

#KEEPBOXINGOLYMPIC

With boxing currently not on the Olympic program of Los Angeles 2028 for the first time in history, its Olympic future is in serious danger. Competition integrity, governance and financial issues keep haunting the International Boxing Association.

It has been suspended since 2019 and excluded from two Olympic boxing cycles in a row by the International Olympic Committee, which is unprecedented for any Olympic Sport Federation.

Join our cause to KEEP BOXING OLYMPIC:

REASON #1:

FINANCIAL BENEFITS OF THE OLYMPIC STATUS OF BOXING

- ✓ **IOC financial contributions to AIBA/IBA in the last 20 years:**
Total: **\$ 66 MM**, annual average: **\$ 3-4 MM and consistently growing**
** Including the Tokyo 2020 "frozen" funds that will become available again to the IBA when the IOC concerns are resolved*
- ✓ **Revenues for AIBA/IBA from Boxing Olympic Qualification Events:**
Minimum **\$ 4 MM** per Olympic cycle or **\$ 1 MM** annually
- ✓ **Olympic Solidarity funding:** Total of **\$ 565 MM** per Olympic cycle available for all Olympic sports
- ✓ **Financial support for National Boxing Federations from NOCs and governments:**
Non-Olympic National Federations receive approximately 90% less funding than Olympic NFs.
This is a difference of tens, if not hundreds of millions per year on a global scale.

This makes the IOC and the Olympic Movement by far the largest "sponsors" of boxing

- 🥊 Such a beneficial partnership with the IOC lasted for decades until 2019, when AIBA/IBA was suspended due to mismanagement and breaches of the Olympic Charter. Boxing has suffered a catastrophic loss of reputation since then, which also means sponsors are not willing to associate themselves with the boxing brand.
- 🥊 Even sports that are less financially reliant on the Olympic Games cherish the Olympic status – it is still a crucial part of their development model. There has not been a single non-Olympic International Federation in the history that has been able to grow globally and support hundreds of National Federations at a level close to that of an Olympic sport.

Growing the sport of boxing in a sustainable way to fulfil its commercial potential on a global scale is only possible if we all help to KEEP BOXING OLYMPIC!

JOIN THE CAUSE AND FIGHT TO KEEP BOXING OLYMPIC!

📍 / KEEPBOXINGOLYMPIC



REASON #2: STATUS AND SECURITY OF NATIONAL BOXING FEDERATIONS

The recognition of the IBA as an Olympic International Federation and the Olympic Status of boxing help to protect IBA National Federations from rivalry threats.

National Federations will inevitably lose their monopoly on governing the sport of boxing if the IBA loses its recognition by the IOC and the sport of boxing is removed from the Olympics.



**Many IBA National Federations
will cease to exist!**



JOIN THE CAUSE AND FIGHT TO KEEP BOXING OLYMPIC!

@ / KEEPBOXINGOLYMPIC



REASON #3: THE **OLYMPIC DREAMS** OF MILLIONS OF **BOXERS**

"I didn't take that medal off for 48 hours. I even wore it to bed. I didn't sleep too good because I had to sleep on my back so that the medal wouldn't cut me. But I didn't care, I was Olympic champion."

Muhammad Ali, Rome 1960 Olympic Champion

"What I felt once I won gold was internal happiness for the first time in my life. Nobody could take that happiness from me."

Claressa Shields, London 2012 and Rio 2016 Olympic Champion

"When people ask what is more important for me – four pro titles or an Olympic medal, I don't even think and answer that it is the Olympic medal. I was working for it all my boxing life. All my conscious childhood I trained and dreamt of this gold medal."

Vasyl Lomachenko, Beijing 2008 and London 2012 Olympic Champion



 Boxing's continued inclusion in the African, Asian, Pan-American, and European Games, as well as the Commonwealth Games and the Pacific Games also depends on the recognition of the IBA by the IOC and the Olympic status of boxing.



With power comes a great responsibility! Leaders of the IBA and National Boxing Federations must be extremely careful with the power that has been entrusted to them. When the dreams of millions of boxers around the world are at stake, their decisions and actions will define the history of the sport.

The driving force of an Olympic boxing dream is often materialized:

"Joshua has got me in this position, getting his gold medal in London 2012. He may not know it but he carried on the funding, he's put the face of boxing in England."

Ben Whittaker, Tokyo 2020 silver medallist, about the financial implications of **Anthony Joshua's** win at London 2012 Olympics.



Some boxing administrators say that boxing doesn't need the Olympics at all. We believe that boxing, an ancient Olympic sport that we all love, must remain in the Olympics.

JOIN THE CAUSE AND FIGHT TO KEEP BOXING OLYMPIC!

 / **KEEPBOXINGOLYMPIC**