BRAND PARTNERSHIP

DEAUNDRE “DIXIANIMAL“ PETTUS

PROFESSIONAL BOXER

14 - 4 - 0 | 7 KO’s

MIDDLEWEIGHT I 160 LBS



A premium fight partnership opportunity built around athlete visibility, authentic content and meaningful brand integration.

@DIXIANIMAL



THE ATHLETE.
THE STORY.

From South Carolina to the professional stage. DeAundre Pettus has built his career on consistency, durability and work ethic.

BOXING

The 5'-11" fighter from Dixiana, South Carolina, known by the alias “Dixianimal” has actively spent a decade in boxing.
He spent 4 years as an amateur, winning the Golden Gloves in 2017 before turning professional in 2020.
In 2021, Pettus headlined a Columbia fight card and won the Universal Boxing Council Atlantic championship by unanimous decision and has been on an upward career journey ever since.

The Dixianimal’s ranking and record have earned him opportunities on cards promoted by Top Rank, Golden Boy Promotions and others. His fights have been broadcasted over major networks such as ESPN+ and DAZN. This experience gives sponsors a fighter who understands the demands of the professional stage.

BUSINESS

Outside of the ring, DeAundre owns “Pettus Truck Maintenance”, a mobile diesel repair business. His positive client-based business reputation supports his story of consistency, dedication, being a great competitor, as well as a credible brand partner.



WHY PARTNER WITH PETTUS?

TURN A MOMENT INTO A BRAND ASSET.

THE SPONSOR BENEFIT
A partnership with Pettus gives a brand multiple ways to create visibility, athlete-led content and repeatable campaign touchpoints around a live sporting event - not just a single logo placement.

01- BRAND VISIBILITY

Approved trunk and walkout apparel placement can put a sponsor directly into the athlete's visual identity and into photography, clips and social content.

02- SPONSOR CONTENT

Dedicated video, social acknowledgments and approved product integration and branded content / sponsor-focused videos.

03- REPEAT EXPOSURE

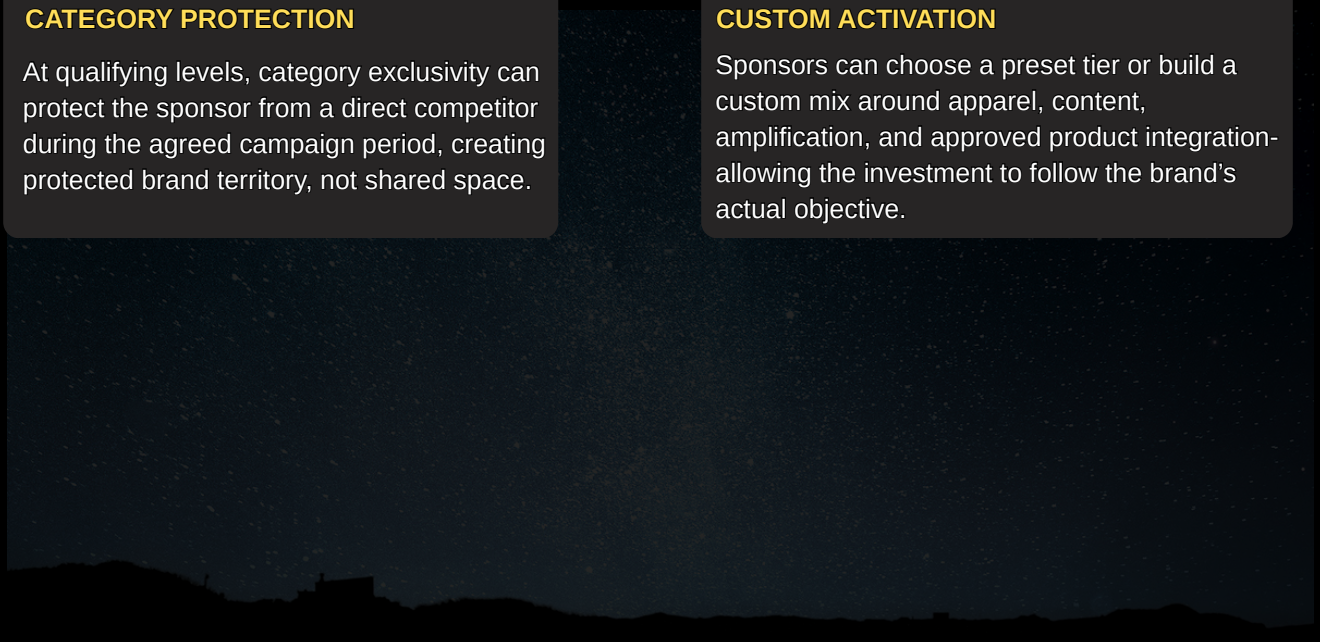
Pre-fight, fight-week and post-fight activity gives sponsors more opportunities to be seen, remembered and associated with the event and athlete.

CATEGORY PROTECTION

At qualifying levels, category exclusivity can protect the sponsor from a direct competitor during the agreed campaign period, creating protected brand territory, not shared space.

CUSTOM ACTIVATION

Sponsors can choose a preset tier or build a custom mix around apparel, content, amplification, and approved product integration- allowing the investment to follow the brand's actual objective.



ONE PARTNERSHIP. MULTIPLE BRAND ASSETS

Visibility + original content + athlete association + amplification + premium exclusive options

PARTNERSHIP LEVELS

CUMULATIVE PRICING STRUCTURE

Each higher partnership level includes the benefits below it. Higher-visibility logo placement is treated as an upgrade to the existing placement rather than a second charge for the same logo.

ASSOCIATE PARTNER — $1,000

BENEFIT	VALUE	ROLE
Logo placement on T-shirt / approved walkout gear	$1,000	Base benefit

Tier total: $1,000

SUPPORTING PARTNER — $2,500

BENEFIT	VALUE	ROLE
Associate benefit carried forward	$1,000	Base benefit
Inclusion in selected Fight week content	$750	Added to Supporting
Social-media acknowledgment & promotional support	$750	Added to Supporting

Tier total: $2,500

OFFICIAL PARTNER — $5,000

BENEFIT	VALUE	ROLE
Supporting-level benefits carried forward	$2,500	Associate + Supporting
Prominent trunk / approved walkout apparel placement upgrade	$500	Uprgade
Dedicated sponsor-focused social video	$1,000	Added at Official
Pre- and post-fight social acknowledgments	$750	Added at Official
Paid social amplification	$250	Added at Official

Tier total: $5,000

PREMIER PARTNER — $10,000

BENEFIT	VALUE	ROLE
Official-level benefits carried forward	$5,000	All lower tiers
Priority apparel and/or trunk placement upgrade	$500	Uprgade
Dedicated brand video	$1,000	Added at Premier
Product integration	$1,000	Added at Premier
Category exclusivity, where available	$1,000	Premier benefit
Approved in-ring product display and/or acknowledgment	$1,500	Premier benefit

Tier total: $10,000

BRAND AMBASSADOR PARTNER — Custom

BENEFIT	VALUE	ROLE
All lower tier benefits carried forward	*Custom pricing	All lower tiers
Tailored 3, 6, 9, and 12-month programs available		

A-LA-CARTE SPONSORSHIP OPPORTUNITIES

BUILD-YOUR-OWN MENU I INDIVIDUAL ELIGIBLE OPPORTUNITIES + APPROVED ADD-ONS

IMPORTANT A-la-carte pricing is a build-your-own menu and is not intended to match any partnership tier when every line is totaled. Partnership tiers use a cumulative structure and include eligibility for certain upgrades or restricted options.

Opportunity	Price	Purchase Requirement
Logo on T-shirt / walkout gear	**$1,000**	MAY BE PURCHASED ALONE. (Subject to applicable approvals)
Selected Fight Week content inclusion	**$750**	MAY BE PURCHASED ALONE. (Exact content / placement agreed in advance)
Social-media acknowledgment & promotional support	**$750**	MAY BE PURCHASED ALONE. (Scope / platforms agreed in advance)
Prominent logo on trunks / approved walkout apparel placement upgrade	**+$500**	UPGRADE ONLY. (Requires base placement or supporting level or higher)
Dedicated spnosor-focused social video	**$1,000**	MAY BE PURCHASED ALONE.
Pre- and post-fight social acknowledgments	**$750**	MAY BE PURCHASED ALONE. (Combined pre- and post-fight social media acknowledgments)
Paid social amplification	**$250**	ADD-ON. (Actual paid-media / ad spend is additional unless expressly included)
Priority apparel and/or trunk placement upgrade	**+$500**	UPGRADE ONLY. (Requires Official level / prominent placement)
Dedicated brand video	**$1,000**	MAY BE PURCHASED ALONE. (Scope agreed in advance)
Product integration	**$1,000**	MAY BE PURCHASED ALONE. (If product is approved; endorsement rights not automatic)
Category exclusivity, where available	**$1,000**	NOT SOLD ALONE. (Requires Official Partner level ($5,000) or higher)
Potential approved in-ring product display and/or acknowledgments	**$1,500**	NOT SOLD ALONE. (PREMIER ONLY. Subject to all applicable approvals)

The +$500 placement figures are upgrade values, not standalone logo placements. Brand Ambassador options are custom structured and not available through the a-la-carte menu.

*All placements and activations are subject to applicable commission, promoter, broadcaster and venue rules.

PUT YOUR BRAND
IN HIS CORNER.

FIGHT NIGHT

NOVEMBER 20, 2026

FANTASY SPRINGS RESORT CASINO
INDIO, CA

SOCIAL:

@DIXIANIMAL

MANAGEMENT

VON WILSON
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