



Ghana's biggest fight-night spectacle premiere boxers, a stacked undercard, and a bid to rewrite the record books.

SPONSOR & INVESTOR DECK

28 – 29 AUGUST 2026 · GHUD PARK, ACCRA MALL, ACCRA

XECUTE™



CONTENT PLAN

Who's fighting, who's watching, and why partnering pays back over two nights.

- | | | | |
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INTRODUCTION & OVERVIEW

Bukom Fest is a two-night professional boxing spectacular staged by Bishop Dave Boxing and Promotions in partnership with Xecute Team bringing 20 professional bouts to Ghud Park, Accra Mall, across 28–29 August 2026.

Named for Bukom the storied Accra neighbourhood that produced Azumah Nelson, Ike “Bazooka” Quartey and Joshua Clottey the card is built to showcase Ghana's next generation of champions alongside marquee headline bouts, backed by a bid to stage the most professional fights ever run under a single promotion.

For partner brands, it is two consecutive nights of concentrated, high-emotion attention broadcast nationally, streamed on pay-per-view, and anchored by a genuine world-record storyline that earns press on its own.

20

PROFESSIONAL BOUTS · 2 NIGHTS

6,000+

ATTENDEES PER NIGHT

82%

AGED 18 – 40

PPV

NATIONAL BROADCAST + STREAM



A RECORD-BREAKING NIGHT — OUR MISSION

The current record for professional fights staged by a single promotion over two nights 17 bouts, set at Madison Square Garden in July 2025 was built in the world's biggest fight market. Bukom Fest is Ghana's answer: 20 bouts, two nights, one promotion, breaking that record on home soil and putting Ghanaian boxing back on the global map.



THE RECORD

A formally notified Guinness World Records attempt a storyline that generates press coverage no paid campaign can buy.



PREMIERE FIGHTERS

Headline bouts built around Ghana's top professional talent, judged and refereed to full GBA sanctioning standard.



BUKOM HERITAGE

Rooted in the neighbourhood that built Azumah Nelson, Ike Quartey and Joshua Clottey boxing's spiritual home in Ghana.



NATIONAL STAGE

Broadcast partnerships and pay-per-view streaming carry the fight card far beyond the 6,000 in the arena each night.



WHY PARTNER WITH BUKOM FEST

Five direct, measurable reasons brands win across two nights of championship boxing.



A STORY WORTH COVERING

A genuine Guinness World Record attempt gives your brand a press hook no standard sponsorship buys earned media, not just paid placement.



TWO NIGHTS, DOUBLE EXPOSURE

Every activation, mention and branded touchpoint runs across both fight nights two ticketed audiences for one partnership fee.



BUILT FOR BROADCAST

National TV and pay-per-view coverage carry your brand into living rooms far beyond the 6,000-seat arena bowl.



RINGSIDE OWNERSHIP

Own the corner pads, the ring apron, the weigh-in backdrop boxing's most photographed real estate.



AUTHENTIC HERITAGE

Bukom is Ghana's boxing soul. Align with the neighbourhood that produced world champions, not a manufactured moment.



OBJECTIVES

What Bukom Fest sets out to deliver for fighters, fans, partners and Ghanaian boxing.

1 BREAK THE RECORD

Stage 20 professional bouts across two nights the most ever under one promotion.

2 SHOWCASE PREMIERE TALENT

Put Ghana's best professional fighters, from headliners to rising prospects, on a world-class card.

3 GIVE SPONSORS REAL ROI

Measurable exposure, on-site activation and broadcast reach across two ticketed nights.

4 REVIVE A GOLDEN ERA

Reconnect Ghanaian boxing with the legacy of Azumah Nelson, Quartey and Clottey.

5 STRENGTHEN THE PIPELINE

Create a stage and a payday for undercard fighters building professional careers.

6 BUILD A YEARLY FLAGSHIP

Establish Bukom Fest as boxing's answer to Ghana's biggest annual sporting events.



TARGET AUDIENCE

Overlapping cohorts that converge for two nights of championship boxing.

- | | | |
|-----------|---|--|
| 01 | CORE BOXING & COMBAT-SPORTS FANS (18–45) | Lifelong followers of Ghanaian boxing who grew up on Bukom's fight tradition and show up for every card. |
| 02 | YOUNG MALE SPORTS AUDIENCE | Sports-first young professionals and students who follow combat sports, football and live competition. |
| 03 | DIASPORA & INTERNATIONAL BOXING MEDIA | Overseas fans and press drawn by the world-record storyline a genuine international news hook. |
| 04 | CORPORATE & HNW RINGSIDE GUESTS | Executives and entrepreneurs who value ringside tables, networking and a premium night out. |
| 05 | FAMILY & COMMUNITY (BUKOM HERITAGE) | Local families and the Bukom community celebrating a neighbourhood tradition on a national stage. |



AUDIENCE DEMOGRAPHICS

Who shows up ringside at Bukom Fest at a glance.

82%

AGED 18 – 45

68%

MALE

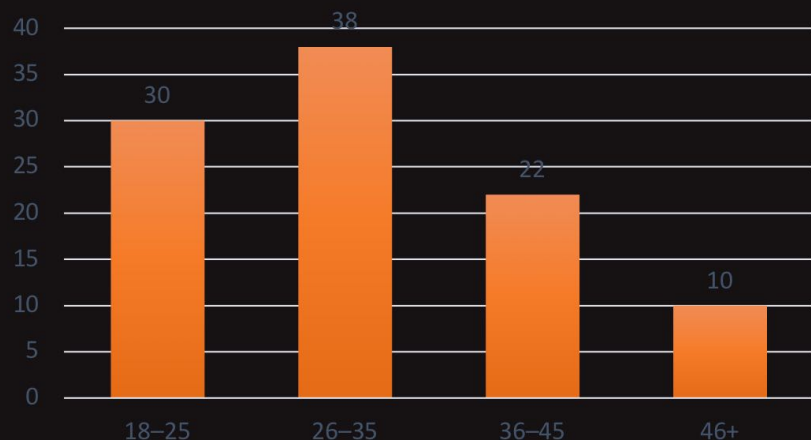
32%

FEMALE

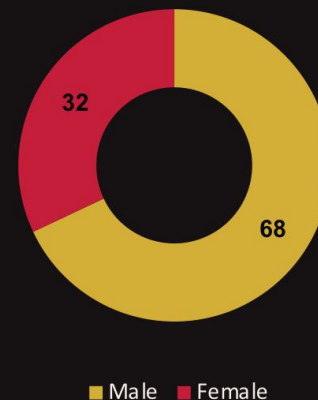
35%

RINGSIDE / VIP-INCLINED

AGE DISTRIBUTION



GENDER SPLIT





PSYCHOGRAPHICS WHAT MOVES THE CROWD

The mindset that makes this audience a brand multiplier.

1

COMPETITION-DRIVEN

They follow records, rankings and rivalries and reward brands that respect the sport's competitive core.

2

LOYALTY-MINDED

Boxing fans follow fighters for years, not single moments brand association compounds over time.

3

PROUD & PATRIOTIC

A home-soil world-record bid taps national pride, driving stronger emotional buy-in than an ordinary card.

4

SOCIALLY VOCAL

Fight nights are made for live commentary fans post, debate scorecards and share knockouts in real time.

5

VALUE-CONSCIOUS BUT WILLING TO SPEND

They're discerning about where money goes, but pay up for a genuinely premium ringside experience.

AUDIENCE VALUE FOR BRANDS

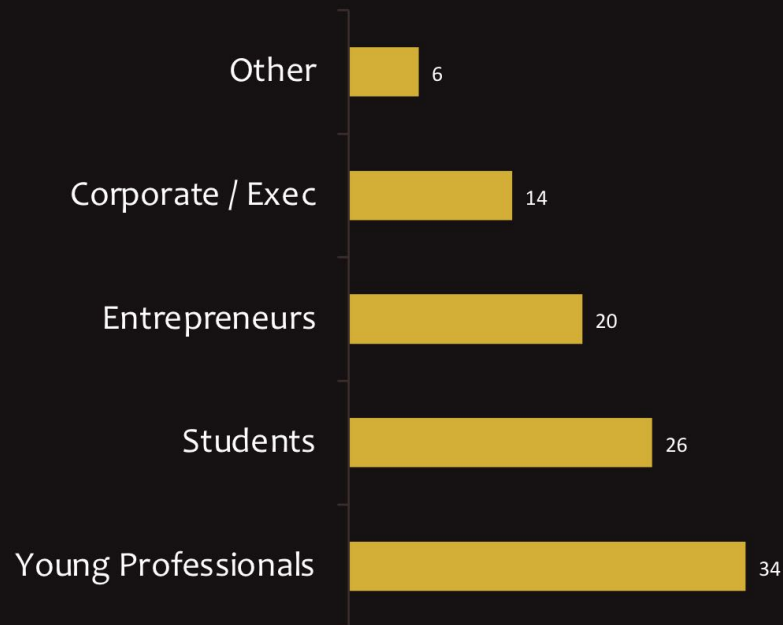
- Direct access to Ghana's core 18–45 sports-and-competition market
- A press-worthy record-attempt storyline that earns coverage beyond paid media
- High engagement fight fans watch every second, not a background event
- Two nights of ticketed attention for a single partnership investment
- Strong crossover with football, fitness and combat-sports audiences
- National broadcast + PPV extends reach well past the arena bowl



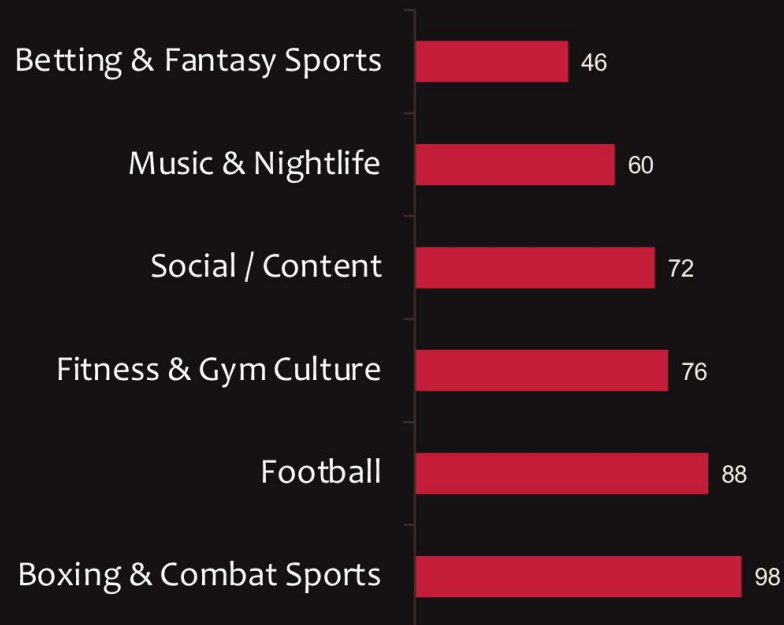
INTERESTS & OCCUPATION

What our audience does and what they're into.

OCCUPATION



INTERESTS (% OF AUDIENCE)





ON-SITE BEHAVIOUR

How fans engage ringside and why sponsors care.

6×

AVG. BRAND TOUCHPOINTS /
GUEST

5 HRS

AVERAGE DWELL TIME PER
NIGHT

2,400

PRODUCT SAMPLES / NIGHT

90%

SHARE CONTENT FROM THE
CARD

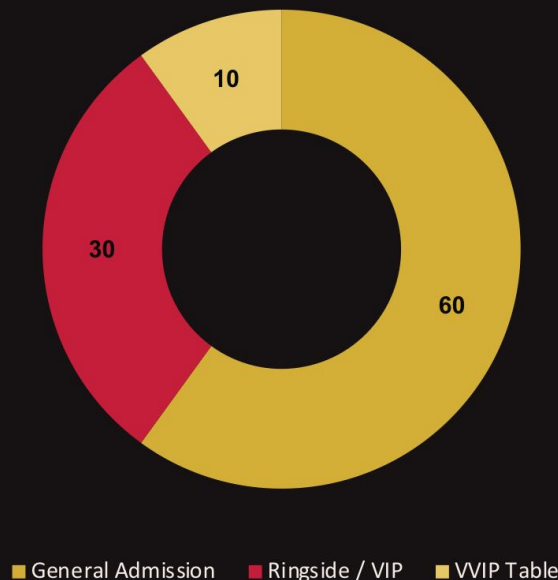
SEGMENT	WHAT THEY COME FOR	WHY SPONSORS CARE
Diehard Boxing Fans	Every bout, every scorecard, ringside atmosphere	Longest dwell time, highest emotional engagement
Corporate & VIP Guests	Ringside tables, networking, premium service	Highest per-head on-site spend
Young Sports Fans	Knockouts, highlight moments, live reactions	Free reach clips and reactions multiply impressions
Diaspora & Media	The world-record storyline, international angle	Earned press coverage beyond the arena
Bukom Community	Local pride, neighbourhood fighters on the card	Deep, authentic brand affinity



SPENDING POWER — TICKET STRUCTURE

A broad, passionate audience that buys across every price point — from general admission to ringside.

TICKET PURCHASE POWER (% OF BUYERS)



₹150 – ₹300

GENERAL ADMISSION

60% core fight fans securing arena-bowl access for both nights.

₹450 – ₹700

RINGSIDE / VIP

30% pay extra for proximity to the ring and premium sightlines.

₹10,000+ / table

VVIP RINGSIDE TABLE

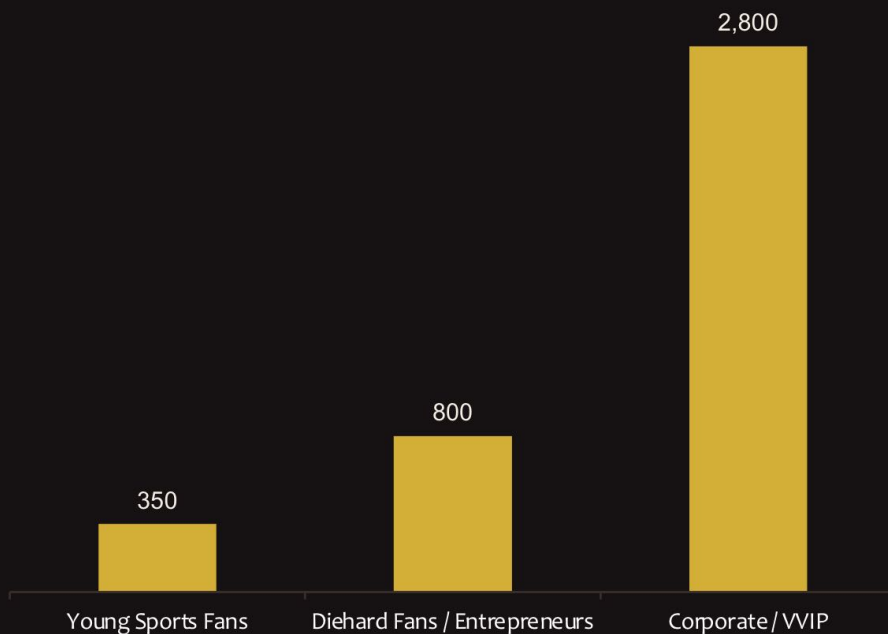
10% corporates and high-net-worth guests at the most photographed seats in the house.



ESTIMATED SPEND PER ATTENDEE

Discretionary income concentrated into two nights addressable by sponsors.

TOTAL SPEND PER ATTENDEE BY SEGMENT (GH¢)



WHERE THE MONEY GOES

Tickets (both nights)	¢150 – ¢10,000+
Food, Drinks & Bar Service	¢100 – ¢500+
Merch & Fight-Night Gear	¢80 – ¢300
Transport & Pre-Game	¢60 – ¢200
Pay-Per-View / Streaming	¢50 – ¢150



ECONOMIC IMPACT

Bukom Fest's footprint extends well beyond two nights in the arena.

PRE-EVENT SPEND · PER ATTENDEE

Fight-night outfit / gear	180
Betting & fantasy sports stakes	150
Transport & pre-game	90
Group ticket coordination	60
TOTAL PRE-EVENT	GH¢480

POST-EVENT SPEND · WITHIN 2 WEEKS

Highlight reel merch & drops	150
PPV replay / streaming access	80
Sponsor product trial purchase	180
Social & fan-club activity	70
TOTAL POST-EVENT	GH¢480

TOTAL ECONOMIC IMPACT · 12,000 ATTENDEES ACROSS 2 NIGHTS

GH¢ 11.5M+



LEGACY & PROOF BISHOP BOXING PROMOTIONS

A fast-growing promotion with real fighters, real cards and real momentum.

3

CARDS STAGED SINCE AUG
2025

GBA

COMMENDED FOR
PROFESSIONALISM

20

BOUTS ON THIS CARD

17

CURRENT 2-NIGHT RECORD TO
BEAT

THE GROWTH ARC

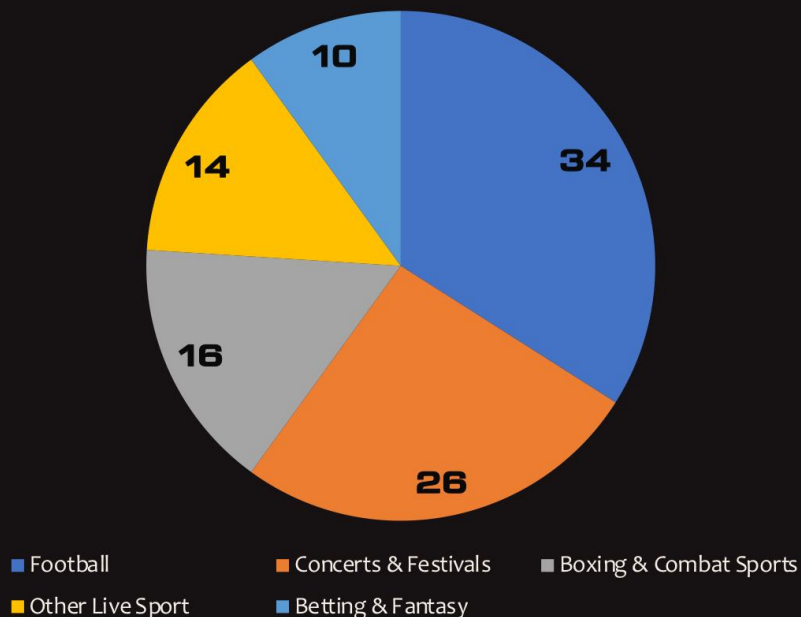
- **AUG 2025** Bishop Boxing Promotions debuts with “Best of Bukom” at the historic Bukom Boxing Arena fighters including Joseph Commey and Theophilus Allotey headline, with GBA leadership in attendance.
- **JAN 2026** “Best of Bukom 2” returns on New Year's Day with a seven-bout card, headlined by Haruna Mohammed vs Nii Ashitey, plus a GBA super-lightweight title fight.
- **THE PROMOTER** Founder Dave Bishop enstooled as Nana Ekow Amu I, Development Chief of Nyanfeku Ekroful is building toward Ghana Boxing Authority leadership and a permanent boxing academy in Bukom.
- **AUG 2026** Bukom Fest: the flagship leap 20 bouts, two nights, a formally notified Guinness World Record attempt, and the sponsorship opportunity in this deck.



MARKET SHARE & WHY NOW

Bukom Fest captures a gap Ghana's sports calendar has never fully owned — world-class boxing as a national event.

GHANA SPORTS & LIVE-EVENT ATTENTION (SHARE OF WALLET)



THE GAP — AND THE OPPORTUNITY

Football dominates Ghana's sports attention, and concerts own the festive season. Boxing despite producing some of the country's most decorated athletes has never had a single night positioned as a can't-miss national event.

Bukom Fest closes that gap: a world-record storyline, premiere fighters and two full nights of programming, positioned to make boxing appointment viewing again.

WHY NOW

Ghana Boxing Authority leadership is in transition, a new promotional era is being actively built in Bukom, and the record-attempt news cycle is already underway. The window to attach a brand to this specific moment before the story breaks internationally is open today.



ROUND 01

MARKETING & AMPLIFICATION

How brands win at Bukom Fest pre-event, ringside and across the long tail.

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MARKETING & PROMOTION

A full-funnel media strategy built around a genuine world-record news cycle.



DIGITAL

- Always-on Instagram, TikTok, X & Facebook
- Fighter profile & training-camp content series
- Weigh-in livestream & face-off content
- Record-attempt countdown campaign
- Betting-odds & prediction content partnerships



BROADCAST & PR

- National TV coverage & PPV distribution
- Sports-radio hype segments & fighter interviews
- International boxing press (record-attempt angle)
- GBA and sporting-body co-promotion
- Documentary-style behind-the-scenes access



ON-THE-GROUND

- Ghud Park pre-event fan zone activations
- Media workout & public training sessions
- Official weigh-in & face-off ceremony
- Street posters & mall activations in Bukom
- Community outreach with local boxing gyms



AMPLIFICATION STRATEGY & KPIS

How we drive demand for two nights and exactly how we measure it for partners.

AMPLIFICATION TACTICS

- Record-attempt countdown daily bout announcements
- Fighter vs fighter rivalry content and trash-talk clips
- Radio, TV & press features building toward fight week
- Co-branded giveaways with partner brands
- Live broadcast + PPV promotion across both nights
- Referral campaigns group tickets for crews and gyms

MEASUREMENT & KPIS

Ticket Sales

General, ringside/VIP & VVIP table conversion, both nights

Digital Engagement

Likes, shares, hashtag reach, fight-clip views

Broadcast & PPV Reach

Viewership, stream numbers, replay demand

Media Coverage

Local & international press mentions, record-attempt pickup

On-Site Data

Samples, scans, dwell time & sign-ups

Post-Event Lift

Reach, demographic profile & sales lift

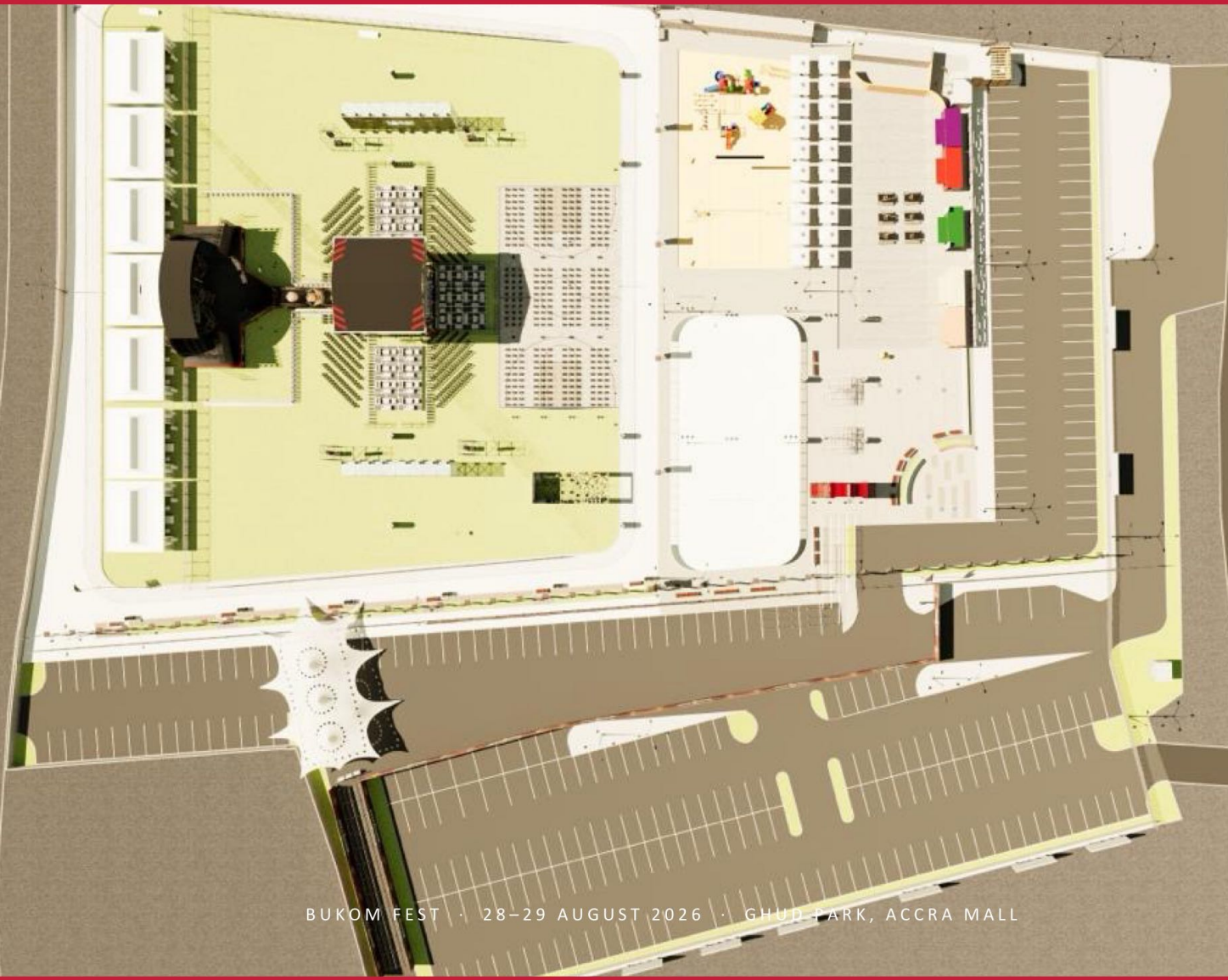


ROUND 02

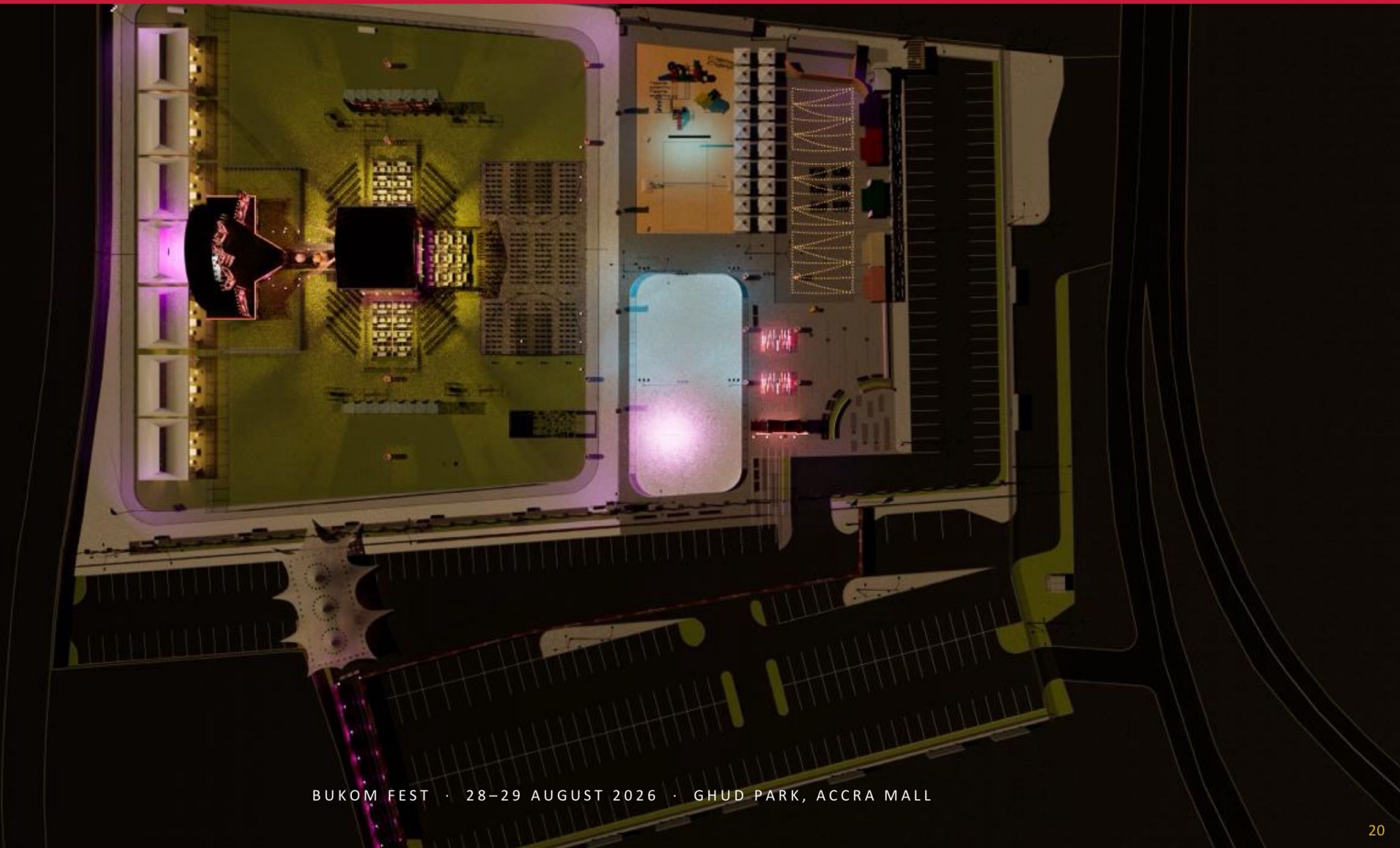
MOCKUPS & EXPERIENCE

A concept walk-through of how Bukom Fest comes to life at Ghud Park.

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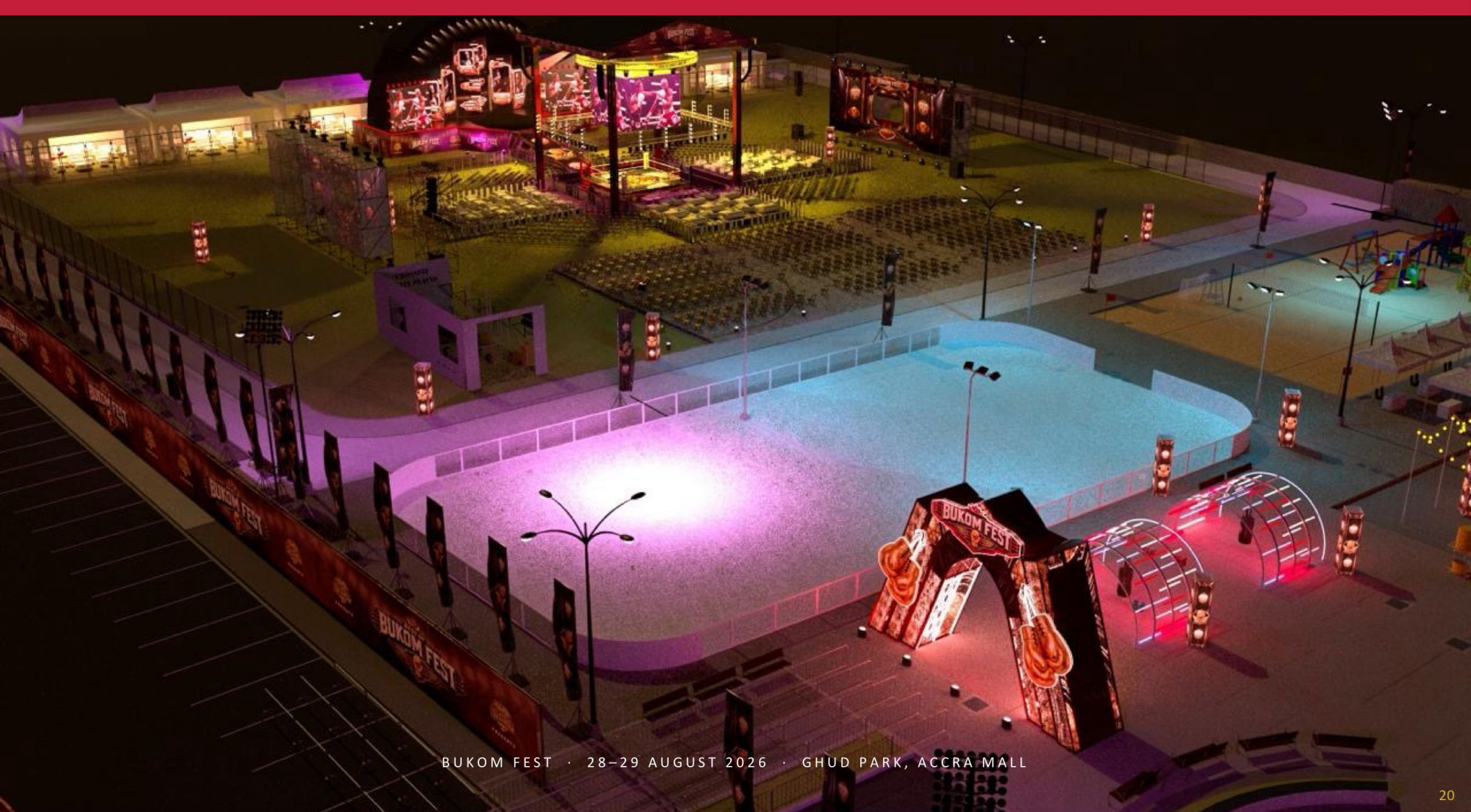
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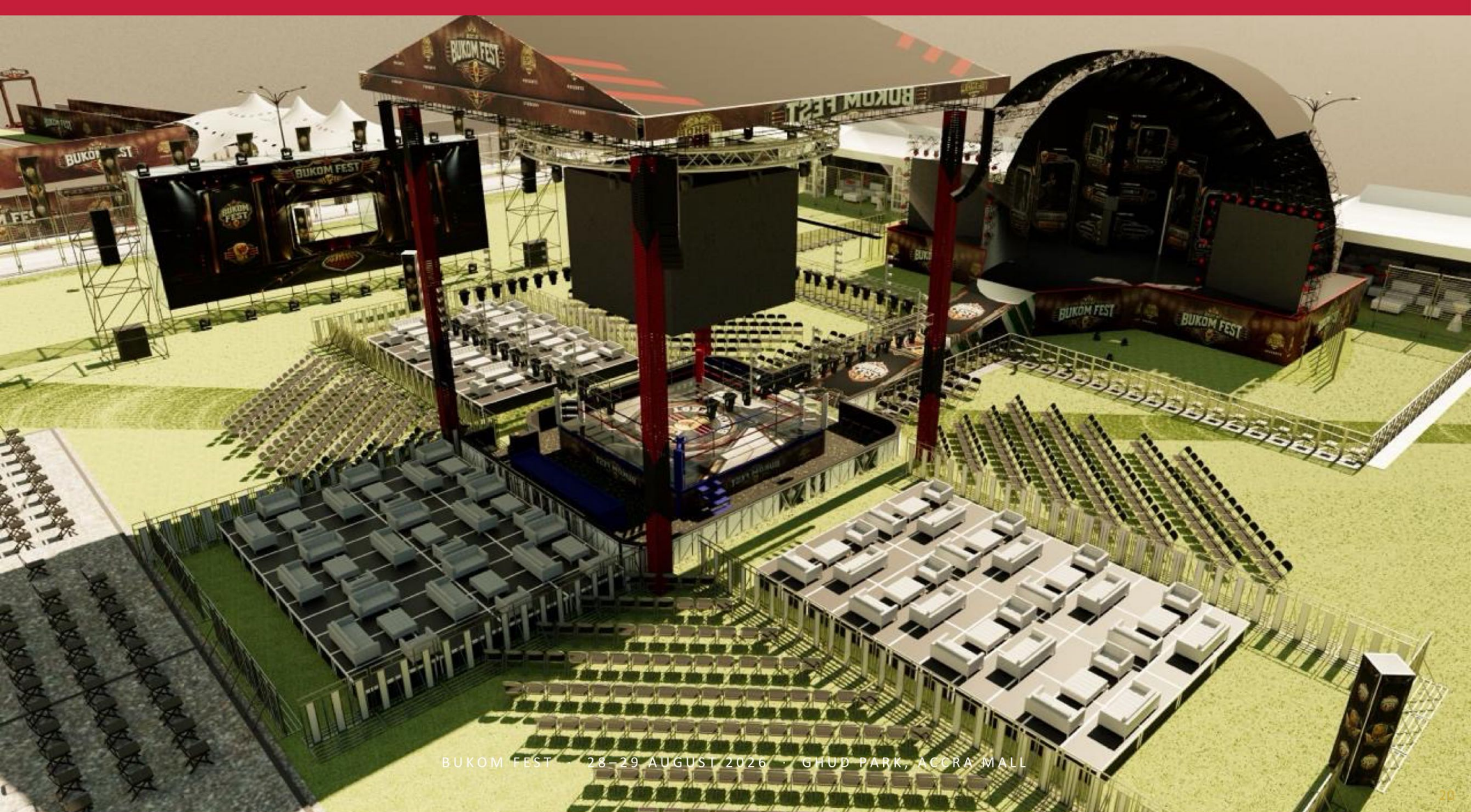
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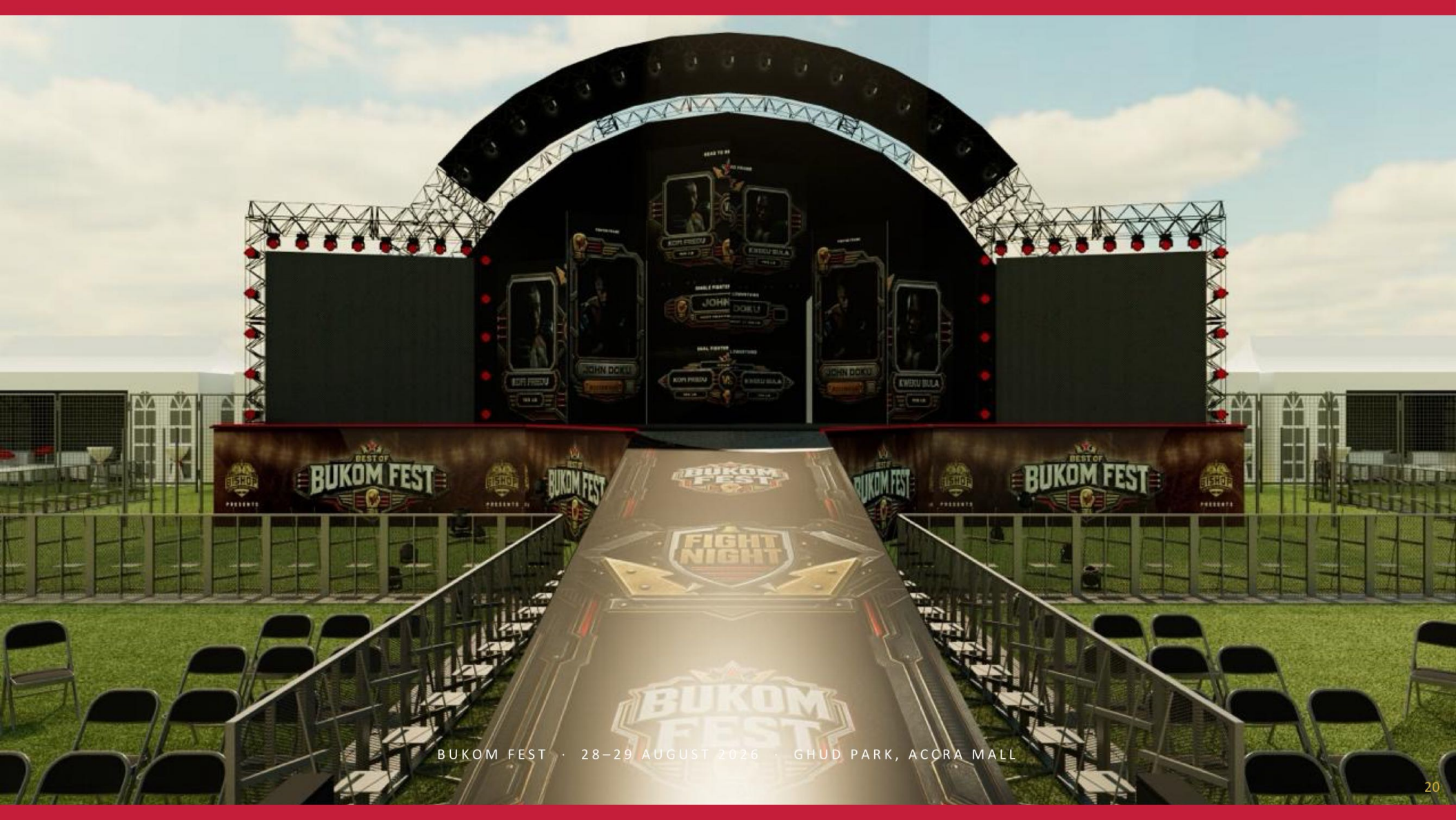
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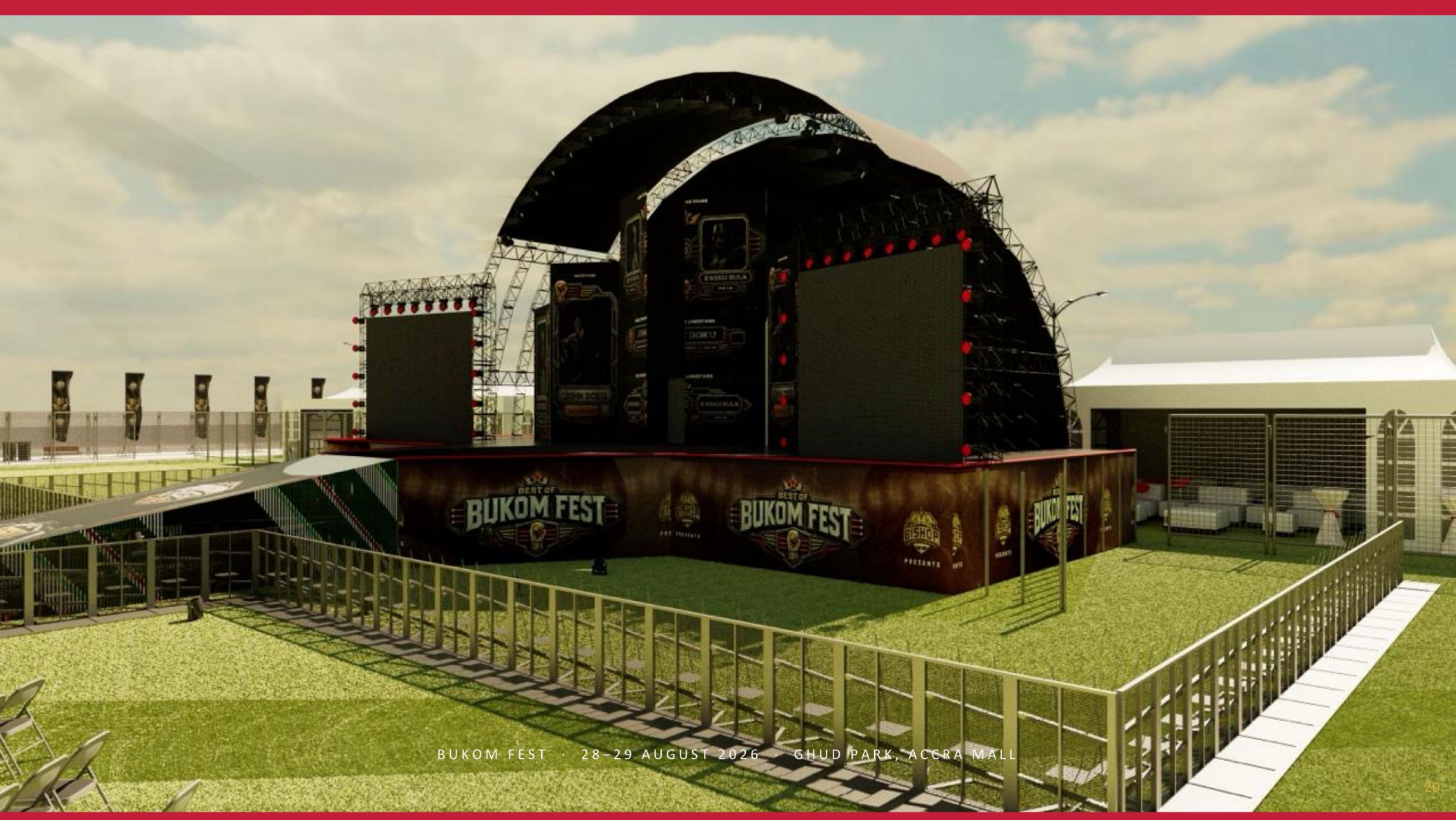
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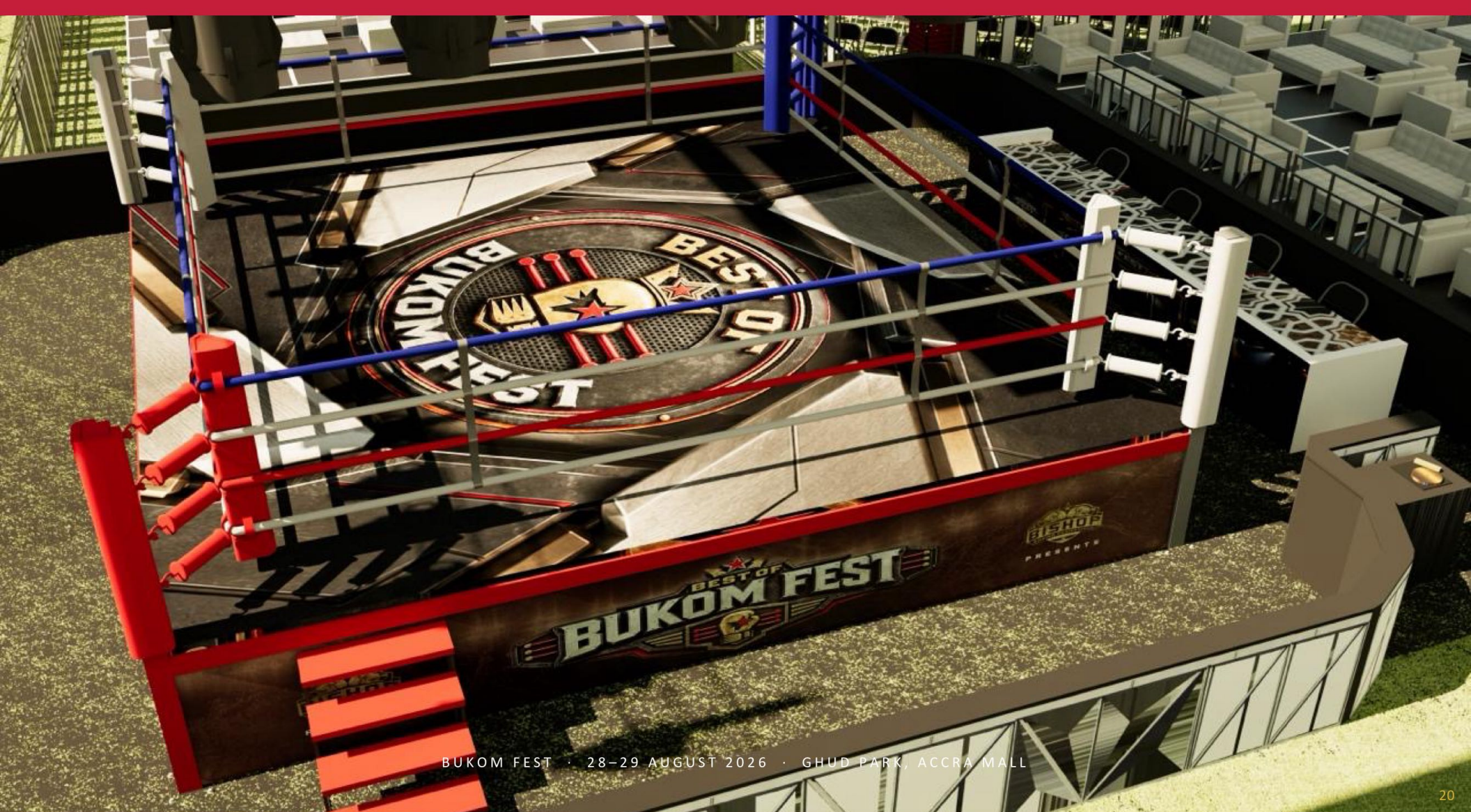
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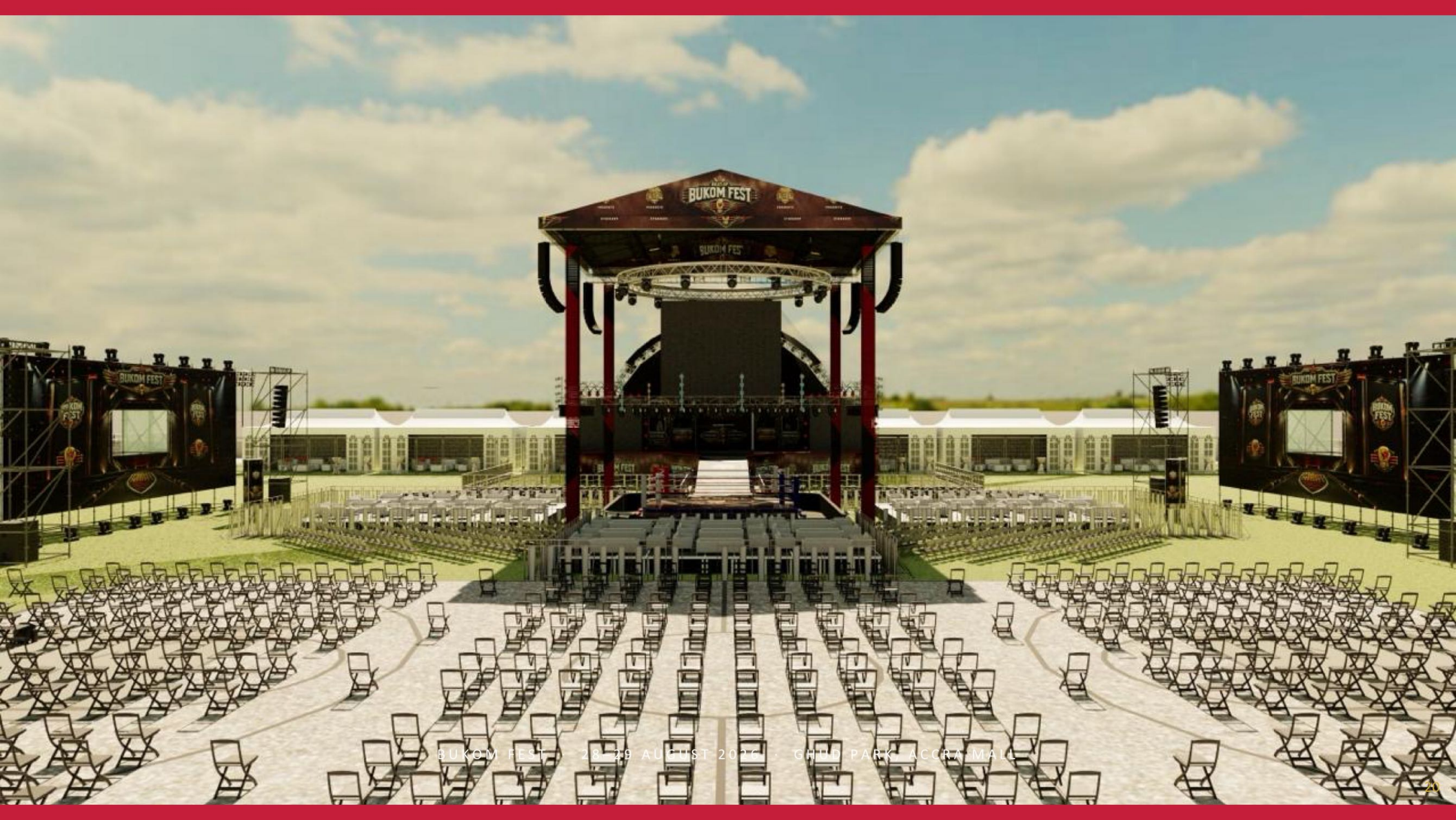
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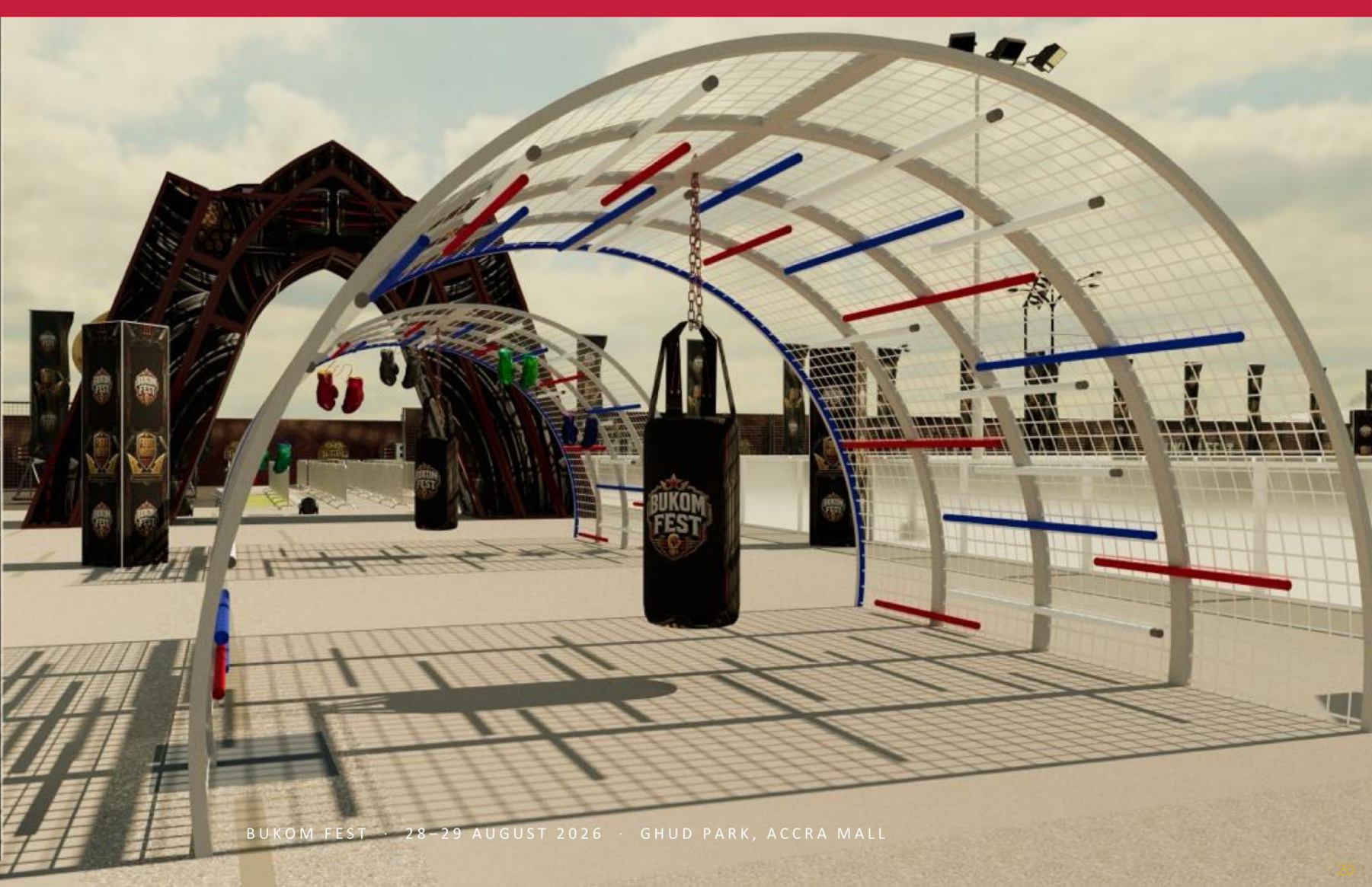
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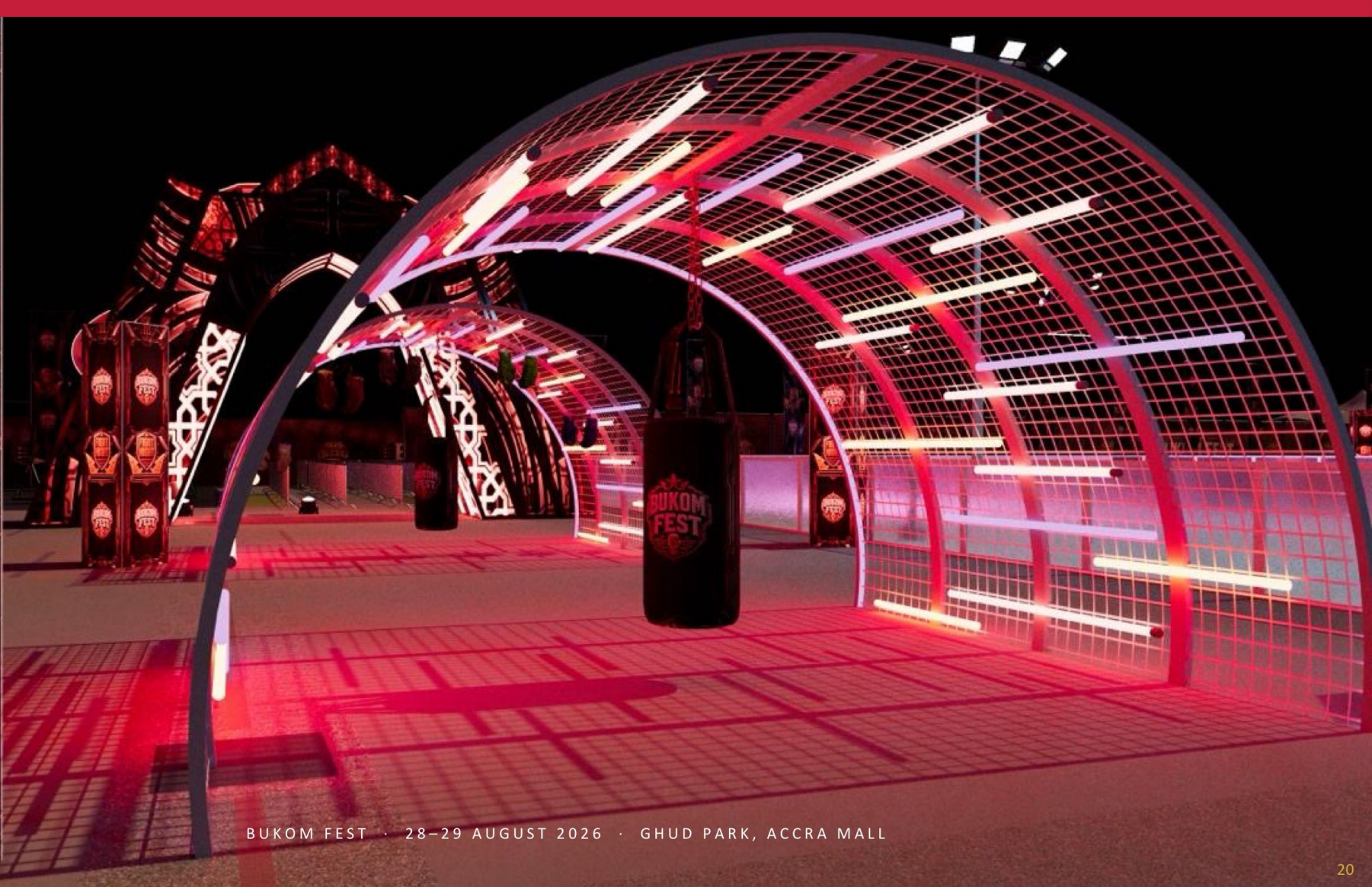
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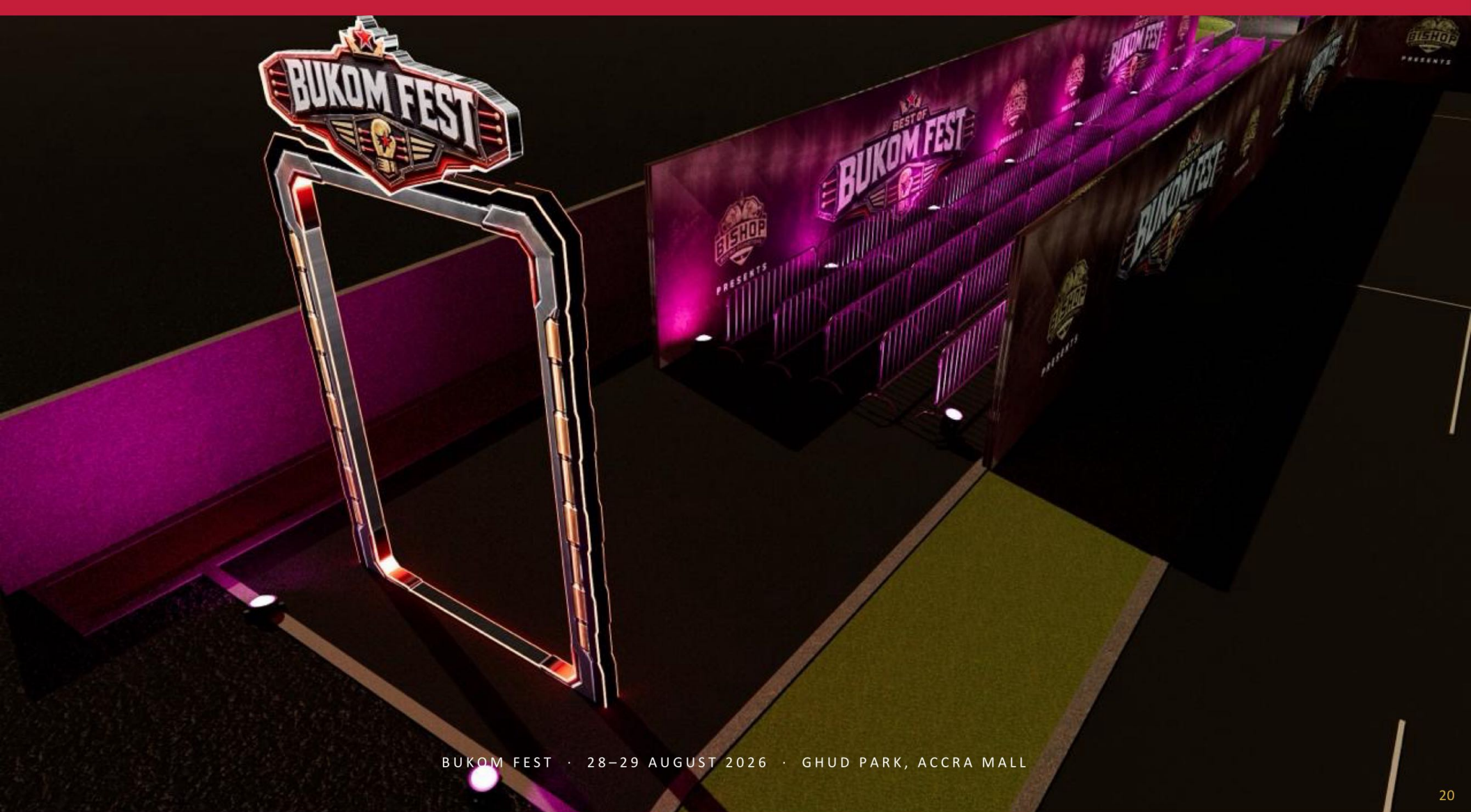
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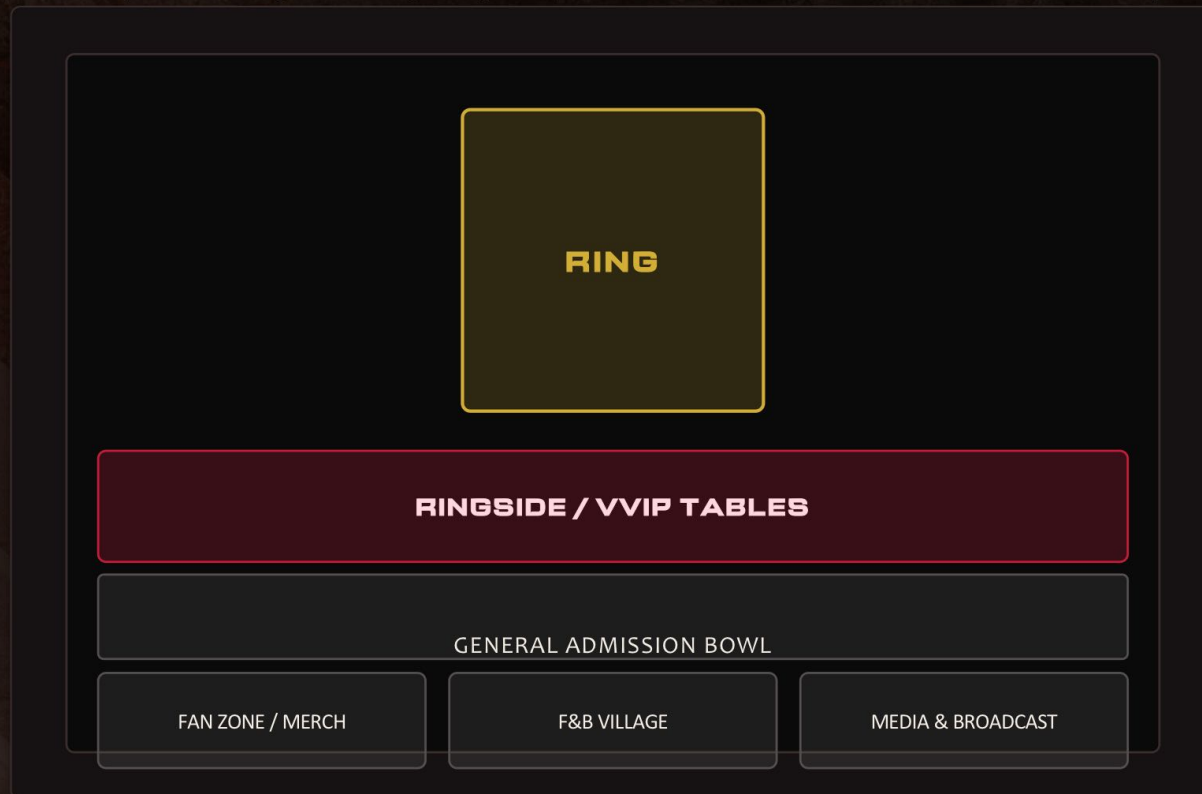


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ARENA OVERVIEW — GHUD PARK

One footprint, two nights — ring, hospitality, activation zones and VVIP, all wired for brand presence.



ZONE BREAKDOWN

The Ring

Full broadcast production lighting, LED apron, camera positions

Ringside / VVIP Tables

Table service, premium sightline, closest to the action

General Admission Bowl

Tiered arena-bowl seating wrapping the ring

Fan Zone / Merch

Sponsor activations, fighter merch, photo walls

F&B Village

Curated food & beverage vendors, lounge seating

Media & Broadcast

Press pit, commentary desk, PPV production hub



ROUND 03

FIGHT CARD & PROGRAMMING

Twenty bouts. Two nights. Every fight built to keep the crowd on its feet.

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THE FIGHT CARD

Premiere headline bouts anchor a deep, competitive undercard across both nights.

NIGHT ONE

FRIDAY 28 AUGUST

MAIN EVENT

Wasiru “Gyata Bi” Mohammed vs Charles Narh Tetteh

Former WBO Africa champion vs the undefeated 2022 Ghana Boxing League winner

CO-MAIN EVENT

Chief support bout — to be announced

A marquee 2nd-billed clash building toward fight week

UNDERCARD

8 further professional bouts

Rising prospects and established contenders across the weight classes

NIGHT TWO

SATURDAY 29 AUGUST

MAIN EVENT

Headline title clash — to be announced

The second night's marquee bout, closing out the record attempt

CO-MAIN EVENT

Chief support bout — to be announced

Second night's featured 2nd-billed matchup

UNDERCARD

8 further professional bouts

Completing the 20-bout, two-night record attempt



RUN OF SHOW - EACH FIGHT NIGHT

Built to keep the arena at fever pitch from doors to the final bell.

TIME	SEGMENT	WHAT HAPPENS	VIBE
5:30 PM	Doors & Fan Zone	Gates open; sponsor activations, merch and fan-zone entertainment.	<i>Buzzing, social</i>
6:30 PM	Undercard Bouts Begin	Opening professional bouts build the night's energy.	<i>Sharp, competitive</i>
8:30 PM	Co-Main Event	The night's second-billed marquee bout.	<i>High-stakes</i>
9:30 PM	Ring Walk Ceremony	Full production entrance for the main-event fighters lights, pyro, anthem.	<i>Electric</i>
9:45 PM	MAIN EVENT	The headline bout the emotional peak of the night.	<i>Unmatched</i>
10:30 PM	Post-Fight & Celebration	Winner's celebration, press conference, closing broadcast segment.	<i>Triumphant</i>



TICKET TIERS

Priced for access across two nights, with premium upgrades that drive spend and proximity.

GENERAL ADMISSION

₱200

- Arena-bowl seating, both nights
- Full undercard-to-main-event access
- Fan zone & merch access
- Single-night passes from ₱150

MOST POPULAR

RINGSIDE / VIP

₱550

- Premium ringside proximity
- Priority entry & dedicated bar
- Meet & greet opportunities
- Exclusive sponsor activations

VVIP TABLE

₱10,000+ / table

- Reserved ringside table & service
- Backstage / fighter meet access
- Concierge & fast-track entry
- Co-branded VIP experience



ROUND 04

SPONSORSHIP & BRAND DOMINATION

Where partners plug in — ROI pillars, total-takeover benefits and the ask.

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SPONSOR ROI PILLARS

How partnership pays back across four measurable dimensions.



NICHE EXPERIENCE

1

Direct, hands-on engagement with a passionate, hard-to-reach combat-sports audience across two full nights.



BRAND EQUITY

2

Association with a record-breaking, heritage-rooted promotion builds long-term credibility and trust.



BRAND RECALL

3

Repeated impressions across fight week, two live nights and the broadcast tail drive lasting recall.



SALES & ROI

4

On-site sales, exclusive offers, buyer data and PPV cross-promotion generate measurable revenue.



TYPES OF SPONSORSHIP

Four ways to plug in choose what best fits your brand objectives.



CASH SPONSORSHIP

Direct financial support for headline visibility, naming rights and guaranteed deliverables.



EXPERIENTIAL CREATION

Build a branded zone fan-zone activation, ringside lounge, or gifting suite.



PROMOTIONAL & MEDIA

Co-marketing: broadcast inventory, content production, social amplification and PR support.



IN-KIND (PRODUCT)

Provide goods or services the event uses F&B, transport, medical, security or merch.



ON THE GROUND — TOTAL TAKEOVER

We make your brand the physical stage on which the fight happens.

RING & VENUE RE-BRANDING

The canvas becomes “The [Brand] Ring,” the entrance the “[Brand] Fighters' Walk,” ringside the “[Brand] Lounge.” Your branding doesn't appear in the space — it defines it.

THE FAN ZONE

An immersive, product-centric experience: branded displays, a photo wall with the ring backdrop, and hands-on demos built for pre-fight dwell time.

CORNER & APPAREL INTEGRATION

Branded corner pads, ring apron and fighter walkout gear placements the cameras can't avoid during every single bout.

AURAL BRANDING

The ring announcer frames every round under your banner: “This round is brought to you by [Brand]” repeated, unmissable, every bout, both nights.



ON AIR · ON SCREENS · IN MEDIA

Beyond the arena omnipresent across broadcast, PPV, digital, OOH and the press.



ON SCREENS

- Logo on ring apron & corner pads, both nights
- Brand bumpers between every bout
- Naming lockup on weigh-in backdrop
- PPV & livestream lower-thirds



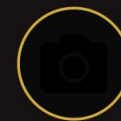
ON AIR

- Named in sports-radio hype segments
- TV features & fighter interview mentions
- PPV pre-show commercial spots
- Ring-announcer shout-outs every round



DIGITAL & OOH

- Logo on ticketing page, banners & email/SMS
- Co-branded #Challenge content series
- OOH billboards & posters citywide
- Fighter-endorsed product content



MEDIA & PR

- Press access tied to the record-attempt story
- Coverage framed as investment in Ghanaian boxing
- Hero placement in the official recap film
- Full post-event analytics & content library



TITLE SPONSOR BENEFITS

“BUKOM FEST PRESENTED BY [YOUR BRAND]” across everything we make.

PRE-EVENT

- Prime logo on all marketing collateral
- Dedicated social campaign (10+ posts)
- Inclusion in all press & fighter interviews
- Branded ticket tiers & logo on e-tickets
- Mentions across radio & TV amplification

FIGHT NIGHTS

- Ring naming rights, both nights
- Premium 10m × 10m fan-zone space
- Branded ringside lounge with concierge
- Ring-announcer mentions (min. 1/round)
- 20 VVIP passes for hospitality

POST-EVENT

- Hero positioning in the recap film
- First right of refusal for 2027 edition
- Comprehensive ROI report
- Access to opt-in attendee database
- Feature in record-attempt press coverage



SPONSOR BENEFITS BY TIER

How exposure scales as your tier scales.

BENEFIT	TITLE	ZONE OWNER	SUPPORTING
Logo on ring apron / LED screens	✓	✓	✓
On-air / TV mentions	✓	✓	—
PPV pre-show promo spots	✓	—	—
Brand assets in event materials	✓	✓	✓
Ring-announcer shout-outs (per round)	1+	1 per 3	1 per 5
Dedicated OOH billboards	6	3	1
Fighter / media features	12	6	3
Ring naming rights	✓	—	—
VVIP & hospitality passes	20	10	5
Access to opt-in database	Full	Segment	—



INVESTMENT ASK

What we're raising — and what partners receive in return.

INVESTMENT RANGE

\$50K – \$300K

per partner / sponsor placement

80% BRANDING RIGHTS

on your owned experiential area across both Bukom Fest nights.



BRAND OWNERSHIP

80% equity on experiential-area branding across both fight nights.



PRODUCT REVENUE

Direct sales & pre-event commerce on physical product placements.



DATA ASSETS

Access to opt-in attendee database — pre, during and post-event.



MULTI-YEAR LOCK-IN

First right of refusal for the same placement in the 2027 edition.



BEYOND THE EVENT

Bukom Fest is more than two nights a year-round programme keeps partners active 365.



BOXING ACADEMY PARTNERSHIP

Support Bishop Boxing Promotions' planned academy in Bukom, developing the next generation of fighters.



COMMUNITY GYM TOUR

Sponsor-branded visits and training sessions across Accra's boxing gyms ahead of fight week.



LIMITED MERCH DROPS

Sequential co-branded capsules fight-week, main-event and post-fight for sustained demand.



DIGITAL LOYALTY

A year-round fan passport with sponsor-branded rewards and redemptions.



CONTENT LIBRARY

An always-on archive of fighter content and fight footage partners can repurpose all year.



REGIONAL ROADSHOW

Selected media workouts and fan events in other cities, extending the brand beyond Accra.

SUMMARY

20

PROFESSIONAL BOUTS

82%

AGED 18 – 45

GH¢ 11.5M

ECONOMIC IMPACT

2

NIGHTS OF FIGHT ACTION

WHO WE REACH

Ghana's core 18–45 combat-sports audience passionate, loyal, socially vocal fans plus corporate and diaspora guests drawn by a genuine record-attempt story.

WHAT YOU GET

A branded ring and arena, total-venue takeover, on-air & PPV presence, exclusive ticket-buyer data, ROI reporting and first right of refusal.

WHAT'S AT STAKE

Two nights, twenty bouts, one record attempt a rare, ownable moment in Ghanaian sport. Bukom Fest is your direct channel to reach it, and own it next year.



THANK YOU

LET'S TALK

PARTNERSHIPS — BUKOM FEST × XECUTE TEAM

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XECUTE TEAM