

BOXING

HARD-HITTING PARTNERSHIPS

TVA SPORTS is the official exclusive broadcaster of promoters **Eye of the Tiger Management** and **Groupe Yvon Michel**

Since its return to the Olympic Games, boxing has been associated with greatness. It's a sport that combines courage, combativeness and honour, a unique blend of passion, toughness and perseverance. Boxing is very popular with male audiences, whose purchasing behaviours stand out from the crowd!

Thanks to broadcasting partnerships with two of Quebec's biggest promoters (Eye of the Tiger Management and Groupe Yvon Michel), TVA Sports offers its viewers powerful events that are loaded with emotions and stunning twists and turns.

Want a partnership that measures up? Associate your brand with hard-hitting programming and events that will knock out your competition!



AVAILABLE PARTNERSHIPS

- » TITLE SPONSORSHIP
- » THE KEY TO VICTORY
- » MIC SPONSORSHIP
- » TIMER BANNER
- » L-FORMAT BANNERS

TVA SPORTS UP TO 4 EVENTS PER YEAR

(000)	LIVE BOXING EVENT*
T2+	148.1
A18+	132.5
A25-54	40.2
M18+	85.4

*Audience subject to change.



M18-49
INDEX 133



\$100K+
INDEX 139



KIDS 12-17
INDEX 157



BLUE COLLARS
INDEX 147



BARS & PUBS
INDEX 138



RENO \$1K-\$5K
INDEX 119

