

# CAMAKO

# JOEL CAMILLERI

## SPONSORSHIP PACKAGES - 2022



# A KNOCK-OUT EXPERIENCE



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# JOEL CAMILLERI

## **The life of a professional boxer is a hell of a ride.**

Everyone likes to think they put blood, sweat and tears into the perfection of their craft, but trust us...only boxers really understand the meaning of the term, "blood, sweat and tears".

Joel "Cama K.O." Camilleri is no different.

Since turning pro in 2012, 'Cama K.O.' has been one of Australian boxing biggest and best stories.

Boasting a hugely impressive career record of 22 wins, 7 losses and one draw, Joel has earned the name "Cama K.O." thanks to his incredible 10 knock-out wins.

With a huge 2022 in store for Joel – his next fight is in May on yet another Main Event boxing fight card – Joel needs your support to continue to make waves in the boxing world.

The road to World Champion isn't over yet.

This is your chance to be a part of it.

Read on to learn more about Joel. The special role you can play in helping impact a genuinely great Australian sporting story and how you can have your business name under the big lights of some of Australia's biggest boxing fight cards.

# CAMAKO

Born on the 15<sup>th</sup> of August, 1990, Joel Camilleri has packed plenty of punch over the course of his 31 years.

Born and bred in the western suburbs of Melbourne, Joel has carved out an accomplished career as a professional boxer, as well as attaining his qualifications as a secondary teacher (Qualified in Physical Education, Health and Psychology).

After dabbling in soccer as a junior, his career in boxing found its roots as a 15-year-old, when he walked into a Kickboxing/Muay-Thai gym for the first time.

He instantly fell in love with the art of combat sports.

He devoted 18 months to his craft in Muay-Thai, before at the age of 16-and-a-half he turned his focus to boxing.

Through hard work, commitment and an unmatched desire to be the best at his craft, Joel worked his way up the amateur ranks.

After 16 amateur fights, the decision was made to go pro and Joel has never looked back.

Boasting a record of 22-7-1, Joel's professional boxing career has hit some incredible highs.

In 2018, he enjoyed a remarkable year, picking up the Super-Welterweight Victorian Title as well as the WBC Asian Boxing Council Welterweight Title, earning him the number two ranking in Australia's fiercely contested Welterweight Division.

Another title in 2019, this time the Australian Super-Welterweight Title, earned him a number four ranking in Australia and a top-100 world ranking in the Super Welterweight Division.



# CAMAKO



Regularly appearing on some of the biggest cards in Australian boxing, 2022 is set to be another massive year for 'Cama K.O.' and his team.

Now residing in Brisbane, where he is trained by Dundee Kim at the Brisbane Boxing Gym (Dundee's Boxing & Fitness), as well as regularly travelling to Gold Coast to train with Paul Briggs at Sanctum Forge Boxing.

With a huge fight on the horizon on another Main Event boxing fight card on May 11 – a rematch against Koen Mazoudier – bigger and better things are to come for Joel.

Learn more about the sponsorship opportunities with 'Cama K.O.' and how you can help write the next pages of his incredible story, all whilst getting your name up in lights.



# ACCOMPLISHMENTS



## AMATEUR CAREER

- 16 fights (12 Wins - 4 Losses)
- Victorian Novice State Champion
- Victorian Intermediate State Champion
- 2 x Boxer of the Tournament awards

## PROFESSIONAL CAREER

- 30 fights (22 Wins (10 x KO) - 7 Losses - 1 Draw)
- Former #1 ranking Australian National Boxing Federation (Super Welterweight) \*#5 ranking in Australia (Super Welterweight) (BoxRec)
- 2013 Australian Boxing Federation (Vic) Undercard Fight of the Year
- 2018 Victorian Super Welterweight Champion
- 2018 WBC Asian Boxing Council Welterweight Champion
- 2019 Australian Super Welterweight Champion
- 2021 WBC Australasia Super Welterweight Title
- 2022 WBA Oceania Super Welterweight Title



# THE CAMAKO TEAM



 **CAMAKO**



**THEY SAY BOXING IS AN INDIVIDUAL SPORT,  
BUT THE TRUTH IS, IT TAKES A TEAM TO GET INTO THE RING.**

‘Cama K.O.’ has a strong team behind him that enables him to continue to compete in the upper echelon of Australian boxing.

 **CAMAKO**





## **HEAD COACH | DUNDEE KIM**

A two-time amateur boxing champion in South Korea and a revered coach in Australian boxing, Dundee Kim is Joel's Head Coach and oversees 'Cama K.O.'s intense training regime.

Having worked with the likes of Jeff Horn, there's no one Joel would rather have in his corner than Dundee Kim.

## **TECHNICAL COACH | PAUL BRIGGS**

A man who needs no introduction in boxing circles, Paul Briggs, is Joel's Technical Coach. Briggs is a member of the Australian Boxing Hall of Fame.

In a career that finished with an incredible record of 26-4 over the course of 16 years, Briggs fought all over Australia, Europe and the United States, making him and the Sanctum Forge Boxing crew, a formidable part of Joel's team.



### **CUTMAN | STEPHEN EDWARDS**

Stephen Edwards enjoys a reputation as one of the leading cutmen in Australian boxing. Having worked with the likes of Jeff Horn, Dennis Hogan and Liam Paro, Edwards is just the man you want in your corner for a fight.

### **FIGHT MANAGER | PETER MANIATIS**

One of Australia's leading boxing personalities, Peter Maniatis was inducted into the Australian Boxing Hall of Fame in 2018.

Maniatis is a well-known boxing promoter and is a crucial part of Joel's team, ensuring 'Cama K.O' continues to fight on some of Australia's biggest cards.

### **SPORTS & MARKETING MANAGER | DANIEL AGIUS**

Sports & Marketing Manager Daniel Agius has been on the journey with Joel Camilleri since day dot. Agius is responsible for assisting Joel with his marketing and sponsorship, ensuring that sponsors are looked after and that Joel remains consistently in the minds of the boxing public.



# JOEL'S AUDIENCE

Over the course of an incredible professional boxing career, Joel Camilleri has built an incredible online following.

This has been achieved through Joel's ongoing commitment to providing incredible access to the work that happens behind the scenes and the calibre of boxing fight cards 'Cama K.O.' has featured on.

Some of the recent highlights...

- In May 2019, Joel headlined Main Event / Foxtel Pay Per View in his defence of the Australian Super Welterweight title against Tim Tszyu.
- In August 2020, Joel featured in an Undercard fight on Main Event / Foxtel Pay Per View / Main Event Kayo. This fight was also shown on the overseas network, ESPN+.



Joel will actively promote your business/company to the best of his ability and therefore gain for you as much exposure as possible.

Check out the numbers below to get a better understanding of Joel's reach and the vast number of eyeballs he can bring to you and your business.



7,400+ Followers



10,300+ Followers





# BOXING AUDIENCE

As a professional boxer fighting on some of Australia's biggest boxing fight cards, Joel's fights attract a global audience.

With sponsors regularly showcased on Joel's fight gear as well as mentioned in interviews with global media, your name and business will be up in lights with Joel as he continues to progress through the wild world of boxing.

Here are some of the numbers from his biggest fights.

## **Camilleri v Mazoudier**

17 Nov 2021

Qudos Bank Arena, Sydney  
Olympic Park

Broadcast on Foxtel Main Event  
(AUS), Kayo (AUS) & DAZN  
(JPN)

## **Camilleri v Copland**

26 Aug 2020

Queensland Country Bank Stadium,  
Townsville

Broadcast on Australia Main Event,  
New Zealand Sky Sport Pop-Up, USA  
ESPN+

## **Camilleri v Tszyu**

15 May 2019

The Star, Sydney

Broadcast on Australia Main Event /  
Foxtel (AUS)



## HOW YOUR SPONSORSHIP SUPPORTS JOEL

For any professional boxer, sponsorship is a crucial part of the success.

For Joel Camilleri, the sponsorship he receives from his trusted and valued supporters allow him to commit the necessary time, resources and energy to his training and to ensure he is surrounded by the best possible team.

Sponsorship assists with the following:

- Training
- Recovery
- Coaching
- Equipment and Gear
- Nutrition
- Travel
- Accommodation
- Fight Camps
- Marketing

And so much more.

By supporting Joel, you are not only creating an extraordinary marketing opportunity for yourself and your business, you are also playing a massive role in Joel's journey as a boxer and as a person.

Your support will make an incredible difference to Joel on his journey and he will repay that support with his all year round undeniable commitment to the promotion of his sponsors.

# CAMA KO

Joel is passionate about providing value for money for his sponsors.

To do this, Joel and the 'Cama K.O.' team have a range of sponsorship options for businesspeople and their companies to market themselves using Joel's network and at the same time support the 'Cama K.O.' fight.

Whilst each level of sponsorship offers different benefits, your business will be showcased via the following means:

- Exposure on all social media outlets, in which Joel is very active. (Facebook, Instagram, Twitter)
- TV Exposure. (Opportunity to be shown on Main Event / Fox Sports when fights are televised)
- Mentions in interviews and media articles/newspapers
- Word of mouth
- Fight Night Crowd/Audience: This can vary depending on the venue and event. Smaller venues seat between 1-1500 people, whereas venues such as Queensland Country Bank Stadium Townsville, where Joel has fought, can hold up to 25,000 people
- Your Business logo on fight shorts, fight banner, training gear and apparel. (Tee's, hoodies and any other apparel Joel brings out)

Check out our packages below and get in touch with the 'Cama K.O.' team to discuss your level of support.





# SPONSORSHIP PACKAGES

## PLATINUM SPONSORSHIP

For 12 months from the commencement of your sponsorship, you will receive:

- Large sponsor logo on fight shorts (your choice front or back)
- Large sponsor logo on fight banner
- Large sponsor logo on all team corner outfits on fight night
- Large sponsor logo on 'Cama K.O.' training gear (hoodies, tee's and muscle tops etc.)
- Sponsor logo will be evident on Joel's clothing on all TV and filmed interviews (including training promotional videos made in the lead up to all fights)
- An invite to watch Joel's training session and meet Joel and his trainer/s
- Social media posts (how many posts – 4 x posts / 4 x stories)
- Joel's attendance at your functions where possible
- Framed 'Cama K.O.' collage
- Membership package

## GOLD SPONSORSHIP

For 12 months from the commencement of your sponsorship, you will receive:

- Sponsor logo on fight shorts
- Sponsor logo on fight banner
- Sponsor logo on all team corner outfits on fight night
- Sponsor logo on all 'Cama K.O.' training gear (hoodies, tee's, and muscle tops etc.)
- Sponsor logo will be evident on Joel's clothing on all TV and filmed interviews (including training promotional videos made in the lead up to all fights)
- An invite to watch Joel's training session and meet Joel and his trainer/s
- Social media posts (how many posts – 2 x posts / 2 x stories)
- Framed 'Cama K.O.' collage
- Membership package

## FIGHT SPONSORSHIP

Support Joel in the lead-up to his next fight! For the two months leading into your sponsored fight, you will receive:

- Large Sponsor logo on fight shorts (your choice front or back)
- Large Sponsor logo on fight banner
- Large Sponsor logo on all team corner outfits on fight night
- An invite to watch Joel's training session and meet Joel and his trainer/s
- Social media posts (how many posts – 2 x posts / 2 x stories)
- Framed 'Cama K.O.' collage





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Monthly instalments available on all sponsorship packages.  
Need something custom for your business? We're all ears.  
Contact the 'Cama K.O.' team today for more information.