



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 26th 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 Dekhwal, 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.



KNOCKOUT YOUR COMPETITION BY BECOMING A

★ TITLE SPONSOR

DJMC Boxing is becoming one of the most exciting and growth-oriented professional boxing platforms emerging worldwide.

Your participation as a Title Sponsor is most welcomed and your esteemed brand will be the centre of attention during our exciting boxing format.

Our broadcast to audiences both local and global will provide your brand the best available exposure.

We choose our associated brands partner with extreme rigour.

Our associated media partners and channels be it social, digital, print and press, on air radio, and other associated partners such as Influencer and bloggers are hand-picked meticulously well in advance for each of our events. They will in unison, assist in propelling your brand alongside ours.

Thank you for your strategic choice of associating your brand on the most exciting emerging boxing platform.

Welcome to the DJMC Platform!



PRESENTS



YOUR LOGO

COUNTDOWN TO THE MIDDLE EAST CROWN

BOXING SERIES 5 COLOMBO, SRI LANKA

\$75,000/-



+971 4 271 4848,
+971 50 654 0768



info@djmcevents.ae
djmcbboxing@gmail.com

TITLE SPONSOR BENEFITS

SHOWCASING YOUR BRAND AT THE EVENT

- Title sponsor logo will be placed on the centre of canvas along with main event logo.
- Title sponsor logo to be displayed on corner pads of boxing ring.
- Advertisement to be placed on boxing ring turnbuckles (Red or Blue corner).

ON THE RING

■ 24X24 FT

EVENT ATTENDEES

— Expected Audience: 2,000 - 2,500



● RING CORNERS

● TENSION PROTECTION COVERS

● RING BOTTOM CENTER (MAIN)

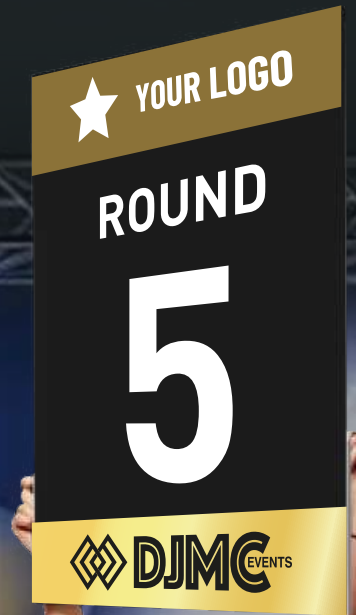
● RING BOTTOM CORNERS

TITLE SPONSOR BENEFITS

SHOWCASING YOUR BRAND AT THE EVENT

- Logo will be placed on Round Cards
- Branding will be on Ring Girls Outfit
- Advertisement to be placed on the tables
- Commercial space to be offered at the venue for promotional purposes.
- Permissible to fix exclusive branding flags on the way to the venue.
- Title sponsor logo will be highlighted and placed close to the event logo on the main wall backdrop.

MORE AT THE VENUE



BRANDING FLAGS



VENUE ENTRANCE



LOGO ON RING BARS



TITLE SPONSOR BENEFITS

SHOWCASING YOUR BRAND AT THE EVENT ON BOXER KIT

- Title sponsor logo will be placed on Boxing Gloves along with DJMC Logo
- Logo will be placed on the top and bottom of boxer outfit
- Title logo will be placed on ushers & crew tshirts.



BRANDING TEES



TITLE SPONSOR BENEFITS

BRAND EXPOSURE THROUGH EVENT MARKETING

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.





TITLE SPONSOR BENEFITS

WHAT MORE?!

OTHER DELIVERABLES

01

APPROVED COMPANY SIGNAGE
OF EVENT DOMINANCE.

02

OPPORTUNITY TO AWARD
THE BOXING BELT TO THE WINNER.

03

EXCLUSIVE INTERVIEW OF 15 MINUTES
WITH THE STAR BOXER OF THE SHOW.

04

EXHIBIT/VENDOR TABLE
WILL BE PROVIDED.

05

8 VIP TICKETS

06

EXCLUSIVE FOOD AND BEVERAGE
SERVICE FROM START TO FINISH

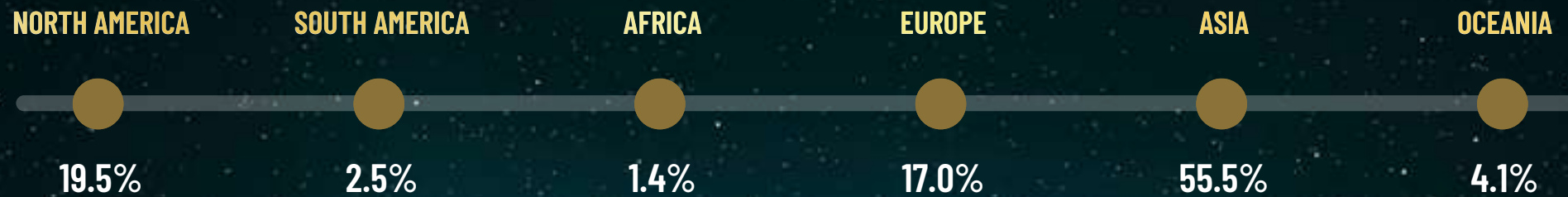




TITLE SPONSOR BENEFITS

GLOBAL REACH

FLARES ALL AROUND THE WORLD



Average hours Countdown to the Middle-East Crown Series 4 streamed per month : 57.86

Unique viewer gain per month : 244

View count as percentage*
source : FITE TV



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.





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

**SPONSORSHIP
PROPOSAL**



PHOTO GALLERY

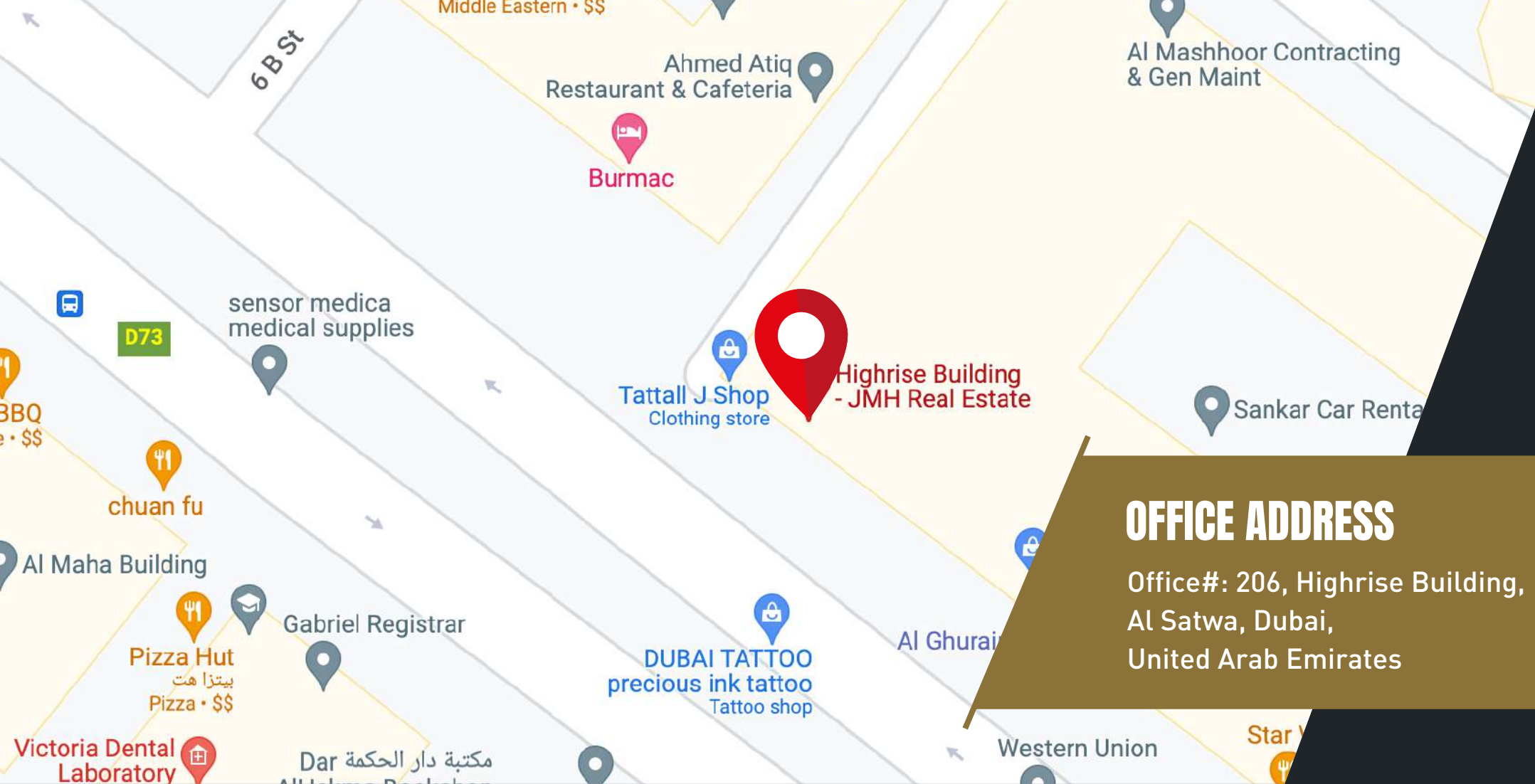
A GLIMPSE TO THE CMEC SERIES



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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.



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

THANK YOU

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