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EDGAR  
BERLANGA

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# BIOGRAPHY

Edgar Berlanga is a NABO-WBO Super Middleweight Champion with a large fanbase that continues to increase. Edgar is known as "The Chosen One" by many beloved boxing fans, due to his undefeated, 21-0 win streak, with 16 KO's. He is also known as "Puerto Rican Mike Tyson", having beat Mike Tyson's impressive record of 13 first-round KOs within his first 14 matches. Edgar is a New York native, born in Brooklyn, and grew up in the lower east side.

# WHY EDGAR?

## Young & Upcoming

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At just 26 Years Old, Edgar already has an impressive record of 21-0 with 16 KOs. While his title of undefeated may not remain forever, Edgar has proved with this record that he is an incredibly talented boxer who is sure to have a successful career.

Imagine having Mike Tyson early on in his career signing on with your company. That is what signing Edgar now would be.



# WHY EDGAR?

## Appeal

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In terms of marketability, Edgar's appearance is good for any advertisements or promotions your company may use him in. His impressive physical features attract those who aspire to look like him and those who are attracted to him. Edgar has an appeal that helps market towards certain demographics that will help expand your audience.



# WHY EDGAR?

## Philanthropy

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Not only is Edgar an amazing boxer, he is also gives back to the community. His philanthropic work includes:

- Being a board member of The Cristian Rivera Foundation
- Distributing Thanksgiving turkeys to families in the lower east side at the Henry Street Settlement
- Raising relief funds for the devastation of Hurricane Fiona in Puerto Rico
- Involvement with the NYPD Hispanic Society and their Annual Autism Awareness Event
- Supporting the Health and Wellness Charity Movement for Cancer Research





# WHY EDGAR?

## Puerto Rican Pride

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Being a proud Puerto Rican, Edgar's humanitarian work expands to the Puerto Rico and Latino communities. He received notability within the NYPD Hispanic Society, the biggest fraternal organization in the world. Signing Edgar would allow for the opportunity to expand into Hispanic communities.

# WHY AN ENDORSEMENT?

You may be asking, why should I commit to an endorsement?

To answer this, take a look at Nike, one of the biggest mainstream shoe brands of all time. Nike was not always such a popular brand, they were previously known as solely track running shoes. It wasn't until their endorsement deal with Michael Jordan in 1984 that they became so famous.

By endorsing Edgar Berlanga, your company could become the next Nike.



# CONTACT

Ready to Endorse?

Contact John “Gungie” Rivera

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