



THIS TIME FOR

**SRI LANKA**

**COUNTDOWN TO THE  
MIDDLE EAST  
CROWN**

**BOXING SERIES 5 COLOMBO, SRI LANKA**

**26 NOVEMBER 2022**

**SHANGRI LA, BALLROOM | COLOMBO, SRI LANKA**





# THE BOXING...! KING...!



## THE HARDER YOU WORK, THE HARDER IT IS TO SURRENDER.

A combat sport involving strategy, speed, accuracy and power! Boxing is one of the most popular sports in the world! With a history dating back thousands of years ago, it is a sport that brings out discipline, patience and focus thus creating and shaping great sportsmen!





**DJMC** EVENTS

***DJMC EVENTS***  
**THE ORGANIZERS OF  
WORLD CLASS EVENTS**

DJMC Events UAE is an event management company specializing in leisure events with our primary focus being concerts, sports and corporate events, fashion shows, exhibitions and conference, private events and wedding celebrations! With years of expertise in the field of event management, our vision is to present exceptional services and extraordinary solutions to our clients seeking event management services.

Our constant drive to always provide the best has led the way to producing world class events using proven strategies, limitless ideas and professional expertise. Turning our customers dream into reality is what we endeavor to achieve constantly!

**COMPANY PROFILE**





## *COMPANY PROFILE*

# VALUE PROPOSITION

The DJMC brand is well on its way to greater heights guided by its Vision, Mission, Goals & Objectives.

DJMC Chairman's endeavor is to make Dubai UAE the focal for PRO-BOXING in the Middle East region. In order to achieve this status, DJMC believe in establishing and executing a master strategy

*“For without strategy,  
everything else is just noise.”*

DJMC Chairman Mr.Dunstan Rozairo has identified the UAE and specifically Dubai as being the next Las-Vegas. Executing this vision would entail drive and passion. To make this dream a reality, DJMC consistently hosts its very own “Countdown to the Middle-East Crown” Series, culminating in a series of 10.



**Mr. Dunstan Paul Rozairo**

Chairman and Founder  
DJMC Events



## *ABOUT THE SERIES*

# COUNTDOWN TO THE MIDDLE EAST CROWN

The Countdown to The Middle East Crown is a series of 10 PRO Boxing Events per Season, spanning over a period of 24 months. The CMC series is a Boxing Fans Delight, showcasing 'Exciting Fight Cards' featuring International and Local Talent.



**80+**  
PRO BOXERS



**07+**  
CHAMPIONS



**40+**  
BOUTS







# THE GOAL IS TO BUILD & PROMOTE ‘BOXING APPEAL’ IN THE REGION

The Series was conceptualised with the aim to promote the sport primarily in the Middle East hence its name. However, given the growing interest by the fans and audiences, events will also be staged regionally and globally.

The main proponent for the manifestation of the series is Dunstan Rozairo, Chairman DJMC, an entrepreneur and business aficionado with a penchant and passion for boxing.

The series thus far has been hosted at the very best venues, in premier locations across Dubai. Notable venues such as the The Habtoor Palace , Laperle, Conrad & Dubai World Trade Centre amongst others.

The Series offers the very best in boxing & entertainment, with all the frills , no expense spared providing the fans and guests alike with a world class show including Glitz , Glamour , Food & Beverage on the fight night.





# SERIES 5

# COUNTDOWN TO THE MIDDLE EAST CROWN

BOXING SERIES 5 COLOMBO, SRI LANKA



 **26 NOVEMBER 2022** 06:00 PM ONWARDS

 **COLOMBO** SHANGRI LA, BALLROOM

DJMC is organizing the 'Countdown to The Middle East Crown' Series 5 Boxing extravaganza on the 26<sup>th</sup> November 2022 at the Sugathadasa Indoor Stadium, Colombo, Sri Lanka. The event features International and professional boxing champions from India namely current WBC champions Sachin Dehwal, Urvashi Singh, Nutlai Lalbiakkima, among other world reputed International Boxers featured on the Fight Card.





# CHAMPIONSHIP BELTS THE TITLE FIGHTS

## WBC INTERNATIONAL TITLE



**URVASHI SINGH**

Urvashi Singh, born 04 th April 1995 is an Indian professional boxer from New Delhi. With a career span of 08 years and counting, Urvashi has gone on to winning many coveted titles emerging as the first Middle-East World Champion and winner of National Championship in New Delhi. Urvashi is also the very first Indian woman boxer to fight under the World Boxing Council in Philippines (Asian Title Fight – Weight Category 54 kg).

## WBC ASIA CONTINENTAL TITLE DEFANCE



**SACHIN DEKHWAL**

Sachin Dekwal, born 22 nd May 1995 is an Indian professional boxer from Haryana. With an undermining passion for boxing and combat sport, Sachin holds the WBC Asia Continental Champion Title and is a top-ranked Lightweight Boxer in India and currently holds an undefeated record of 10-0 to his name. Sachin trained under the guidance and mentorship of Mr. Roshan Nathaniel a renowned international boxing coach.







# PRO FIGHTERS FROM ALL OVER THE WORLD



Our event features exclusive talent from all across the globe! With the intention of creating a platform for all those who are passionate about the sport to showcase their talent, DJMC has brought in fighters from Philippines, Srilanka, India, Pakistan, the UK, Armenia, Turkey, Argentina, Thailand and USA.





**WHAT MORE?**

# ENTERTAINMENT EXTRAVAGANZA

Our event will feature an entertainment spectacle featuring some of the country's biggest artists and performers who will take away the show with musical entertainment, dance performances and many other exciting acts which will certainly leave you in astonishment!



**MUSIC SHOWS**



**DANCE PERFORMANCES**



**7 COURSE DINNER**



**UNLIMITED FUN**







## WHY SRI LANKA?

Often known as the Land of Serendipity, Sri Lanka needs no introduction on the global stage and is known to be a popular tourist destination! Home to some of the most pristine locations, tropical climate, incredible food and a welcoming culture, Sri Lanka is also a nation with growing interests towards the sport of Boxing since it was first introduced to the Island nation in the 20th century! DJMC believes that's by bringing the show to Sri Lanka it would bring tremendous contribution towards taking forward boxing as a popular sport in Sri Lanka.

Promote Sri Lanka Tourism particularly in the interests of the development of country's economy.







## SHANGRI-LA COLOMBO

Luxury Hotel

Location: Colombo, Sri Lanka

## VENUE

Every great city deserves a truly great international hotel - a special place that reflects the importance and the beauty of its location with world-class luxury and the very finest service. Shangri-La Colombo is delighted to welcome you to the enchanting capital of Sri Lanka - a precious jewel in the Indian Ocean, with a glittering cultural heritage and a long, proud history.



# TITLE SPONSOR BENEFITS

## *KNOCKOUT YOUR COMPETITION BY BECOMING A SPONSOR*

- Exclusive featuring of Logo to be displayed on Title Boxing Round Cards during the event.
- Approved company signage of event dominance.
- Opportunity to award the Boxing Belt to the winner.
- Exposure to media network/s powered by DJMC Boxing Promotion.
- Title sponsor logo to be displayed on corner pads of boxing ring.
- The logo to be placed on the canvas of the boxing ring.
- Commercial space to be offered at the venue for promotional purposes.
- Exclusive interview of 15 minutes with the star boxer of the show.
- One-page advertisement on the events program booklet/sheet.
- Advertisement to be placed on boxing ring turnbuckles (Red or Blue corner)
- Exhibit/vendor table to be provided.



**LOGO ON RING BARS**



**VENUE ENTRANCE**



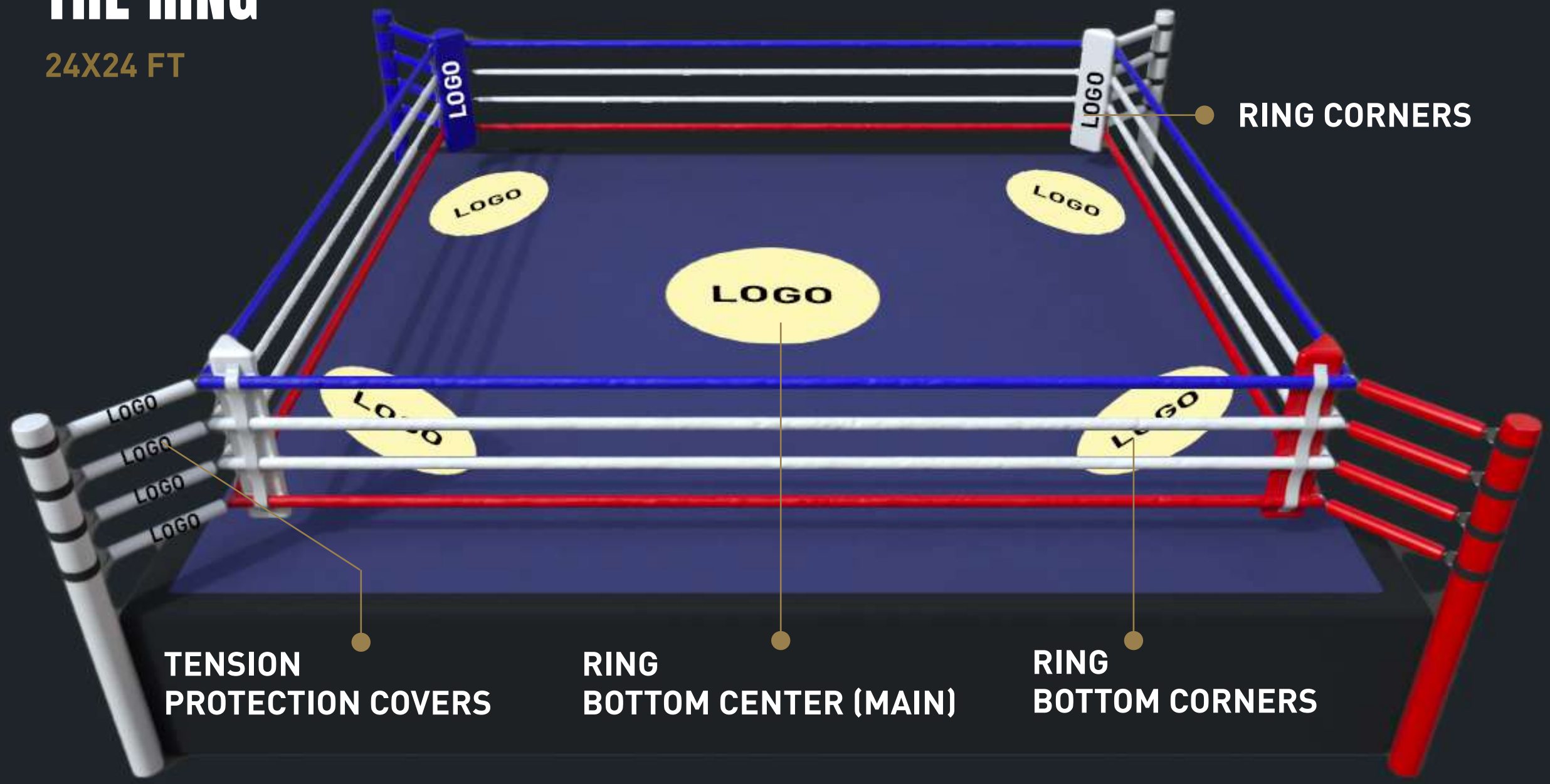
**BRANDING FLAGS**

**ROUND CARDS**



# THE RING

24X24 FT



**TENSION  
PROTECTION COVERS**

**RING  
BOTTOM CENTER (MAIN)**

**RING  
BOTTOM CORNERS**

**RING CORNERS**

Other product/brand placement beside/inside the ring

■ Ring Girls

■ Tables

■ Outside Ring





# EMEC - 5 | SRI LANKA

## SPONSORSHIP PACKAGES

Our exclusive sponsor packages cater to a diverse range of interests, allowing you to come on board with us as you prefer!

**Sponsor types :** Beverage Sponsor, Venue Partner, Digital Partner, Mobile Partner, Hospitality Partner, E-commerce Partner, Health Partner, Automobile Partner, Airline Partner, Travel Partner, Digital/Online Partner,

TITLE SPONSOR	POWERED BY	CO POWERED BY	ASSOCIATIVE SPONSOR
<p><b>10,000,000/-</b> <b>LKR</b></p> <p><b>All Bouts</b></p> <p>8 Vip Tickets</p> <p>...</p> <p>Exclusive food and beverage service from start to finish</p> <p>...</p> <p>Commercial Space during the fight</p> <p>...</p> <p>Comprehensive media Coverage across all platforms (Radio, TV, Newspaper and Social Media)</p>	<p><b>7,000,000/-</b> <b>LKR</b></p> <p><b>Bout No. 07 - 09</b></p> <p><b>PER BOXER: TBA</b></p> <p>07 exclusive VIP tickets</p> <p>...</p> <p>Food &amp; Beverage Service (03 hours)</p> <p>...</p> <p>Comprehensive media coverage over all platforms (TV, Radio, Newspaper &amp; Social Media)</p>	<p><b>4,000,000/-</b> <b>LKR</b></p> <p><b>Bout No. 04 - 06</b></p> <p><b>PER BOXER: TBA</b></p> <p>05 exclusive VIP tickets</p> <p>...</p> <p>Food &amp; Beverage Service (03 hours)</p> <p>...</p> <p>Comprehensive media coverage over all platforms (TV, Radio, Newspaper &amp; Social Media)</p>	<p><b>2,000,000/-</b> <b>LKR</b></p> <p><b>Bout No. 01 - 03</b></p> <p><b>PER BOXER: TBA</b></p> <p>03 exclusive VIP tickets</p> <p>...</p> <p>Food &amp; Beverage Service (03 hours)</p> <p>...</p> <p>Comprehensive media coverage over all platforms (TV, Radio, Newspaper &amp; Social Media)</p>



+971 4 271 4848,  
+971 50 654 0768



info@djmcevents.ae  
djmcbboxing@gmail.com



Office#: 206, Highrise Building,  
Al Satwa, Dubai,





# VALUABLE PARTNERS

DJMC EVENTS/BOXING together with our valued partners have been the driving force behind our success! Our events are powered by our esteemed partners with strong and lasting ties over the years. We would like to thank our partners for their continued support and efforts.







# TARGET AUDIENCE EVENT EXPOSURE

## RADIO & TV PROMOTIONS

Brand name features in radio and television promotions.



## LIVE TV TELECAST / STREAMING

Global, regional & local TV outreach. Exclusive broadcast rights. Live streaming through exclusive streaming services such as Fite TV, Zonet.

## SOCIAL MEDIA / DIGITAL MARKETING

Sponsors logos will tagged on all the social media content.



## PUBLIC RELATIONS

Pre / During / Post event coverage. Media Invite to sports and boxing mainline press.

## LED SCREENS & HOLDINGS

Sponsor logos displayed on screens at the venue premises and hoardings throughout during the event as permitted.

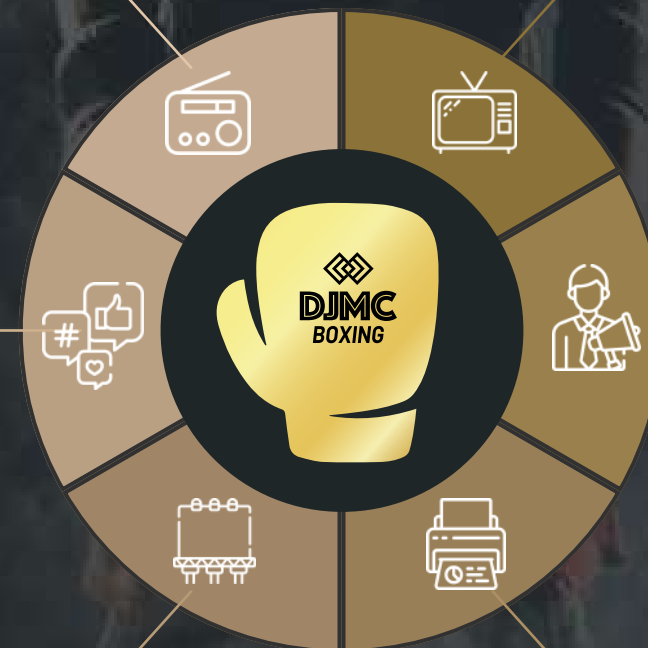


## PRINT MEDIA

Print Magazines & News Media. Advertisements on the events program booklet/sheet.

## EVENT ATTENDEES

— Expected Audience: **2,000 - 2,500**







# GUEST PROFILES

## HON. MENTIONS OF PREVIOUS GUESTS

- **Fatma Samoura**  
*Secretary-General of FIFA*
- **Riddick Bowe**  
*Former Undisputed Heavyweight Champion*
- **Amir Khan**  
*Former Commonwealth Lightweight Title Champion*
- **Michael Lombard & Michael Cinco**  
*Celebrity Fashion Designers*

As boxing is a sport enjoyed greatly by many, DJMC caters to a diverse range of audiences from all walks of life! In the past our shows have been graced by the presence of the general public, substantial VIPS, A-list celebrities, royalty, show-biz entertainers and many more! A few notable mentions include celebrity fashion designers Michael Lombard and Michael Cinco, Boxer Amir Khan, former undisputed heavyweight champion Riddick Bowe and secretary General of FIFA Ms. Fatma Samoura. As an event management company we strive to focus on having “something for everyone” without age, gender or socioeconomic bias.







# CMEC BOXING SERIES PREVIOUS EVENTS



## CMEC IV - DUBAI

The Countdown to the Middle East Crown, Boxing Series 4 took place at the World Trade Center Dubai. This high-profile event had 10 matches featuring two undefeated champions Nutlai 'Kima' Lalbiakkima vs Jayson Vayson as the main event fighting for the WBC Asia Continental Lightfly Championship.



## CMEC III - DUBAI

Top boxer's from all around the world took the spotlight as the Countdown to Middle East Crown SERIES - 03 presented by DJMC Events continues its ground-breaking boxing spectacle at Conrad Hotel, Faces from all around the world will travel in to compete for the crown on this card. With boxers from Philippines, Srilanka, India, Pakistan, the UK, Armenia, Turkey, Argentina, Thailand and USA.





## *CMEC BOXING SERIES* **PREVIOUS EVENTS**



### **CMEC II - DUBAI**

The beginning of an exciting journey with the vision of making UAE the boxing hub of the Middle-East! DJMC presents, our very first boxing event held at Hilton Dubai, Al Habtoor City. under the patronage of some of UAE's honorable mentions featuring world class boxers on a one-day event.



### **CMEC I - DUBAI**

The Countdown to the Middle East Crown, Boxing Series 4 took place at the World Trade Center Dubai. This high-profile event had 10 matches featuring two undefeated champions Nutlai 'Kima' Lalbiakkima vs Jayson Vayson as the main event fighting for the WBC Asia Continental Lightfly Championship.



**PHOTO GALLERY**

**A GLIMPSE TO THE  
CMEC SERIES**



FOR MORE PHOTOS AND VIDEOS : VISIT [WWW.DJMCBOXING.COM](http://WWW.DJMCBOXING.COM)

**SPONSORSHIP  
PROPOSAL**





**PHOTO GALLERY**

**A GLIMPSE TO THE CMEC SERIES**

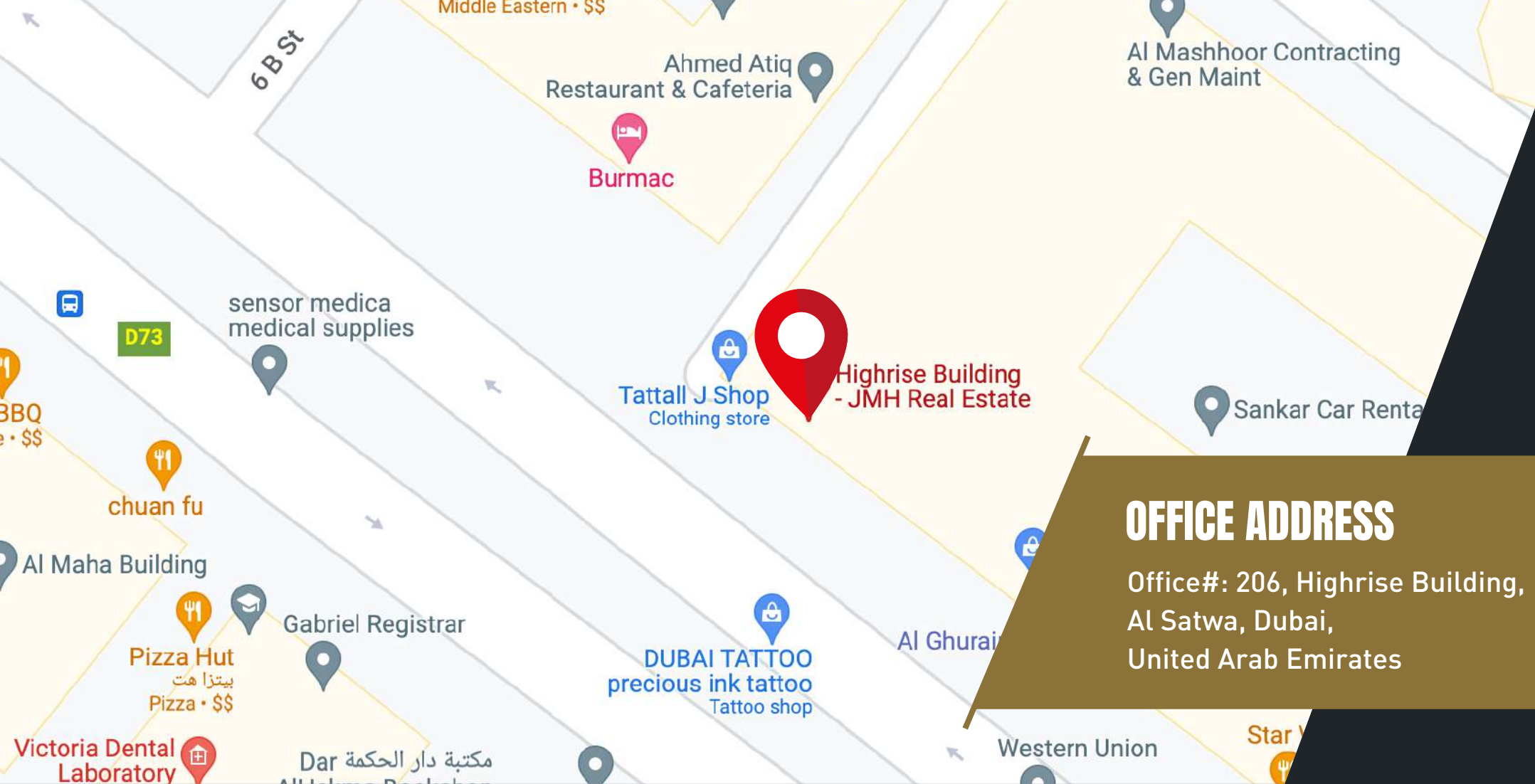


FOR MORE PHOTOS AND VIDEOS : VISIT [WWW.DJMCBOXING.COM](http://WWW.DJMCBOXING.COM)

**SPONSORSHIP PROPOSAL**







## OFFICE ADDRESS

Office#: 206, Highrise Building,  
Al Satwa, Dubai,  
United Arab Emirates

## FEEL FREE TO CONTACT

### GET IN TOUCH WITH US

We would like to hear from you. Our team of professionals are readily available to help and answer any of your questions. Should you require any assistance or further information, please get in touch with us via phone or email.



+971 4 271 4848,  
+971 50 654 0768



info@djmcevents.ae  
djmcbboxing@gmail.com



www.djmcbboxing.com





**WINNERS NEVER QUIT  
AND QUITTERS NEVER WIN.**

**THANK YOU**

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info@djmcevents.ae | www.djmcevents.ae  
djmcbboxing@gmail.com | www.djmcbboxing.com