



International Boxing Association

## ***AIBA Guidelines when applying to be AIBA Official Ring Licensee***

**TO:** Boxing Ring Manufacturers

**DATE:** March 16, 2009

The International Boxing Association (AIBA) is pleased to announce that it is starting the selection process to appoint its official boxing ring licensee.

### **1. Definition of Ring Licensee**

The definition of the Official Ring Licensee is that the chosen licensee will receive the following rights and benefits from AIBA. In return, that selected licensee will have to pay 12% of royalty to AIBA for the use of these rights on all equipment (rings) sold with an AIBA logo:

- Use of AIBA logo on licensee's ring product(s)
- Use of the following designations
  - Official AIBA Ring Licensee
  - Official AIBA Ring
- AIBA will inform all Federations / Associations and event organizing committees to use only AIBA licensed ring(s) in all AIBA Approved Events
- AIBA will purchase rings only from the official licensee for its development program to support the Federations / Association
- Advertisement on AIBA website (logo onto the AIBA web site home page), and in the AIBA quarterly magazine (one page in color)

### **2. Information Requirements from Ring Manufacturers**

All interested manufacturers must provide AIBA with the following information or documents:

- Company profile and financial report
- Global sales distribution channels
- Proven records on boxing related products sales in the last 2-4 years
- Product catalogs with price list
- Core Sales Strategies and Projection of 2009 sales and beyond

### 3. AIBA Evaluation and Selection Criteria

AIBA will evaluate all received information and documents based on the following evaluation and selection criteria to appoint the official AIBA Ring Licensee:

- Overall profiles of the company – credibility, experience and history
- Distribution channel to supply all parts of boxing world
- Any history of legal or disciplinary cases against AIBA
- Potential Sales Projection

### 4. Timelines

- Guideline Announcement                      March 16, 2009
- Deadline to send all necessary  
information and documents                      May 31, 2009
- Appointment of Licensee                      June 30, 2009

Please send your information and documents to [marketing@aiba.org](mailto:marketing@aiba.org)

Sincerely yours,



Ho Kim  
Executive Director