

RIVER CITY FIGHT NIGHT

CHARITY BOXING EVENT SERIES SPONSORSHIP OPPORTUNITIES



RIVER CITY FIGHT NIGHT
 FEAT. THE ASHENELLI STABLE
 — BOXING —

Beto Palmetta, Jade Masson-Wood, Ermal Hadrija, Carmen "The Momba" Gullikson

Hosted by **American Ranch** Midlothian

WEDNESDAY, 09/17, 7pm \$75 GENERAL, \$150 VIP

FIREFIIGHTERS vs. COPS
 CHARITY BOXING ROSTER

RED FIGHT & BLUE
COPS

Cody Adams Devin Davenport
 Duane Peppel Patrick Ripley Nico Young

FIREFIIGHTERS

Christina Back Shalin Shah
 Te'Shaun Cleckley Morgan Craft
 Mo'Reese Moore Wyatt Mesco
 Jerron O'Tey Keivon Henderson

Wednesday, November 5th 7pm
 \$75 General, \$150 VIP
 Hosted by **River City Red**

CHARITY BOXING
 2025-2026 **RIVER CITY PROMOTIONS** SCHEDULE

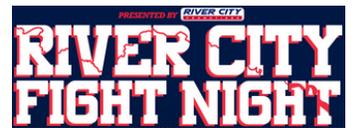
- Sep 17, '25
- * Nov 5, '25
- *RED FIGHT & BLUE: Cops v. Firefighters
- Jan 21, '26
- Feb 18, '26
- Apr 15, '26
- May 20, '26
- Jun 17, '26
- Jul 15, '26
- Sep 16, '26
- Oct 21, '26
- Nov 18, '26



Get Tickets!

The RIVER CITY FIGHT NIGHT Series supports **Guardian of the Gloves**, a non-profit dedicated to bringing boxing to youth who may not otherwise be able to afford it, giving them a healthy, safe place to grow, learn to focus, and have fun

ALIGN YOUR BRAND WITH RICHMOND'S PREMIER, HIGH-ENERGY FIGHT SERIES, WHILE SUPPORTING LOCAL NONPROFITS



A Knockout Opportunity

River City Promotions invites you to partner in one of Richmond’s most exciting and high-profile charity event series: **RIVER CITY FIGHT NIGHT**. This charity boxing event series will take place monthly, rotating locations across metro Richmond, VA

The series will have over 2,250 in-person spectators over (9+) events and be streamed on You Tube to an expected audience of 18,000 in 2025-2026

This is your opportunity to showcase your brand to a premium audience in a bold, unforgettable way, while supporting local charities.



PUT YOUR BRAND IN THE SPOTLIGHT AT RICHMOND’S MOST ELECTRIFYING FIGHT SERIES. WHERE LOCAL HEROES AND WORLD CHAMPIONS MEET UNDER ONE ROOF & GIVE BACK TO RVA.

🥊 BRAND AWARENESS 🥊 NEW CUSTOMERS & MARKETS

🥊 DIRECT TRAFFIC 🥊 BRAND EXCITEMENT 🥊 COMMUNITY SUPPORT

CHARITABLE BENEFICIARIES

Proceeds from River City Fight Night series will support **Guardian of the Gloves**, a nonprofit dedicated to ensuring every child has the opportunity to participate in boxing, regardless of financial means. Guardian of the Gloves covers tuition and training expenses, providing young athletes with access to a positive, structured environment where they can thrive with quality coaching, and state-of-the-art equipment.

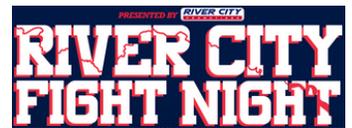
In addition, the series will benefit two local 501(c)(3) organizations, one designated by the Richmond Police Department and one designated by the Richmond Fire Department, to further strengthen our community impact.



WWW.RIVERCITYBOXING.COM

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*Dates & Locations are subject to change.



River City Fight Night

Charity Boxing Series

Step into the ring with **River City Fight Night**, Richmond's premier **monthly boxing series** packing **sold-out crowds** and **thousands of online viewers**. Align your brand with a high-energy, professionally produced event that delivers unmatched local buzz and lasting audience engagement. The series will run Fall 2025-Fall 2026.

Events will showcase a powerful blend of **WBC title fighters**, **Olympic medalists**, and **standout local professionals** delivering **world-class matchups** in 4-5 Bouts that thrill in-person crowds and streaming audiences, all managed by Ashenelli Boxing under the leadership of owners Eric Ash and Donato De Martiis.

FORMAT

Monthly boxing event series (up to 9 total events)

DYNAMIC FIGHT CARD (6 BOUTS)

- WBC Title Fighters
- Olympic Medalists
- Standout Local Boxing Pros
- International Boxing Stars

ALTERNATING VENUE LOCATIONS

- Great American Ranch, Midlothian, VA
- River City Roll, Richmond, VA
- Parlay Bar & Lounge, Richmond, VA

AUDIENCE REACH OVER SERIES

- In-person attendance: 2,250+ at sell-out events
- Streaming audience: 18,000 Live Stream & Video Views
- Social Media: 77,500+ Followers (Facebook, Instagram, YouTube)
- Media Buy: 65,000 Impressions

SPONSOR HIGHLIGHTS

- Live, high-energy boxing entertainment in two Richmond dynamic venues.
- Professional, safe, high-production experience for both live and streaming audiences.
- Consistent, repeat exposure through a multi-month series format.
- Strong community draw with opportunities for local, regional, and national sponsorship integration.
- Benefiting Guardians of the Glove and local 501(c)(3) nonprofits

SPONSORS



BIGGEST VALUE: UP TO 9 FIGHTS IN 2025-2026 SERIES



SERIES TITLE SPONSORSHIP - \$35,000

(1 Available)

BRANDING & VISIBILITY

- Exclusive naming rights: “The <YOUR BRAND> River City Fight Night brought to you by River City Promotions”
- Logo on center ring mat
- Premium banner placement & Step & Repeat for photos at weigh-in & Fight nights
- (2) 30-second radio style commercials during the event broadcast
- Logo and link on website and in email communications
- Logo on Fight Card at events

AUDIENCE ENGAGEMENT

- 10 VIP Tickets to each event
- Opportunity for onsite activation at weigh-in and fight nights

MEDIA & DIGITAL EXPOSURE

- Inclusion in press release and promotions
- Social media mentions, logo on all digital promotional assets



SERIES PRESENTING SPONSOR - \$20,000

(1 Available)

BRANDING & VISIBILITY

- Branded as “River City Fight night Presented by <YOUR BRAND> brought to you by River City Promotions” throughout all promotional materials
- Logo on (2) ring side triangles, fighter banners, and media photos
- Premium banner placement at the venue
- (1) 30-second radio style commercial spot during event broadcast
- Logo and link on website and in email communications
- Logo on Fight Card at events

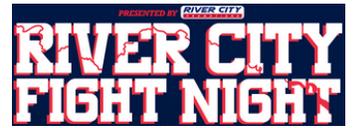
AUDIENCE ENGAGEMENT

- 8 VIP Tickets
- Opportunity for onsite activation at events

MEDIA & DIGITAL EXPOSURE

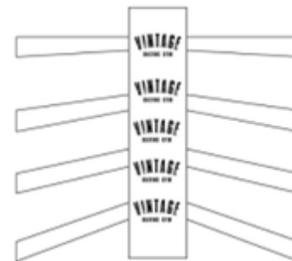
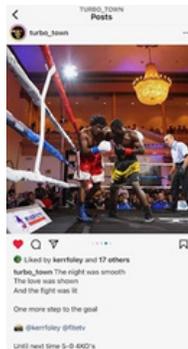
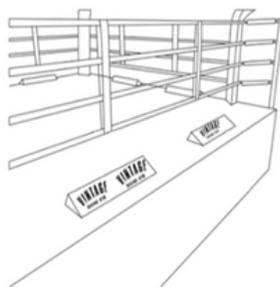
- Inclusion in press release and promotions
- Social media mentions, logo on all digital promo assets

BIGGEST VALUE: UP TO 9 FIGHTS IN 2025-2026 SERIES



SPONSORSHIP OPPORTUNITIES: NOV '25 - NOV '26

LEVEL	INVESTMENT	LOGO	BANNER	ANNOUNCEMENT	VIP TICKETS	GA TICKETS	SOCIAL & WEBSITE
FIGHT NIGHT SPONSOR	\$15,000 FOR SERIES - \$2,500 PER EVENT	LOGO ON (4) CORNER POSTS; LOGO ON FIGHT CARDS. (1) BRANDED EMAIL W/ LINK (PER FIGHT)	PREMIUM PLACEMENT	:30 SECOND BEFORE BOUT	6		INCLUSION IN PRESS RELEASE + LOGO/LINK ON SOCIAL & WEB
MAIN EVENT SPONSOR	\$10,000 FOR SERIES - \$2,000 PER EVENT	1 RINGSIDE TRIANGLE WITH TWO-SIDED BRANDING LOGO ON FIGHT CARD (1) BRANDED EMAIL W/ LINK	LOGO ON EVENT BANNER	:30 SECOND BEFORE BOUT	4		LOGO/LINK
RING GIRL SPONSOR (2) AVAILABLE PER EVENT	\$8,000 FOR SERIES - \$1,500 PER EVENT	LOGO ON RING GIRL T-SHIRT	LOGO ON EVENT BANNER	:30 SECOND DURING EVENT	2	2	LOGO/LINK
BOUT SPONSOR (6) AVAILABLE PER EVENT	\$5,000 FOR SERIES - \$1,000 PER EVENT	LOGO ON RING SIDE TRIANGLE. NAMING RIGHTS TO ONE UNDERCARD FIGHT. (1) BRANDED EMAIL W/ LINK	LOGO ON EVENT BANNER	:15 SECOND BEFORE BOUT	2	4	LOGO/LINK
COMMUNITY CHAMPION	\$500 PER EVENT		LOGO ON EVENT BANNER	NAME RECOGNITION DURING EVENT	2		MENTION





Contact Information

Contact Liz Cane for more information or custom packages.

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(804) 500-7769

WWW.RIVERCITYBOXING.COM



About River City Promotions

River City Promotions aims to be the leading boxing promotions company on the East Coast.

After running multiple amateur events and hearing overwhelming positive feedback from other promoters, fighters, and fans, the goal shifted to hosting professional events to expand our presence and enter a bigger market.

The current goal is to build a foundation of fans in the local market and establish the building blocks and expertise needed to grow concentrically across the Mid-Atlantic and East Coast.

Relationships have helped them throw high end events that can be watched on TrillerTV+ (formerly FiteTV), which is premium global platform for live sports and entertainment and offers many of the industry's marquee boxing events to more than 7 million registered users.