



MANDATE

To strengthen the financial sustainability, modernization, and brand visibility of the Panamerican Boxing Confederation (PBC) by developing strategic partnerships, securing sponsorships, and ensuring a positive return on investment through innovative marketing initiatives.

Key Duties & Responsibilities:

Marketing Strategy Development & Execution:

- Establish and implement a comprehensive marketing plan that aligns with PBC's mission, values, and strategic objectives.
- Position PBC as a recognized brand within the global sports landscape, enhancing visibility and reputation.
- Integrate private resources to support modernization and long-term growth of PBC programs and events.

Sponsorship Acquisition & Relationship Management:

- Develop attractive sponsorship packages that provide clear value to partners and ensure mutual benefit.
- Identify, engage, and secure sponsors across corporate, institutional, and/or governmental sectors as applicable.
- Build and maintain long-term relationships with sponsors by delivering visibility, recognition, and return on investment.

Commercial Opportunities & Activation:

- Create and manage marketing assets (branding, promotional materials, digital advertising, merchandise) to maximize sponsor exposure.
- Oversee sponsorship activation at PBC competitions, including signage, digital presence, hospitality, and on-site branding.
- Ensure that commercial initiatives enhance—not compromise—the athlete and fan experience.

Event Promotion & Audience Engagement:

- Work in close coordination with the Media Commission to ensure integrated campaigns for PBC events.
- Develop initiatives to boost fan engagement, community outreach, and the visibility of athletes, thereby increasing sponsor appeal.



Monitoring & Reporting:

- Track sponsorship performance, marketing reach, and ROI with clear reporting to the PBC leadership.
- Continuously evaluate and refine strategies to strengthen impact, ensure accountability, and attract sustained investment.

