



# **An Introduction into the Career of a Boxing Manager/Agent**

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**Section: 1**

**Boxing & MMA Managers: The Basics**

### ***What does a Manager/Agent do?***

The most successful agents spend a great deal of time leaning their sport, its structure, players, organization, fees, contracts, and league or state affiliations. To be successful takes time, attention and a lot of focus. A successful manager/agent will be someone who has the strength, intelligence, perseverance, and drive to assist his athlete in their specific goals. An agent at times must be part magician, part psychic, and visionary. He must see what others do not. You must listen to your athlete but also have experience and good instincts as to how direct your athlete(s) for your mutual success. This course is designed to give an overview with specific knowledge supplied to get you engaged as a manager/agent in the field of Boxing and Mixed Martial Arts. It will be up to you to supply the intelligence, strength, perseverance and drive. This course was not intended to teach you about boxing or fighting.

**Managers/Agents:** A boxing manager has the main responsibility to find good fights for his client, make sure the pay is fair, and make sure all the steps are taken by the fighter to climb to the top. They are not promoters or trainers. Promoters put up the money, arrange the fights, and take a cut. If you want to be a promoter you will need to study other materials to assist in that career path.

It is not a requirement that the manager or agent enjoy the sport but they must understand it and the challenges facing their clients very well. The financial rewards are there for those who apply themselves. It is certainly a key factor in your decision to be a manager/agent but should be only be one of many deciding factor.

The number of clients you handle is determined by your skill level and how much support the athletes need. Many say you can handle 4-5 fighters comfortable. If you take on more fighters please ensure you have a support staff with you and do only so after you have experience handling fighters. One often hears of agents handling 10-15 football players. This is rarely the case with fighters unless you are a large agency. The key starting out is do not represent someone you do not have the time or skill to assist them in achieving their goals.

At the current time there is no collective bargaining agreement established for fighter pay or manager/agent commission structure. The minimum you should consider is 20% however, you may go as high as 33% if your services warrant it. You will need to be competitive with a rapidly growing market. As a rule the fighter is interested in making big dollars as quickly as possible so if you can bring him the fights your position is stronger. Endorsement contract fees for managers/agents are 10-25%. Be competitive, check around for the going rate if you have a regional or local fighter, but do not sell yourself short.

A passion for a sport is often a strong motivator for agents and assists when communicating to athletes. Agents that live, eat and breath a sport are often ex-athletes from those sports and share common realities. Passion plays a significant part in the

process of recruiting clients. But being an educated agent, being organized, understanding the athlete's needs, the market, and being a business professional is the long term road to success for both the athlete and the agent. Fighters often live in small communities and word travels fast if an agent/manager does not understand the business. Visit with the fighters, boxers, their families; find out what their goals are; their special needs and challenges before offering them a proposal. Be creative when required, have your business organization setup and be ready to explain how it will assist the athlete in achieving his goal. The best place to start is local. It costs a lot to travel so go local while you are establishing a foundation.

There are many local boxing clubs which are advertised and some which are not. Go to the gyms and talk with trainers, and coaches to get a good picture of what is happening in your area.

**Section: 2**

**Client Challenges**

***Client Challenges:***

First and foremost you signed the player because you feel he has value and he felt he could trust you to perform as his manager. You must sign a written contract with your fighter which lays down the understanding and agreements that have been discussed. This agreement needs to be complete but need not be overly complex. It should define the terms, length of contract, payments due and when. If others are involved their positions must also be spelled out. If fees for endorsements are to be included then they need to be established and included. You may establish a baseline fee but have a clause then large endorsement or those meeting certain criteria require renegotiation or an addendums. If this is an exclusive contract this need to be clearly stated. An agreed upon arbitration clause is almost always included in contracts today. If there are misunderstanding or lapses of memory during the contract period the contract is the baseline for performance and working out any confusion. To protect yourself and the client lay everything out in the contract. Do not represent someone without it. Know up front what kind of investment you feel he/she is worth.

Some athletes may ask for cash loans or financial support of some kind. Beware these when you are starting out. When you are successful and have experience with the business and athletes then consider it but with the proper contractual agreements just do not start doling out extra cash! Know your personal limits, know who you are dealing with and get the agreement in writing. Set personal limits and stick to them. You will be doing both your client and yourself the most good.

All agreements must state what you are to do for your client and what he/she is required to do and also what they are required to do to promote themselves.

Clients during the adrenalin rush of a big win often become harder to handle or communicate with. Some say they get big heads! This is not from swelling after a tough fight. Once you clients start winning they may come to you for a change in the contract to get themselves a larger payday. It not always deserved or rational but it is almost always passionate. Not only do they feel the purses should be larger but that you the manager should be giving them extra pocket cash. Most managers do not do this! Remember, stick to your agreement. Once you break the agreement even if they originated the change it has less force or standing in both your eyes. Do not fall for this tactic. They will get paid when they win and more when they advance.

Getting a sponsor for your fighter right away is important. Make sure though your fighter never goes about without a sponsor. Any sponsor even for small fees is far better than no sponsor. For most fighters, start with local companies, business men that know you or the fighter can be an excellent starting point. Check the fights for those who enjoy the sport as well. They will be more likely to invest than anyone and getting local sponsors is far easier than anyone not in the business understands. It will mean a lot to your fighter.

Unfortunately some athletes have difficulty staying clear of legal trouble, protect yourself in the contract and make sure your athletes understands he is responsible for legal fees of

any kind. You signed this fighter for better or worse but you can assist and advise only in certain ways. You are not an attorney and should not be expected to perform as one. You may have to handle or address the press if negative PR shows up and this should be done in consultation with your client. The golden rule applies here. How would you want to be treated in any situation and turn around and do the same for your client!

If you are not comfortable in certain tasks like seeking sponsorships for your client or PR, hire an assistant that can. The upside of sponsorship is extremely profitable for you and the athlete. You should have a team built around your organization, a team that can handle things you just cannot. Do not think you can do it all, few agents can and none do it all successfully For more on this, see the “Who is in the Ring” section.

**Section: 3**

**Establishing your Presence**



| **“Who is in your corner?”:**

Who is on your team? Your clients has someone is his corner every fight, do you? As an agent or manager you need to build a team or organization which maxims the revenue stream from your athletes. How do you market your organization to clients?

Do not think you can handle all aspects of your client’s career. For yourself and your clients sake build a team. The worst thing you can do is spend more time trying to be a lawyer, real estate agent, travel agent, financial adviser and so on. Not all agent or managers are lawyers. Take your strengths, one of which must be recruiting and promoting. Then have a team ready to handle the rest. You do not have to pay these members, have a written agreement ready that they will be paid once their services are needed. Businessmen seldom pass up on potential business and some free advertising.

What experts should be in your corner?

- 1) Lawyer – Great for contracts, regulation changes, troubles, etc.
- 2) Financial advisers – You have enough to keep up with, the stock market may not be your strong point.
- 3) Real estate agent – Great for quick and smooth relocations, better deals if your client wishes to invest in that area.
- 4) PR – Let’s face it not all of us are great at putting the best spin on things and getting it out to the press. This could be one of the most important areas to outsource. Your possible sponsors need press as well as for you and your up and coming client.
- 5) Trainers – Let’s face it the most important area, if he is not improving, he will fall fast! Trainers usually get a 10% purse cut.
- 6) Assistant(s) – Depending on how large your firm is, you will need help handling the mundane tasks associated with any business.
- 7) Website – Not a person for sure, but your client should be shopped and out on the web!
- 8) Recruiters – Some people call them ‘runners’. Either way they can be invaluable to an agent, getting contacts that are hard to get from potential clients. The recruiter should be someone who is engrossed within the industry, if not they will bring you little help in securing new clients.
- 9) Nutritionalist – Lets face it, the food supply in most stores is bad and sooner or later it will affect your client’s performance. If the trainer is not versed in this area, get someone who is! Everyone needs and edge to advance.

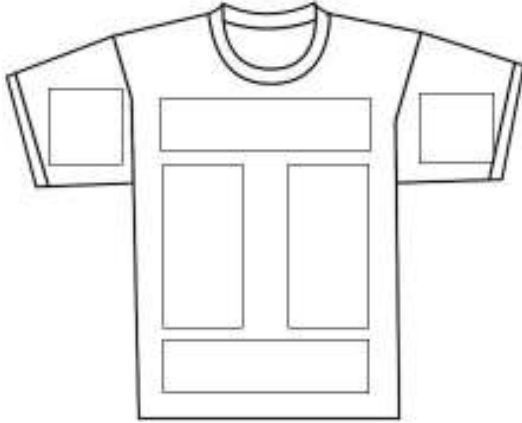
You may think of some more areas that are important to you, most these items though can be well established in advance of getting your first client. Be prepared. Let them know you are prepared.

**Section: 4**

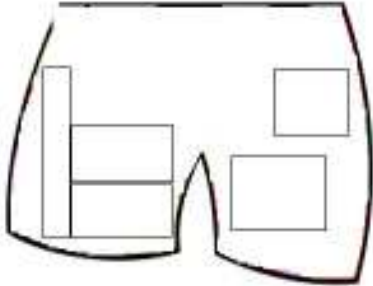
**Endorsement Basics**

**General Demographics:**

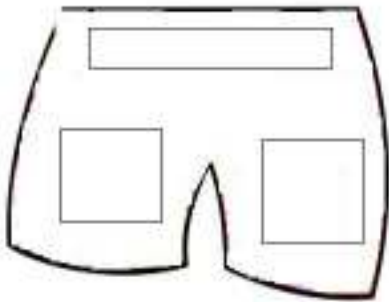
Male/female audience is the 18-45 age group. The market to the 35 to 45 age group is extremely high. Females currently make up 40% of the viewers. 41% of all MMA viewing households show an annual income in excess of \$75,000, making MMA spectators some of the most affluent of all sports enthusiasts.

**So where does the company advertise?****Front of Shirt (example)****Back of Shirt (example)**

**Front of Shorts (example)**



**Back of Shorts (example)**



Other areas are the fighter's banner, ball cap, etc. Be creative; be sure to let the league know what you are doing.

**Section: 5**

**State Rules and Regulations**

**Your career can come to a complete stop if you are caught trying to get around these regulations.**

**State Rules and Regulations:**

In what states may certain types of fighting be illegal? Check this out and keep your self posted on updates. <http://www.ikfkickboxing.com/USAStates.htm>

Failure to follow state rules and regulations could mean serious penalties for you and your client, more than likely resulting in Jail Time!

The links provided with all the information to become official each state are below. There are quite a few documents, read them, study them, know them! You do not need to be an expert in every state! Just where you will manage and your clients will fight.

**Alabama:**

The bill that was introduced by State Representative Gerald Allen (334-242-7758 ) for the 2008 session and was not passed.

**Alaska:**

September 18, 2002

Dear Members of Alaska's Boxing and Wrestling Community,

I am writing to inform you that the Alaska Division of Occupational Licensing has stopped licensing professional and club boxers, wrestlers, and events.

State occupational licenses will no longer be issued to boxers, wrestlers, promoters, managers, referees, seconds, trainers or examining physicians.

The Athletic Commission was deactivated several years ago and the Division of Occupational Licensing no longer has funding to administer the licensing program. Total receipts from boxing industry license fees averaged \$2,000 a year. The remaining costs of regulating boxing and wrestling were previously paid with business licensing revenue. The program can no longer be subsidized with business license fees.

Although there will be no licenses required, to ensure the safety and legitimacy of events, promoters and participants are asked to follow the standards for the conduct of professional boxing, club boxing and professional wrestling contests. These include, but are not limited to, rules governing weights and classes, judging, stopping a contest, facilities and equipment, physical examination, physicians at ringside and ambulance service.

[A copy of the standards previously adopted by the Athletic Commission is enclosed.](#)

Promoters and managers are asked to ensure that professional boxers and wrestlers are at least 18 years old and that club boxers are at least 21 years old.

We expect promoters and participants to ensure that appropriate medical personnel examine participants in advance and are present at events.

If you have questions, please call Ms. Judy Weske at 465-3262.

Sincerely,

Catherine Reardon  
Director

**Arizona:**

Arizona State Boxing Commission  
1110 W. Washington St., Suite 260  
Phoenix, Arizona 85007  
(602) 364-1721  
[http://www.azracing.gov/boxing\\_all.html](http://www.azracing.gov/boxing_all.html)

**Arkansas:**

<http://www.asac.arkansas.gov/>

**California:**

**Canada:**

<http://www.canadianboxing.com/>

**Colorado:**

<http://www.dora.state.co.us/Boxing/>

**Connecticut:**

<http://www.cga.ct.gov/2007/pub/Chap532a.htm#Sec29-143i.htm>

**Delaware:**

[http://delcode.delaware.gov/title28/c001/index.shtml#P-1\\_0](http://delcode.delaware.gov/title28/c001/index.shtml#P-1_0)

**D.C.:**

[http://dcra.dc.gov/dcra/cwp/view,a,3,q,599903,dcraNav\\_GID,1694,dcraNav,%7C33437%7C.asp](http://dcra.dc.gov/dcra/cwp/view,a,3,q,599903,dcraNav_GID,1694,dcraNav,%7C33437%7C.asp)  
[http://www.asisvcs.com/indhome\\_fs.asp?CPCAT=BX09STATEREG](http://www.asisvcs.com/indhome_fs.asp?CPCAT=BX09STATEREG)

**Florida:**

<http://www.myflorida.com/dbpr/pro/sbc/index.html>

**Hawaii:**

<http://hawaii.gov/dcca/areas/pvl/boards/boxing/>

**Idaho:**

[http://www.idaho.gov/info/athletic\\_commission.html](http://www.idaho.gov/info/athletic_commission.html)

**Illinois:**

<http://www.idfpr.com/dpr/WHO/athlhc.asp>

**Indiana:**

<http://www.in.gov/pla/boxing.htm>

**Iowa:**

<http://www.iowaworkforce.org/labor/athletic.htm>

**Kansas:**

<http://ksboxing.kansascommerce.com/Pages/Default.aspx>

**Kentucky:**

<http://www.kbwa.ky.gov/>

**Louisiana:**

[http://www.legis.louisiana.gov/boards/board\\_members.asp?board=16](http://www.legis.louisiana.gov/boards/board_members.asp?board=16)  
<http://www.comtechcomputers.com/laboxing/La.%20Lic.%20Appliciation.pdf>

**Maine:**

[http://www.maine.gov/pfr/professionallicensing/professions/athletic\\_pro/index.htm](http://www.maine.gov/pfr/professionallicensing/professions/athletic_pro/index.htm)

**Maryland:**

<http://www.dllr.state.md.us/license/occprof/athlet.html>

**Massachusetts:**

[http://www.mass.gov/?pageID=eopsterminal&L=4&L0=Home&L1=Consumer+Protection+%26+Business+Licensing&L2=License+Type+by+Business+Area&L3=Boxing+Commission&sid=Eeops&b=terminalcontent&f=dps\\_boxing\\_commission&csid=Eeops](http://www.mass.gov/?pageID=eopsterminal&L=4&L0=Home&L1=Consumer+Protection+%26+Business+Licensing&L2=License+Type+by+Business+Area&L3=Boxing+Commission&sid=Eeops&b=terminalcontent&f=dps_boxing_commission&csid=Eeops)



**Michigan:**

[http://www.michigan.gov/dleg/0,1607,7-154-35299\\_35414\\_35453---,00.html](http://www.michigan.gov/dleg/0,1607,7-154-35299_35414_35453---,00.html)

**Minnesota:**

[http://www.mnboxingmmacommission.com/promoter\\_form.asp](http://www.mnboxingmmacommission.com/promoter_form.asp)

**Mississippi:**

[www.msboxing.org](http://www.msboxing.org)

**Missouri:**

<http://pr.mo.gov/athletics.asp>

**Nebraska:**

[http://www.athcomm.state.ne.us/history\\_links.html](http://www.athcomm.state.ne.us/history_links.html)

**Nevada:**

<http://boxing.nv.gov/>

**New Hampshire:**

<http://www.nh.gov/boxing/>

**New Jersey:**

<http://www.nj.gov/oag/sacb/>

**New Mexico:**

<http://www.rld.state.nm.us/AthleticCommission/index.html>

**New York:**

[www.dos.state.ny.us/athletic/index.html](http://www.dos.state.ny.us/athletic/index.html)

**North Carolina:**

<http://www.nccrimecontrol.org/index2.cfm?a=000003,000005,000009,000132>

**North Dakota:**

<http://www.nd.gov/sos/athleticcommission/boxing.html>

**Ohio:**

<http://aco.ohio.gov/athAgent.htm>

**Oklahoma:**

[http://www.ok.gov/health/Organization/Boxing\\_Commission/](http://www.ok.gov/health/Organization/Boxing_Commission/)

**Oregon:**

[http://www.oregon.gov/OSP/GAMING/b\\_w\\_welcome.shtml](http://www.oregon.gov/OSP/GAMING/b_w_welcome.shtml)

**Pennsylvania:**

<http://www.dos.state.pa.us/sac/site/default.asp>

**Puerto Rico:**

PUERTO RICO  
PO BOX 9023207  
SAN JUAN, PR 00902-3207  
(787) 722-8770 OR 722-0560

**Rhode Island:**

<http://www.dbr.state.ri.us/divisions/commlicensing/boxing.php>

**South Carolina:**

<http://www.llr.state.sc.us/POL/Athletic/>

**South Dakota:**

<http://legis.state.sd.us/email/index.aspx>

**Tennessee:**

<http://www.tn.gov/commerce/athletic/>

**Texas:**

<http://www.license.state.tx.us/sports/sports.htm>

**Utah:**

<http://goed.utah.gov/psuac/>

**U.S. Virgin Islands:**

Virgin Islands - 340-774-0255  
VIRGIN ISLANDS BOXING/WRESTLING COMMISSION  
C/O DEPT. OF HOUSING, PARKS AND RECREATION  
8201 SUB-BASE SUITE 206  
ST. THOMAS, VIRGIN ISL. 00802

**Vermont:**

<http://www.vtprofessionals.org/>

**Virginia:**

<http://legis.state.va.us/>

**Washington:**

Washington Secretary of State's Office  
P.O. Box 40220  
Olympia, WA 98504-0220  
(360) 902-4151

**West Virginia:**

[www.wvboxing.org](http://www.wvboxing.org)

**Wisconsin:**

<http://drl.wi.gov/dept/forms/fm1983.pdf>

**Wyoming:**

<http://legisweb.state.wy.us/>

**Mixed Martial Arts:**

In order to officially register your event, go to: <http://abc.mixedmartialarts.com> and Click the

This takes you to <http://abc.mixedmartialarts.com/?fa=login.Requestcreds>

After you have registered with Mixed Martial Arts LLC, you will be provided with details on registering your events, developing your bouts, and the fee structure. This system will be a benefit to you in the future. Since Mixed Martial Arts LLC is the only official mixed martial arts registry, it is imperative for the safety and progress of the sport, that all information is supplied to and received from their database.

## **Section: 6**

# **Client Information Form**

**The purpose of the form is for the Manager to know all he needs to know about his client! Change it, use it, and be informed!**

**This makes you seem professional and truly interested in all that you can do for your client.**

## Client Information Form

### Client Personal Information

|                    |                   |              |
|--------------------|-------------------|--------------|
| <b>First Name:</b> | <b>Middle:</b>    | <b>Last:</b> |
| <b>Address 1:</b>  | <b>Address 2:</b> |              |
| <b>City:</b>       | <b>State:</b>     | <b>Zip:</b>  |
| <b>Country:</b>    |                   |              |

|                           |                           |
|---------------------------|---------------------------|
| <b>Cell Phone Number:</b> | <b>Alt. Phone Number:</b> |
| <b>Fax Number:</b>        | <b>Email Address:</b>     |
| <b>Website 1:</b>         | <b>Website 2:</b>         |

|             |             |                        |
|-------------|-------------|------------------------|
| <b>Age:</b> | <b>DOB:</b> | <b>Years in Sport:</b> |
|-------------|-------------|------------------------|

### Career Information

**Acting Interest:**      yes       no

**If Yes, explain:**

**Other Career Interest:**    yes     no

**If Yes, explain:**

**Have you fought internationally?:**    If yes, please include info. -

**Where are you licensed to fight?:**    Please include info. -

### Goal Information

|                |
|----------------|
| <b>Goal 1:</b> |
| <b>Goal 2:</b> |
| <b>Goal 3:</b> |
| <b>Goal 4:</b> |
| <b>Goal 5:</b> |

**Basic Information...**

|                      |                       |                   |
|----------------------|-----------------------|-------------------|
| <b>Fighter Type:</b> | <b>Years Amateur:</b> | <b>Years Pro:</b> |
| <b>Reach:</b>        | <b>Height:</b>        | <b>Weight:</b>    |

**Equipment Information...**  
**Brand and Type of Equipment Used**  
**This includes specific clothing, etc**

|                     |                      |
|---------------------|----------------------|
| <b>Equipment 1:</b> | <b>Equipment 2:</b>  |
| <b>Equipment 3:</b> | <b>Equipment 4:</b>  |
| <b>Equipment 5:</b> | <b>Equipment 6:</b>  |
| <b>Equipment 7:</b> | <b>Equipment 8:</b>  |
| <b>Equipment 9:</b> | <b>Equipment 10:</b> |

**Records/Accomplishments Information...**

|                     |                      |
|---------------------|----------------------|
| <b>Rec./Acc. 1:</b> | <b>Rec./Acc. 2:</b>  |
| <b>Rec./Acc. 3:</b> | <b>Rec./Acc. 4:</b>  |
| <b>Rec./Acc. 5:</b> | <b>Rec./Acc. 6:</b>  |
| <b>Rec./Acc. 7:</b> | <b>Rec./Acc. 8:</b>  |
| <b>Rec./Acc. 9:</b> | <b>Rec./Acc. 10:</b> |

**Other Special Skills**  
**Speaking, other sports, etc...**

|                 |                 |
|-----------------|-----------------|
| <b>Skill 1:</b> | <b>Skill 2:</b> |
| <b>Skill 3:</b> | <b>Skill 4:</b> |
| <b>Skill 5:</b> | <b>Skill 6:</b> |

**Hobbies**

|                 |                 |
|-----------------|-----------------|
| <b>Hobby 1:</b> | <b>Hobby 2:</b> |
| <b>Hobby 3:</b> | <b>Hobby 4:</b> |
| <b>Hobby 5:</b> | <b>Hobby 6:</b> |

**Win/Losses**

Fighter Current Class:

|                            |              |                              |              |               |
|----------------------------|--------------|------------------------------|--------------|---------------|
| <b>Amateur Wins:</b>       | <b>KO's:</b> | <b>Amateur Losses:</b>       | <b>KO's:</b> | <b>Draws:</b> |
| <b>International Wins:</b> | <b>KO's:</b> | <b>International Losses:</b> | <b>KO's:</b> | <b>Draws:</b> |
| <b>Pro Wins:</b>           | <b>KO's:</b> | <b>Pro Losses:</b>           | <b>KO's:</b> | <b>Draws:</b> |

**Current Endorsement Information**

|                      |                         |                          |
|----------------------|-------------------------|--------------------------|
| <b>Company:</b>      | <b>Length Contract:</b> | <b>Annual \$ Amount:</b> |
| <b>Main Contact:</b> | <b>Contact Number:</b>  | <b>Misc. Info.:</b>      |
| <b>Company:</b>      | <b>Length Contract:</b> | <b>Annual \$ Amount:</b> |
| <b>Main Contact:</b> | <b>Contact Number:</b>  | <b>Misc. Info.:</b>      |
| <b>Company:</b>      | <b>Length Contract:</b> | <b>Annual \$ Amount:</b> |
| <b>Main Contact:</b> | <b>Contact Number:</b>  | <b>Misc. Info.:</b>      |
| <b>Company:</b>      | <b>Length Contract:</b> | <b>Annual \$ Amount:</b> |
| <b>Main Contact:</b> | <b>Contact Number:</b>  | <b>Misc. Info.:</b>      |
| <b>Company:</b>      | <b>Length Contract:</b> | <b>Annual \$ Amount:</b> |
| <b>Main Contact:</b> | <b>Contact Number:</b>  | <b>Misc. Info.:</b>      |
| <b>Company:</b>      | <b>Length Contract:</b> | <b>Annual \$ Amount:</b> |
| <b>Main Contact:</b> | <b>Contact Number:</b>  | <b>Misc. Info.:</b>      |

**Product Preference Information**

**(Please list any products you feel you would like to represent, i.e. Gucci, a hobby, fashion, sunglasses, Nike)**

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Misc Information...**

**If you feel we missed anything, please let us know**

|  |
|--|
|  |
|  |
|  |
|  |
|  |

**Section: 7**

**Additional Links**



**The purpose of the form is for the Manager to know all he needs to know about his client! Change it, use it, and be informed!**

**This makes you seem professional and truly interested in all that you can do for your client.**

**World Boxing Commission:**

<http://www.wbcboxing.com/>

Need I say more here...

**International Boxing Organization:**

[www.iboboxing.com/](http://www.iboboxing.com/)

[www.ibf-usba-boxing.com/](http://www.ibf-usba-boxing.com/) (USA side)

[www.ifba.com/](http://www.ifba.com/) (Female)

Great site for the international scene

**Boxing Clubs:**

<http://www.boxinghelp.com/gyms.html>

Great starter link for those wanting know the hot sports in there are.

**Kick Boxing:**

<http://www.ikfkickboxing.com/>

Great link for all info pertaining to kickboxing.

**USA Boxing:**

<http://www.usaboxing.org/>

Always call the Olympic committee before representing an Olympic boxer. Understand their rules, rules for obtaining sponsorship, etc.

**Boxing News:**

[www.fightnews.com/](http://www.fightnews.com/)

Great site, lots of news, etc...

**Promoter List:**

<http://hubcit.sasktelwebsite.net/boxingpromoters.html/>