

FAME FAME FAME FAME FAME FAME FAME FAME FAME FAME
FIGHTING FIGHTING FIGHTING FIGHTING FIGHTING FIGHTING FIGHTING FIGHTING FIGHTING FIGHTING
2024 2024 2024 2024 2024 2024 2024 2024 2024 2024

THE CELEBRITY EVENT OF THE YEAR



THE SUCCESSFUL EVENT IN 2023



FAME FIGHTING 2023

Bonn, November 2023: What had been in the pipeline for weeks came to a grande finale at the Hotel Maritim on November 4, 2023: **FAME FIGHTING 2023!**

18 reality stars climbed into the ring and fought for the most famous victories **in 9 rounds**. Exclusively and up close - BILD. As a media partner, BILD presented the huge bang to an **audience of millions** and transported the ring directly into the nation's living rooms. The stories surrounding the event went viral, and the breathtaking atmosphere and captivating fights thrilled and surprised the audience in equal measure.

And the fight is still on - BILD is also accompanying the event in 2024. Join us and inspire with your quick-wittedness! **Ready to get into the ring with us? Let's rumble!**

THE FIGHT CARD 2023

[Find out more](#)

Row	Fight 1	Fight 2	Fight 3
1	BIROFIO vs KAPLAN	SANGRE vs PETROVIĆ	MANGOLD vs PANNEK
2	MINA vs KOVTUN	MERLAN-JARECKI vs FABIAN	ROEMMELT vs BREIT
3	SINDERMANN vs HEITER	NJIE vs NICOLAU	SPACK vs FIORINI

AND WITH THESE POTENTIALS, WE HIT REAL BULL'S-EYES

34%

A survey **shows interest** in celebrity boxing events **across all generations!**

Especially **Gen Z and Gen Y** are eagerly anticipating:

45%
IN GEN Z

38%
IN GEN Y

BILD CONFIRMS: Fame Fighting users are on average 20 years younger and 20% female!

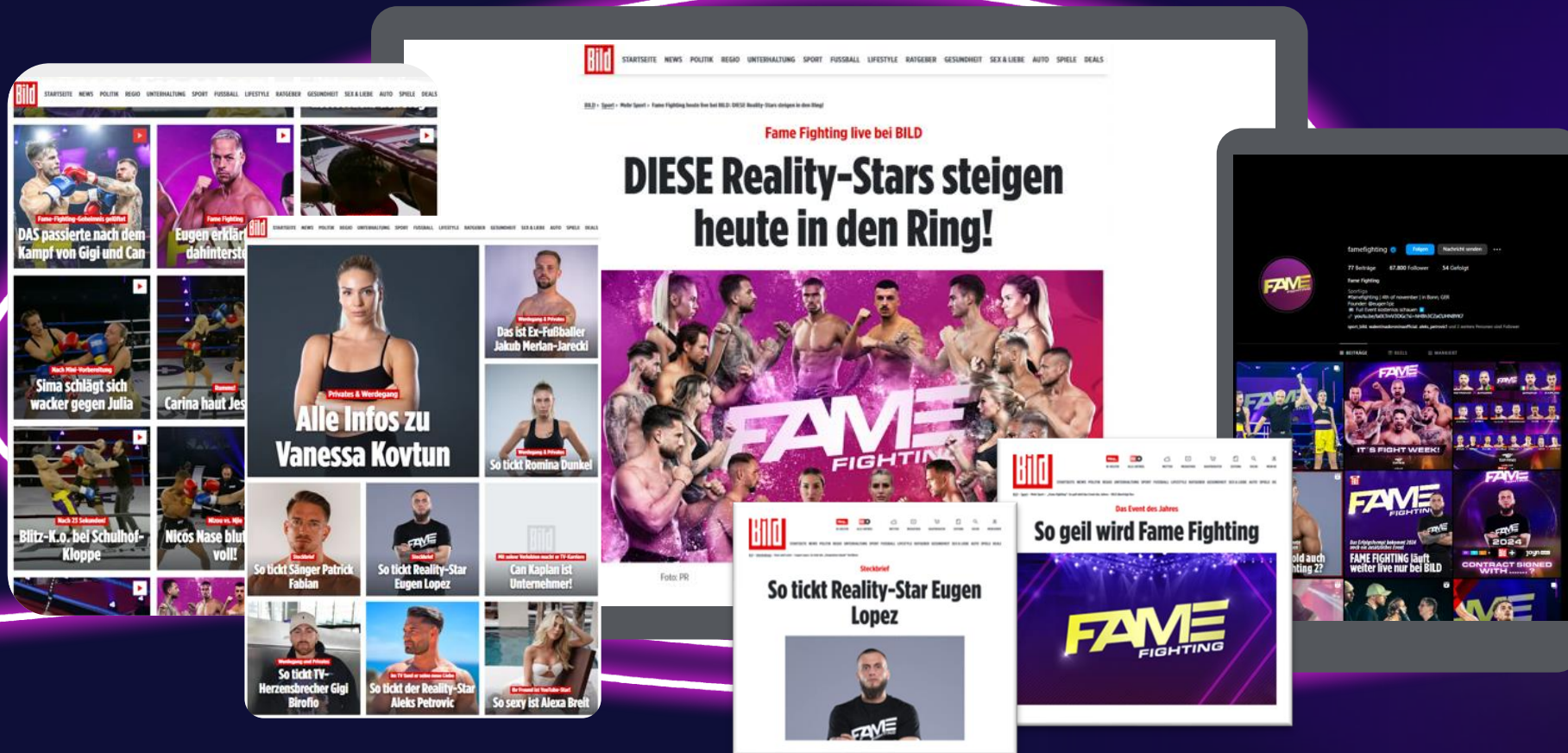
And why? Mainly because of the

SUSPENSE, ENTERTAINMENT AND THE THRILL!

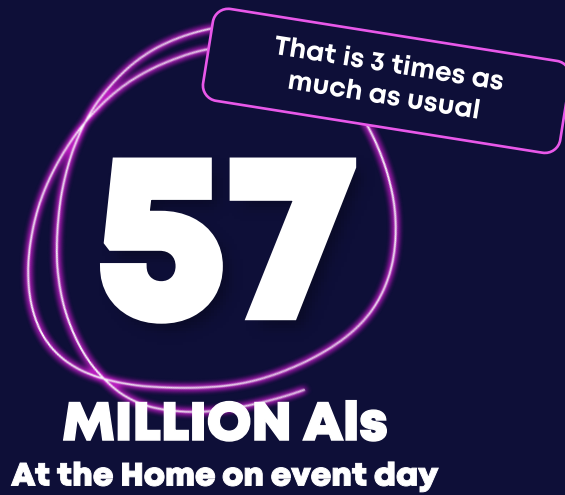
1. ONE8Y; Survey period April 2024 in Germany, Focus: Interest in Celebrity Boxing Matches in Generational Comparison; n= 1,555; Gen Z n= 258; Gen Y n= 524

2. Excitement = 40%, Entertainment = 35%, Thrill = 32%

THE BILD BIG BANG IMPRESSIVELY POWERFUL



THE SUCCESSFUL EVENT OF THE YEAR



We reached a
AUDIENCE OF MILLIONS



*These are videos on Bild.de, YouTube and Instagram. Most of the reels were created as co-posts with Fame Fighting and / or other accounts

FAME FAME FAME FAME FAME FAME
FIGHTING FIGHTING FIGHTING FIGHTING
2024 2024 2024 2024 2024 2024

Even more fame and even more fighting

FAME FIGHTING 2024

Experience the ultimate celebrity boxing spectacle "Fame Fighting"! In 2024, **reality stars** will once again meet at the end of the year and show their skills in the ring, and BILD will once again make the event an experience as official media partner this year!

With extensive **reporting**, **background information**, **stories** and **interviews**, you won't miss a thing. Our **video content** brings the action and emotions close to your home. For those who want to watch the whole event but can't be there, we offer an exclusive livestream. Be part of this event and put your brand in the spotlight.

Take the chance to become part of history!



AND NOW NEW...

Even more Fame, even more fighting - the Fame Fighting **Wildcard Event**. It starts again before the actual event at the end of 2024, but this time it's different...

On **May 24, 2024**, 8-12 aspiring influencers and reality TV stars will meet. The candidates will face each other in the ring in a sporty gym atmosphere.

The winners get to compete again, this time in the sequel to the successful Fame Fighting Event 2024!

Dreijährige Kooperation

"Fame Fighting" bleibt bei Bild.de und wird ausgebaut



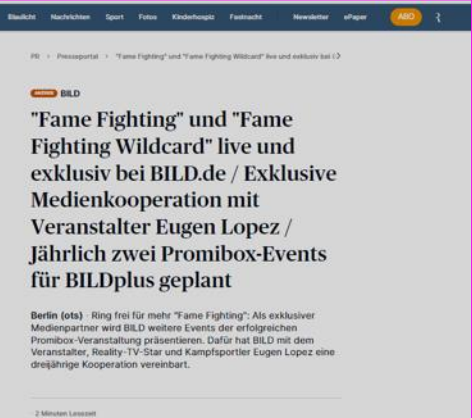
Das "Fame Fighting"-Event im November war für Bild.de trotz einiger Serverprobleme ein großer Erfolg, daher hat man mit dem Veranstalter nun eine dreijährige Kooperation vereinbart. Im Rahmen dessen wird das Box-Event ausgebaut.

von Timo Niemeier
am 24.01.2024 - 09:58 Uhr

Unter dem Titel "Fame Fighting" wird Bild.de in den kommenden drei Jahren erneut ein Promi-Box-Event zeigen. Eine entsprechende Medienkooperation ist Axel Springer nun mit dem Veranstalter Eugen Lopez eingegangen. Geplant ist zudem ein Ausbau der Marke: Die nächste "Fame Fighting"-Liveshow soll es im Herbst 2024 zu sehen geben. Schon im Frühling soll zudem erstmals die "Fame Fighting Wildcard" veranstaltet werden. Darin können sich Promis für das große Event im Herbst qualifizieren.




© Axel Springer/Fame Fighting



"Fame Fighting" und "Fame Fighting Wildcard" live und exklusiv bei BILD.de / Exklusive Medienkooperation mit Veranstalter Eugen Lopez / Jährlich zwei Promibox-Events für BILDplus geplant

Berlin (ots) - Ring frei für mehr "Fame Fighting": Als exklusiver Medienpartner wird BILD weitere Events der erfolgreichen Promibox-Veranstaltung präsentieren. Dafür hat BILD mit dem Veranstalter, Reality-TV-Star und Kampfsportler Eugen Lopez eine dreijährige Kooperation vereinbart.



TIMELINE 2024

MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

**PRE-REPORTING
WILDCARD**

**WILDCARD
EVENT**

**FAME FIGHTING
PRELIMINARY REPORT AND
ANNOUNCEMENT OF THE FIGHTS**

**FAME
FIGHTING**

**FAME FIGHTING
FOLLOW-UP
REPORTING**

*These are videos on Bild.de, YouTube and Instagram. Most of the reels were created as co-posts with Fame Fighting and / or other accounts

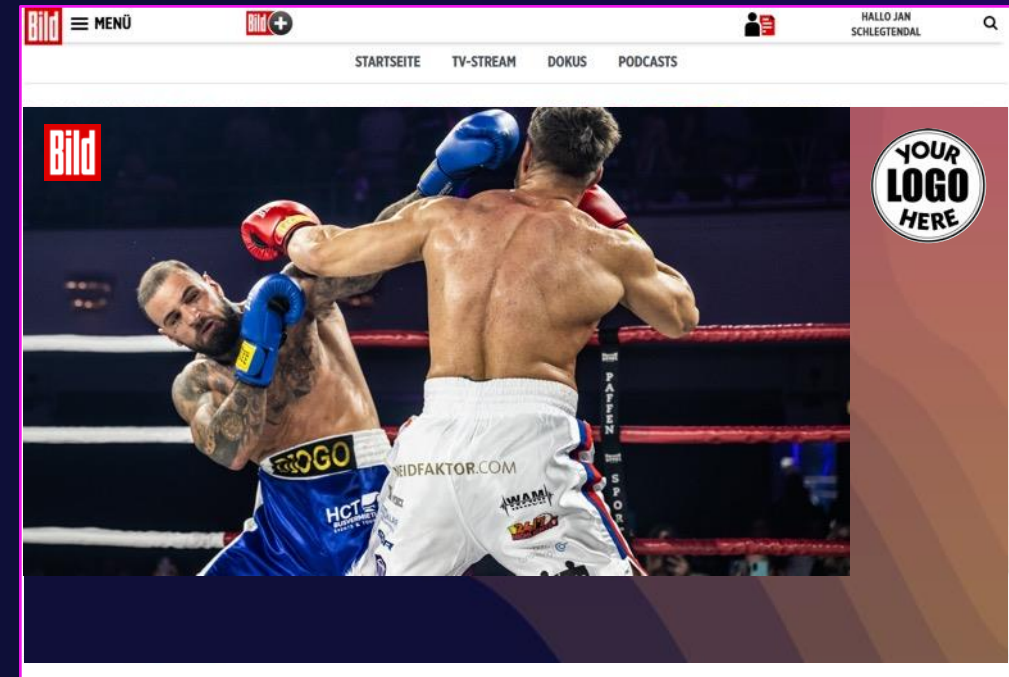
BIGGER BIGGER BIGGER BIGGER IMPACT WITH BILDBUILD

Everything about the moving image content for the Fame Fighting event

FAME FIGHTING LIVE AT BILD

BILD offers you the exclusive opportunity to **stream all fights live!** Immerse yourself in the world of celebrity boxing and follow eight thrilling fights with BILD+ users.

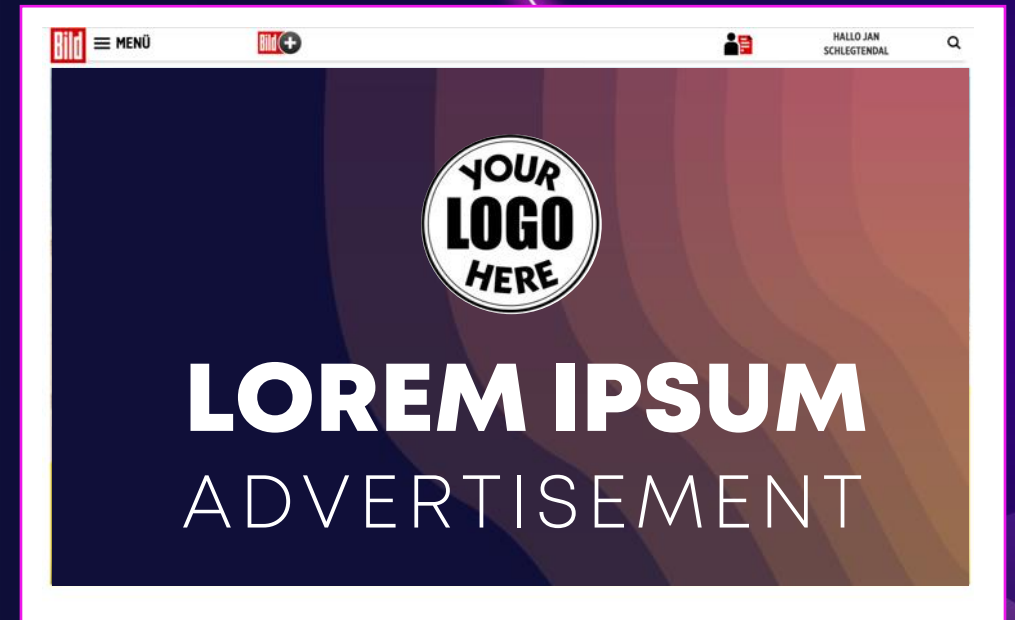
Use this exciting live experience to present your brand to a wide audience. Use **live video ads, cut-ins and other advertising formats**, to be visible in the immediate vicinity of the event. This targeted placement of your advertising will attract the attention of the audience and present your brand in an effective way.



MORE THAN JUST LIVE

In addition to the livestream, we offer you other captivating **moving image** environments. Immerse yourself in the world of the Fame Fighting event and experience exciting insights into the **preparation** of the fighters, the **weigh-in** and the **press conference** before the event as well as the **highlights** afterwards. We show you all the exciting topics surrounding this spectacular event.

Use these diverse options to place your brand in a targeted manner. With **pre-rolls**, **presenter clips** and **cut-ins**, you can optimally integrate your advertising into this top-class content. Be present when you engage with the content surrounding the Fame Fighting Event and stay in the viewers' minds with your advertising formats.



OUR OUR OUR OUR OUR
LE UNBEATABLE DISPLAY
YERS DIS-PLAYERS PLAYE

Everything about the display content for the Fame Fighting Event

PERMANENTLY VISIBLE

You present the **articles** about the Fame Fighting event, from the exciting pre-reports to the thrilling post-reports!

Your advertising material is placed prominently **above the content** and offers you the perfect opportunity to present yourself as a comprehensive presenter of this unique environment.

We offer you all-round visibility to present your brand in the best possible way. Become a presenter of this spectacular environment now.

Large-scale visibility possible by adding a sidebar!



YOUR ADVERTISING

YOUR ADVERTISING

YOUR SPOTLIGHT

Fame Fighting *powered by* ...

As the *Naming Right partner*, you will have full attention at this sensationally entertaining format and highly anticipated celebrity boxing event, Fame Fighting 2024.

Your advantages in the ring:
You will be integrated into the title of the event and thus receive prominent presence on all promotional materials, in media reports, and on social media.



YOUR BRAND IN THE CENTER

With our **exclusive logo** presentation across all channels (desktop, mobile, app), you have the perfect opportunity to present your brand in the exciting environment of the Fame Fighting Event.

We put your brand in the spotlight at the Fame Fighting Event on BILD! **Your logo will be present throughout the Sport Channel.** In addition, it will be visible in the media libraries and on the day of the event even on the Home or in the Sport Block on bild.de.

With this comprehensive visibility, your brand is guaranteed not to be overlooked! Take advantage of this unique opportunity to stand out in the Fame Fighting environment and make a strong impression.



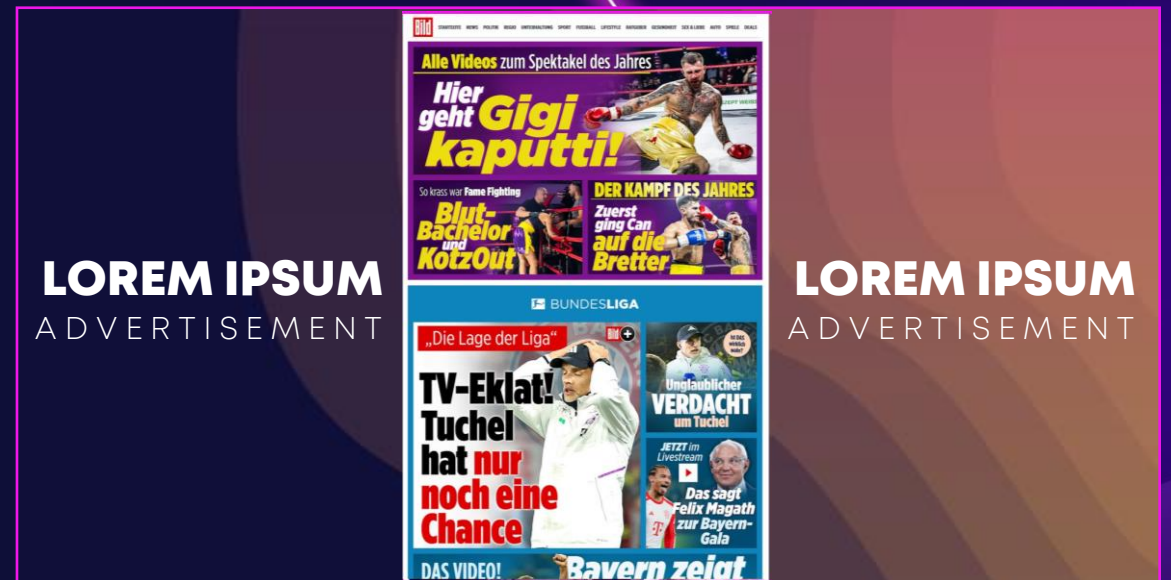
MAXIMUM VISIBILITY

Homerun and ContentRun are effective approaches for great reach in one day!

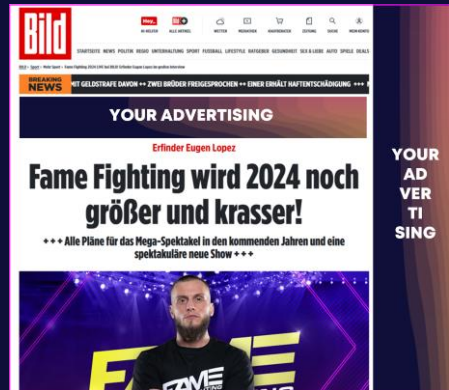
The **homerun** is positioned on the start page and is well suited for an impressive start at the Fame Fighting Event. This gives your brand optimum visibility on the homepage.

The **ContentRun** offers a topic-related environment and a one-day fixed placement. It can be booked flexibly and offers 24-hour presence. The brand is permanently placed and appears in **all articles relating to the news environment** of the Fame Fighting event.

Whether it's a home run or a content run, you achieve **maximum reach and visibility** for your brand.



OUR LUCKY PUNCH GUARANTORS



YOUR
AD
VER
TI
SING

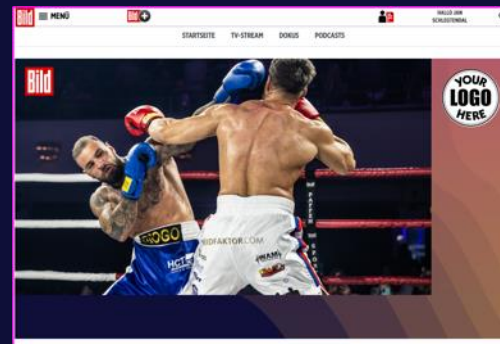
DISPLAY PRESENTING



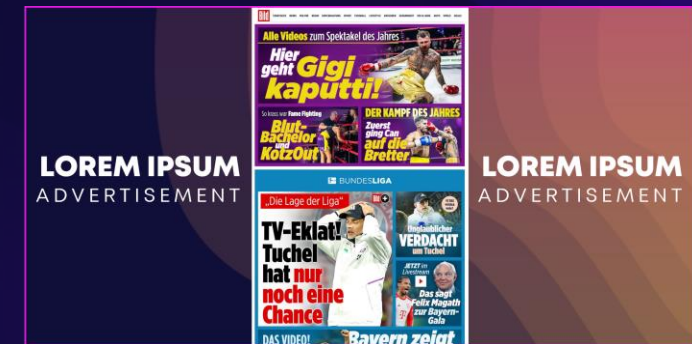
LOGOPRESENTING



PRE ROLL / PRESENTER CLIP



CUT IN



DAILY PLACEMENTS (HOMERUN)

CLOSE CLOSE CLOSE CLOSE HE TO THE ACTION ACTION

Everything about the integration options directly at the event

SICHTBARKEIT DIREKT VOR ORT

Werdet zum direkten Partner des Events und präsentiert Eure Marke hautnah im und um den Boxing herum!

Profitiert von einer **prominenten Logoplatzierung** auf der **Pressewand** und **direkt im Boxing**, um die Aufmerksamkeit der Zuschauer gezielt auf Eure Marke zu lenken. Durch **Presenter Clips** oder **Pre Rolls** auf den **Screens in der Halle** könnt ihr Euch wirkungsvoll präsentieren und die Besucher des Events ansprechen.

Nutzt die Möglichkeit, **Fahnen** beim Walk-in zu platzieren, um Eure Marke bereits beim Einzug der Kämpfer in den Ring sichtbar zu machen. Durch gezielte **Flächen auf der Aftershow Party** könnt ihr zudem sicherstellen, dass Eure Marke auch im Anschluss an die Kämpfe präsent bleibt und die Gäste aufmerksam erreicht.

Noch weitere Ideen? Wir freuen uns mit Euch gemeinsam weitere individuelle Ideen zur Einbindung direkt vor Ort zu finden!



Beispiel

VISIBILITY DIRECTLY ON SITE

Become a direct partner of the event and present your brand up close in and around the boxing ring!

Benefit from prominent logo placement on the press wall and directly in the boxing ring to draw the attention of spectators to your brand. Presenter clips or pre-rolls on the screens in the hall allow you to present your company effectively and appeal to visitors to the event.

Use the opportunity to place flags at the walk-in to make your brand visible as soon as the fighters enter the ring. With targeted areas at the after-show party, you can also ensure that your brand remains present after the fights and reaches the guests attentively.

Any other ideas? We look forward to working with you to find further individual ideas for integration directly on site!



ADYREADY FOR FOR FOR ALLTHE HALL OF FAME FA

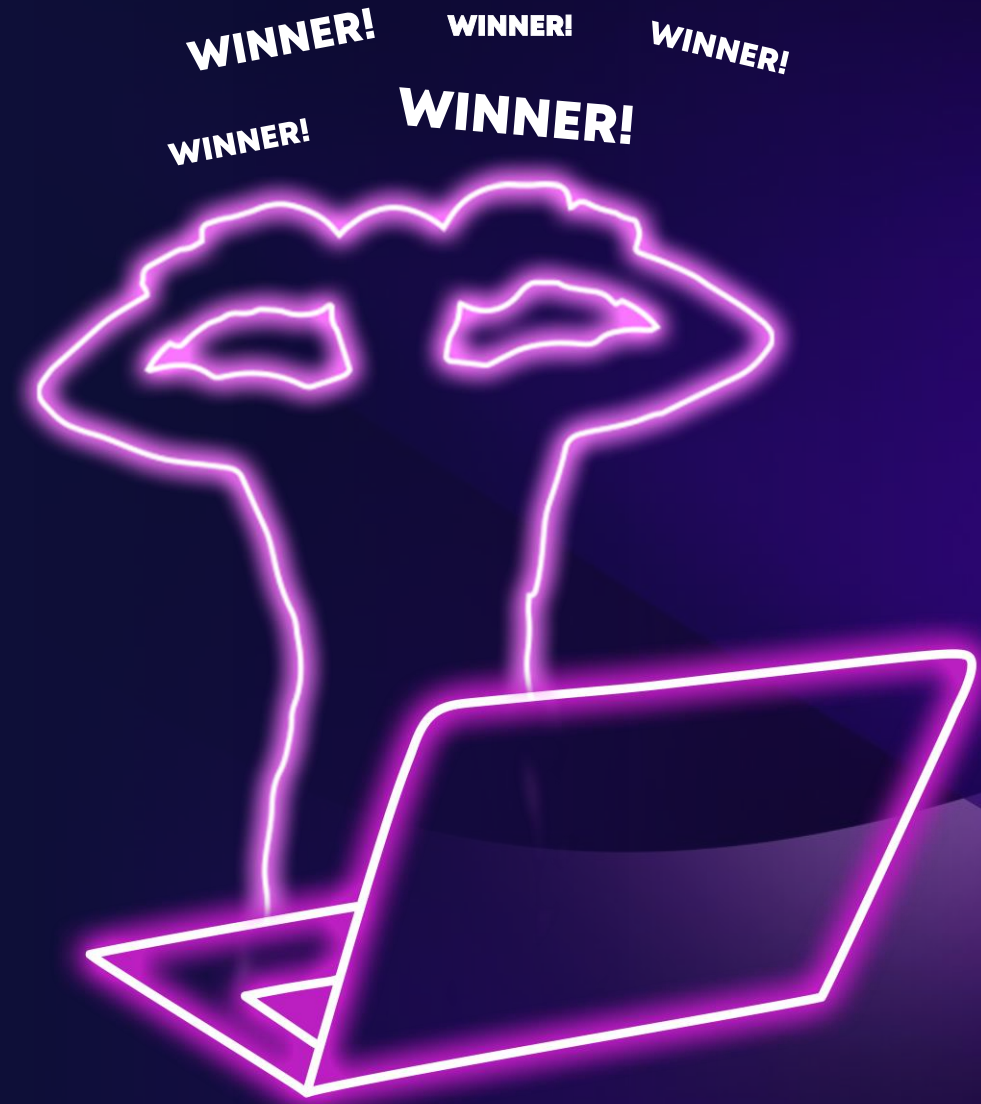
For all winners, social media-savvy individuals, and those who can't get enough of Fame Fighting.

THE SHORTCUT FOR WINNERS

As a partner of BILD and Fame Fighting, **exclusive raffle** can also be implemented!

With a wide reach via our channels, we reach the Fame Fighting viewers and fans who would like to be part of the event.

Together we activate an **individual** competition and bundle it with our reach and our possibilities!

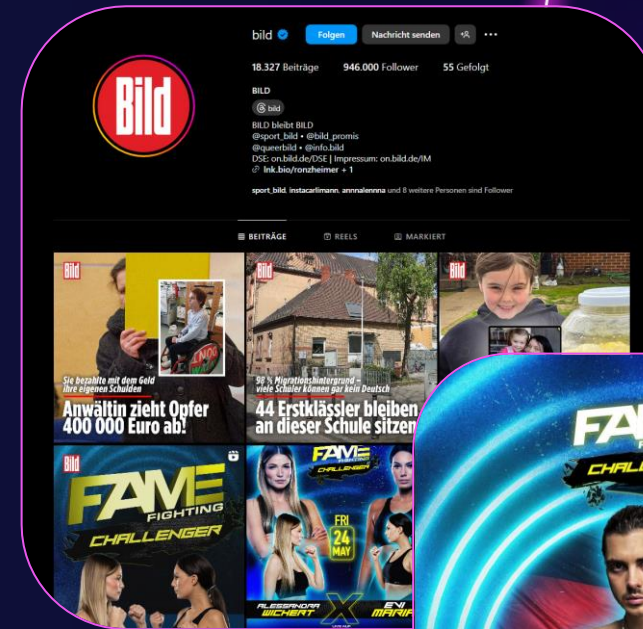


OUR INSTA(NT) UPPERCUT

Use the power of social media!

BILD publishes its content not only via traditional channels, but also via the leading trend platform Instagram. Whether stories, reels or posts - we integrate you and your campaign message into the BILD Instagram channel.

You benefit from absolute visibility by not only picking up the BILD target group with your fight message, but also raising awareness among the Fame Fighting prospects + the followers of the influencers. From young to old, you have their full attention! Translated with DeepL.com (free version)

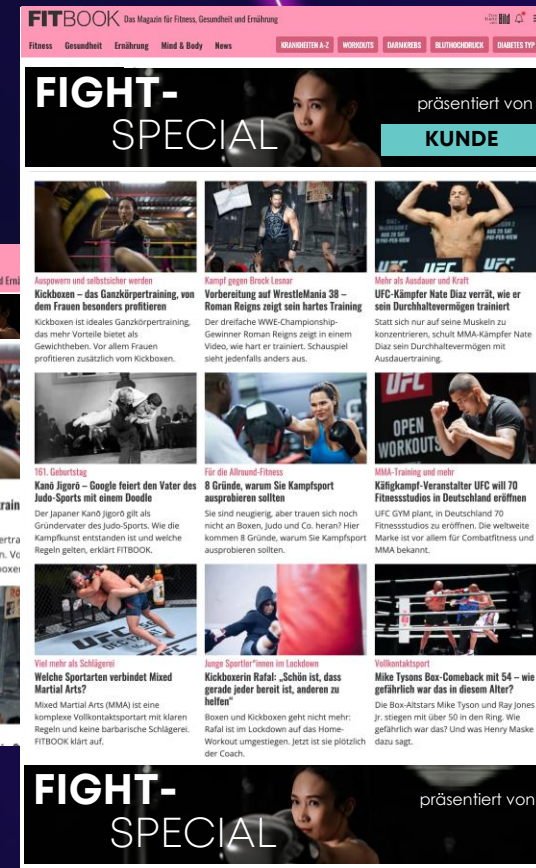


FIGHT-SPECIAL ON FITBOOK

Editorial Topics:

- A stage dedicated to **combat sports**
- Benefits for **health** (fitness, mobility, strength, psychological benefits) and the various types of training
- **Sports:** Boxing, Kickboxing, Muay Thai, Kung Fu, MMA, new trends in combat sports
- **Interviews and profiles** featuring inspiring stories of selected Fame-Fighting participants with a background in sports
- FITBOOK reports on participants' **training routines** and **nutrition plans** in profiles
- Integration on the **Fight-Special stage**

FITBOOK provides the perfect complement with an active, health-conscious, and fitness-interested audience!



KUNDE

IN THE RING FOR YOU

impassioned by

media **impact**—

PIA ROMANOWSKI

Marketing Manager Brand Management Sport

+49 151 65587146

pia.romanowski@axelspringer.com

Berlin



Media Impact GmbH & Co. KG | Zimmerstraße 50 | 10888 Berlin



www.mediaimpact.de

THE THE THE THE THE THE FIGHTERS 2023 FIGHTERS

The most important key data on the 2023 fighters

GIGI VS CAN



Name: Luigi Birofio
Age: 24
Weight class: Light
Heavyweight
Known for:
Ex on the beach



Name: Can Kaplan
Age: 27
Weight class: Light
Heavyweight
Known for:
Sommerhaus der
Stars

DIOGO VS ALEKS



Name: Diogo Sangre
Age: 29
Weight class: Super Heavyweight
Known for: Temptation Island



Name: Aleksander Petrovic
Age: 31
Weight class: Super Heavyweight
Known for: Love Island

ANDREJ VS SEBASTIAN



Name: Andrej Mangold
Age: 37
Weight class: Heavyweight
Known for: Der Bachelor, BBL & DBB



Name: Sebastian Pannek
Age: 37
Gewichtsklasse: Heavyweight
Known for: Der Bachelor

ROMINA VS VANESSA



Name: Romina Mina

Age: 25

Weight class:
Featherweight

Bekannt durch:
Ex on the beach



Name: Vanessa Kovtun

Age: 22

Weight class:
Featherweight

Bekannt durch:
Love Island

JAKUB VS PATRICK



Name: Jakub Merlan-Jarecki
Age: 28
Weight class: Cruiserweight
Known for: Temptation Island & Victoria Köln



Name: Patrick Fabian
Age: 36
Weight class: Cruiserweight
Known for: Berlin Tag und Nacht

JULIA VS ALEXA



Name: Julia Roemmelt
Age: 29
Weight class: Featherweight
Known for: Instagram



Name: Alexa Breit
Age: 24
Weight class: Featherweight
Known for: Instagram & YouTube

ERIC VS MIKE



Name: Eric Sindermann
Age: 35
Weight class: Heavyweight
Known for: Ex on the beach & ASV Hamm



Name: Mike Heiter
Age: 31
Weight class: Heavyweight
Known for: Love Island

KEVIN VS NICOLAS



Name: Kevin Njie
Age: 27
Weight class: Light
Heavyweight
Known for:
Too hot to handle



Name: Nicolas Nizou
Age: 27
Weight class: Light
Heavyweight
Known for:
Love Island

CARINA VS JESSICA



Name: Carina Spack

Age: 27

Weight class:
Featherweight

Known for:
Der Bachelor



Name: Jessica Fiorini

Age: 27

Weight class: Light
Heavyweight

Known for:
Love Island