



WORLD
BOXING



WORLD BOXING
CHAMPIONSHIPS
LIVERPOOL
2025



EVENT EVALUATION REPORT

COMPETITION



540

540 boxers

68

Nations

5

Continents

The World's first gender equal boxing tournament

75

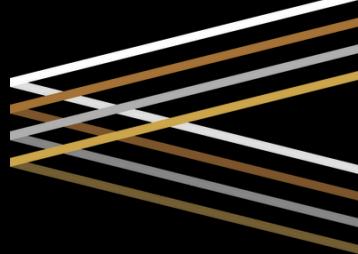
Technical officials

81

National Federation representatives



VISIBILITY & REACH



SOCIAL MEDIA

831M

Social media Impressions

£12.7m

Media Value

World Boxing socials

20,000

New followers

27m

Views across socials



BROADCAST - TV/OTT

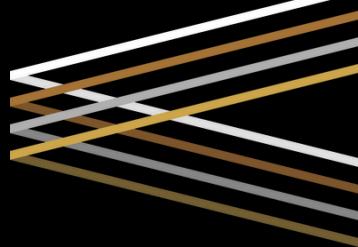
5.32m

Cumulative audience

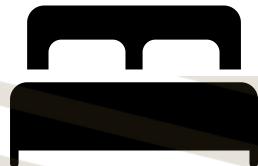
955 hrs

Cumulative broadcast time

CITY IMPACTS



£4.03m economic impact



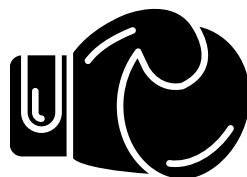
17,040 bed nights generated



7,694 spectator attendance



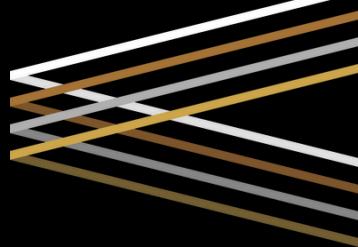
92% spectator satisfaction



96% positive rating of Liverpool



VOLUNTEERS



Volunteers **were** the heartbeat of the championships

127 volunteers contributing **3,142hrs**
fulfilling **483** shifts

72% from the North West
51% from Liverpool

17yrs to 79yrs old

Volunteer Experience

9.25 / 10

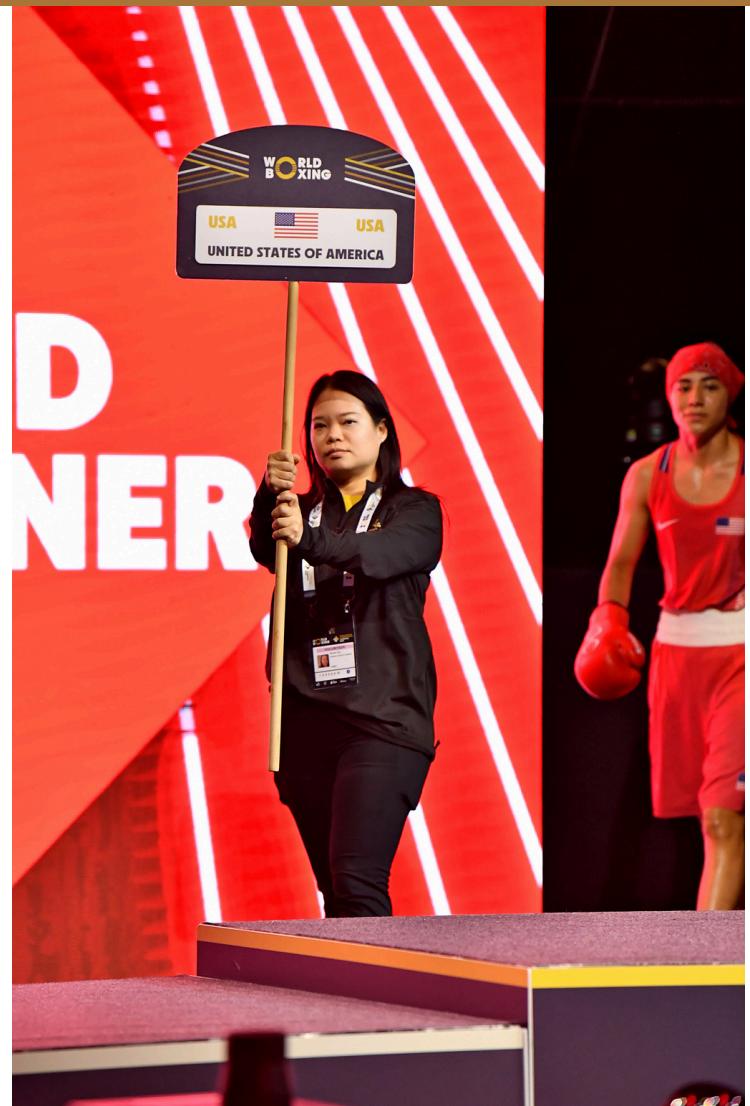
Overall experience

96%

would volunteer again

94%

would recommend
to a friend



SOCIAL IMPACTS

Brabners

Comprehensive social impacts programme
delivered across Liverpool & Merseyside

1,200+ Primary School children have benefitted
from Boxing themed Literacy Kicks Programme

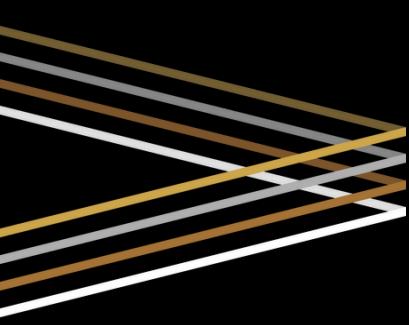
£50,000+ boxing equipment distributed to local
clubs

1000+ free tickets issued to schools and clubs

Extensive coaching and club development courses

2,700 people in the boxing community to benefit
from **Movember** Mental Health Fitness workshops





CULTURE & COMMUNITY

UNSUNG HEROS

19 grassroots “Unsung Heroes” nominated by local boxing clubs, who’s contributions to the sport were celebrated through portraits, stories, a VIP event & photography exhibition at St George’s Hall.



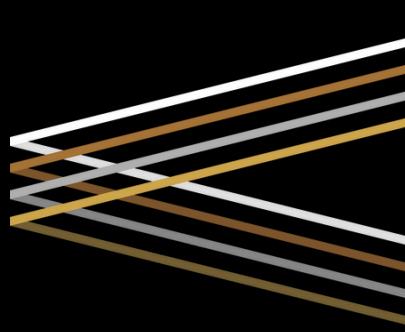
WIRED AERIAL THEATRE

Me vs Me performances & workshops for secondary schools representing the mental health fight vs flights instincts

ARTIST RESIDENCY

Project to reflect the authentic community voices of boxing through an artist residency and short film played in the arena

SUSTAINABILITY



Comprehensive environmental sustainability programme delivered in partnership with ACC Liverpool.

100% renewable energy used in venue

130 volunteers given sustainability training acting as our Green Gloves champions

All branding either fully recycled or donated to local clubs

Supporting Liverpool's ambitions as a **UN Accelerator City** for climate action

Full **knowledge transfer** programme delivered for future major events, including key learnings from our environmental programme



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STAKEHOLDERS



WORLD BOXING PARTNERS



EVENT PARTNERS



MENTAL FITNESS PARTNER

