includes dinner and free drink tickets.

First Rights

First right of refusal to renew this top sponsorship for the New Jersey Golden Gloves Boxing Tournament 2020 season.

Commitment Deadlines

Sponsorship benefits can/will be negotiated and modified as needed to maximize marketing exposure if the partner cannot formally commit in advance of tournament start.

Marketing exposure for the 2019 season will begin in early September of that year, and sponsors will be asked to renew or commit prior to the end of September 2019. A two-year sponsorship option is additionally available, at a reduced investment of \$70,000 per year—locking-in this pricing for 2020 as well.

Title/Presenting Sponsor

- Sponsorship includes 8 qualifying NJGG tournament events & NJGG's two-day State Championship event. Impressions continue with NJGG boxers that advance to the national championship competition, as permitted in accordance with national rules and restrictions.
- This sponsorship includes the New Jersey Junior Golden Gloves State Tournament for boxers ages 8-17. This tournament will take place in July 2018.
- Company logo will appear on all posters (distributed in local communities throughout New Jersey), digital outreach/advertisements/notices and the NJGG website, on-site fundraiser tools such as raffles or 50/50 tickets (when NJGG hosts the event personally vs. the event hosted by another entity), and all other available/appropriate signage prior to and at live tournament events.
- Sponsor logo on back of all boxers' official competition jersey during state events. Sponsor name/logo on warm-ups and gear bag for 8-20 boxers competing at the national championships. Sponsor's prominent (largest/top) logo placement on back of a tournament T-shirt that will be distributed, free of cost, to all tournament attendees at qualifying and final state events.
- Individual NJGG press release announcing sponsorship to all NJ print newspapers and associated NJ online platforms. Mentioned in any and all press interviews.
- Company logo/hyperlink on front page of the NJGG website for one year. Also appears on Partners page.
- Company may include NJGG approved information about the sponsorship on their own website and promotional materials. A marketing package will be supplied. Photo opportunities can be arranged, including a Big Check presentation at a live tournament event.
- Individual company mentions on Facebook and Twitter throughout the year. A minimum of one mention prior to each tournament date. (No less than 12 in total on each platform.) Videos of competition highlights will be uploaded to YouTube and circulated via social media that include sponsor name in credits.
- Prominent live mentions from the ring during the course of each tournament event. No less than three (pre-event, mid-event, and end-event) will take place during each tournament day.
- Top billing on a minimum of 8 banners at live events. Logo/name appears on all four corner post pads of the boxing ring and ring flooring canvas as well.
- Sponsor logo on front and back cover of NJGG official program book distributed at the state finals. Also, sponsor receives a full page, 4-color company ad in this publication, prominently placed on the inside cover.
- Company logo on free gift bags provided to the audience at each tournament event. Partner may include, at company expense, collateral materials for inclusion in each gift bag to include coupons, product samples, etc.
- Company representatives may market products and services at each tournament event. Tables and other resources (i.e., power source, etc.) will be provided upon request. Add-on merchandizing can be included at additional sponsor expense, such as plastic water bottles with company logo and so forth. Want to run a contest? We welcome all your ideas!
- Customized final report provided by NJGG at year-end, summarizing program outcomes and media/other impressions received throughout the season.

INVESTMENT

\$25,000
2 available

Package can be customized further to meet your company's marketing goals.

Reserved/VIP Tickets

- **4 VIP** seats at each of the qualifying events leading to the finals.
- **8 VIP** seats for the NJGG State Championships. Includes dinner and free drink tickets.

First Rights

First right of refusal to renew this sponsorship for the New Jersey Golden Gloves Boxing Tournament 2020 season.

Commitment Deadlines

Sponsorship benefits can/will be negotiated and modified as needed to maximize marketing exposure if the partner cannot formally commit in advance of tournament start.

Marketing exposure for the 2019 season will begin in early September of 2018. A two-year sponsorship option is additionally available, at a reduced investment of \$23,000 per year—locking-in this pricing for 2020 as well.

Ideal date for commitment:

September 15th

Deadline of January 27th for first T-shirt (short run) printing.

March 1st for program artwork.

Secondary/Presenting Sponsor

- Sponsorship includes 8 qualifying NJGG tournament events & NJGG's two-day State Championship event. Impressions continue with NJGG boxers that advance to the national championship competition, as permitted in accordance with national rules and restrictions.
- This sponsorship includes the New Jersey Junior Golden Gloves State Tournament for boxers ages 8-17. This tournament will take place in July 2019.
- Company logo will appear on all posters (distributed in local communities throughout New Jersey), and all other available/appropriate signage prior to and at live tournament events.
- Sponsor name or logo on warm-up suit and gear bag for 8-20 boxers competing at the national championships. Sponsor's prominent (second largest) logo placement on back of a tournament T-shirt that will be distributed, free of cost, to all tournament attendees at qualifying and final state events.
- Company logo/hyperlink on Partners page on the NJGG website for one year.
- Company may include NJGG approved information about the sponsorship on their own website and promotional materials. A marketing package will be supplied. Photo opportunities can be arranged, including a Big Check presentation at a live tournament event.
- Individual company mentions on Facebook and Twitter throughout the year. (No less than 6 in total on each platform.) Videos of competition highlights will be uploaded to YouTube and circulated via social media that include sponsor name in credits.
- Prominent live mentions from the ring during the course of each tournament event. No less than two mentions during each tournament day.
- Second to top billing on a minimum of 8 banners at live events.
- Sponsor logo on front and back cover of NJGG official program book distributed at the state finals. Also, sponsor receives a full page, 4-color company ad in this publication.
- Company logo on free gift bags provided to the audience at each tournament event. Partner may include, at company expense, collateral materials for inclusion in each gift bag to include coupons, product samples, etc.
- Company representatives may market products and services at each tournament event. Tables and other resources (i.e., power source, etc.) will be provided upon request.
- Customized final report provided by NJGG at year-end, summarizing program outcomes and media/other impressions received throughout the season.

INVESTMENT

\$10,000
10 available

Reserved/VIP Tickets

- **2 VIP** seats at each of the qualifying events leading to the finals.
- **2 VIP** seats for the NJGG State Championships.

First Rights

First right of refusal to renew this sponsorship for the New Jersey Golden Gloves Boxing Tournament 2020 season.

Commitment Deadlines

Sponsorship benefits can/will be negotiated and modified as needed to maximize marketing exposure if the partner cannot formally commit in advance of tournament start.

Marketing exposure for the 2019 season will begin in early September. A two-year sponsorship option is additionally available, at a reduced investment of \$9,000 per year—locking-in this pricing for 2020 as well.

Ideal date for commitment:

September 15th

Deadline of January 27th for first T-shirt (short run) printing. March 1st for program artwork.

Supporting Sponsor

- Sponsorship includes 8 qualifying NJGG tournament events & NJGG's two-day State Championship event.
- This sponsorship includes the New Jersey Junior Golden Gloves State Tournament for boxers ages 8-17. This tournament will take place in July 2019.
- Sponsor's logo on back of a tournament T-shirt that will be distributed, free of cost, to all tournament attendees at qualifying and final state events.
- Company logo/hyperlink on Partners page of the NJGG website for one year.
- Company may include NJGG approved information about the sponsorship on their own website and promotional materials. A marketing package will be supplied.
- Individual company mentions on Facebook and Twitter at the time of sponsorship commitment.
- Included on a minimum of 2 banners at live events.
- Half page, 4-color company ad in tournament program distributed at the state finals.
- Company may provide, at company expense, items for inclusion in audience gift bag, such as coupons, product samples, etc.
- Customized final report provided by NJGG at year-end, summarizing program outcomes and media/other impressions received throughout the season.

INVESTMENT

\$5,000
unlimited

First Rights

First right of refusal to renew this sponsorship for the New Jersey Golden Gloves Boxing Tournament 2020 season.

Commitment Deadlines

Ideal date for commitment:
September 15th

January 1st for tournament program artwork.

A two-year sponsorship option is additionally available, at a reduced investment of \$4,750 per year—locking-in this pricing for 2020 as well.

General Sponsor

- Sponsorship includes 8 qualifying NJGG tournament events & NJGG's two-day State Championship event.
- This sponsorship includes the New Jersey Junior Golden Gloves State Tournament for boxers ages 8-17. This tournament will take place in July 2019.
- Company listed by name on Partners page of the NJGG website for one year.
- Company may include NJGG approved information about the sponsorship on their own website and promotional materials. A marketing package will be supplied.
- Individual company mentions on Facebook and Twitter at the time of sponsorship commitment.
- Company logo on the official tournament T-shirt.
- 1 Banner at all the live events.

Full page ad in the official, 4-color company ad in tournament program distributed at the state finals.
- Customized final report provided by NJGG at year-end, summarizing program outcomes and media/other impressions received throughout the season.

For More Information:

Dan Doyle

Phone: 908-230-2510

Email: njgoldengloves@gmail.com

Web: www.njgoldengloves.com