



[WWW.JSMUAYTHAI.COM.AU](http://WWW.JSMUAYTHAI.COM.AU)



**JS MUAY THAI**

# SPONSORSHIP



# COMMUNITY SUPPORT EMPOWER

JS Muay Thai isn't your ordinary gym — we're Australia's first women-only Muay Thai community with 150+ active members, built by **two national champions**. Since 2019, we've empowered women with world-class fight training, strength and conditioning, and recovery services, all in a safe and welcoming space. Beyond training, JS Muay Thai creates connection and impact through sparring days, transformative workshops and charity events that strengthen the community. By partnering with JSMT, you're not just sponsoring fighters, you're investing in women's empowerment, resilience, and a movement that inspires confidence both inside and outside the ring. Trust us, we know a thing or two about Muay Thai — we're not only coaching it, we're still living it. When we're not running the gym, we're in the ring as active professional fighters, chasing belts and bringing home wins.

21 FIGHTS | 17 WINS | 4 LOSSES | 2 KOS



*#1 WBC BANTAMWEIGHT AUSTRALIAN CHAMPION  
#2 RANKED WBC MUAY THAI (WORLD RANKINGS)  
REBELLION MUAY THAI CHAMPION  
CONTENDER FOR UPCOMING WORLD TITLE OPPORTUNITY  
FINALIST - FEMALE FIGHTER OF THE YEAR  
AUSTRALIAN MUAY THAI AWARDS (2019)*

**JOANNE LA**



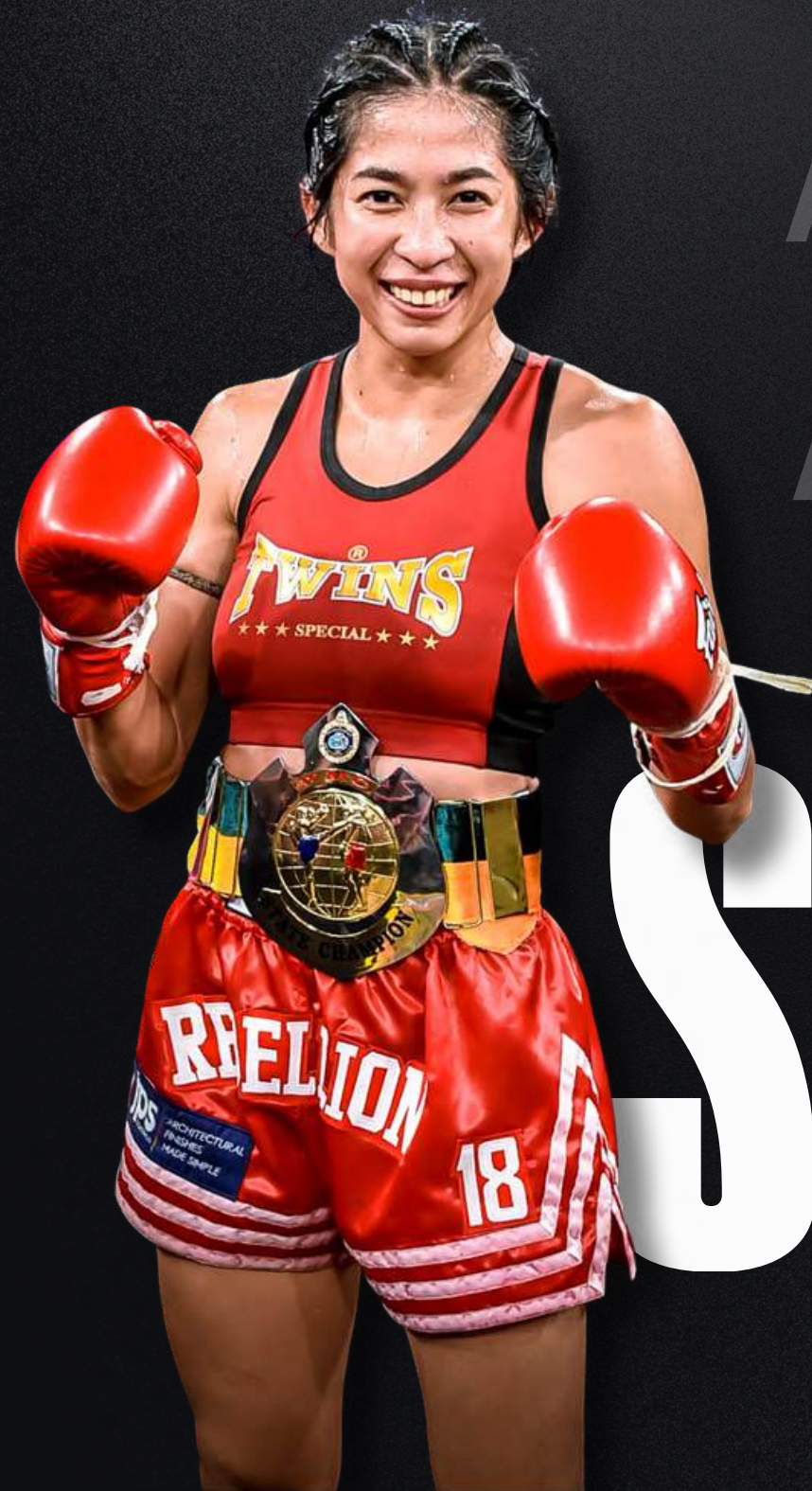
JOANNE “THE LIONESS” LA  
CO-FOUNDER & PROFESSIONAL FIGHTER

***“IF YOU CAN SEE IT IN YOUR MIND, YOU CAN TOUCH IT”***

**WIN RATE: 81% | KO RATE: 12%**

Joanne didn’t step into Muay Thai to become a champion — but discipline soon turned into passion, and passion into a professional career. By 2014 she was already fighting on Australia’s biggest promotions, earning a reputation for her sharp, aggressive style. With 12+ years of experience and 8 years as a coach, Jo has transformed that fighter’s mindset into leadership, building JS Muay Thai into a home where women of all levels can train with confidence and push their limits. Armed with Certificates III & IV in Fitness and a Bachelor of Business Management, Jo blends technical expertise with business smarts, driving both performance and community growth. Beyond the ring, she finds calm in Disney movies and 90s love songs, but inside the ropes she lives by her favourite Conor McGregor quote: “If you can see it in your mind, you can touch it.” Today, Jo stands as a national champion, mentor, and ambassador for women in combat sports — proving that the fight doesn’t just build champions, it builds communities.

18 FIGHTS | 14 WINS | 4 LOSSES | 3 KOS



*#1 WMC FLYWEIGHT AUSTRALIAN CHAMPION*  
*#1 WMC BANTAMWEIGHT STATE CHAMPION (VICTORIA)*  
*WMO AMATEUR WORLD GOLD MEDALIST*  
*AUSTRALIAN MUAY THAI AWARDS (THAILAND 2019)*  
*UPCOMING FEMALE FIGHTER OF THE YEAR (2019)*  
*AUSTRALIAN NATIONALS - SILVER MEDALIST (2015)*  
*TAEKWONDO NATIONAL GOLD MEDALIST (2006)*

# SOM RANGKLA



SOMSURAT RANGKLA  
CO-FOUNDER & PROFESSIONAL FIGHTER

***“IF I BELIEVE IN MYSELF, TRAIN HARD, AND WANT IT BADLY ENOUGH, I CAN GROW THROUGH ANYTHING”***

**WIN RATE: 78% | KO RATE: 21%**

Som’s martial arts journey began at 13 with Taekwondo, where discipline laid the foundation for her future in combat sports. After moving to Australia, she discovered Muay Thai in 2014 and quickly fell in love, stepping into the ring to carve out her own path as a fierce competitor. With 18 professional fights, 14 wins, and multiple championship titles, Som combines elite-level fighting with a deep background in fitness instruction, rehabilitation, and women’s health. Her qualifications span Certificates III & IV in Fitness, Mat Pilates, and pre- & post-natal training, giving her the ability to coach women of all ages and levels. Guided by her philosophy — “If I believe in myself, train hard, and want it badly enough, I can grow through anything” — Som brings both toughness and compassion to the gym. Today, she stands as a national champion, international gold medalist, and mentor to the next generation of athletes — proving that resilience, empowerment, and growth go hand in hand inside and outside the ring.



JO & SOM - TOGETHER THEY LEAD

---

# TWO CHAMPIONS. ONE VISION. EMPOWERING THE NEXT GENERATION OF FIGHTERS.

39 PROFESSIONAL FIGHTS COMBINED

31 WINS | 7 LOSSES | 5 KOS

79% COMBINED WIN RATE

MENTORS TO 150+ WOMEN



# JSMT MEDIA KIT





# OUR REACH

**Our combined social media reach connects your brand with a highly engaged audience of fight fans, fitness enthusiasts, and lifestyle followers. Sponsoring JS Muay Thai ensures your brand is seen by a loyal and growing audience both online and in-person — from gyms and seminars to fight events and special community gatherings.**

Female audience | 25–40 years  
Health-conscious professionals with disposable income

# YOUR ROI

## Fight Event

- 1,000+ live fans attendance
- Livestream, Pay Per View
- Sponsor ROI: Your brand isn't just in front of a gym audience — it's showcased to packed arenas, broadcast to global livestream viewers, and amplified through social media hype before, during, and after every fight.

## Website (Organic Traffic)

- 17K+ Visits so far in 2025 (+28% YoY)
- 13K Unique Visitors (+17% YoY)
- 40K Page Views (+25% YoY)
- ~2K-3K Views Per Blogs
- New Website - Coming Soon

## Social Media: Instagram Followers

- Official JSMT 5,000+
- Joanne 4,600+
- Somsurat 3,000+
- Total Reach: 13K+ Engaged Followers

## Organic Statistics:

- 600K+ views in the past 90 days
- 100K–150K monthly views
- 52% of views from non-followers (strong discovery reach)
- Stories (44.5%), Posts (37.2%), Reels (18.4%)

## Community Events: Networking & PR

- 3x Sparring Days / year (up to 100ppl per event)
- 4–5 Seminars / year (up to 30ppl per event)
- 150+ active gym memberships

Annual sponsorship package. Pricing excludes GST\*



# \$1,500 EMPOWER SPONSOR

## Digital Exposure

- 1x Promotional Reel Video (30–45 secs)
  - 1x Instagram Story & Posts
- (Shared across fighters' + gym official account)

## Print & Branding

- Small logo placement on fight merchandise
- Wall signage in the gym (2 months)
- Business cards on display in the gym

## Perks / Engagement

- Brand shoutout during classes and sparring days
- Weekly class announcements
- Early sponsor access to event tickets



# \$2,000 INSPIRE SPONSOR

## Digital Exposure

- 2x Promotional Reel Video (30–45 secs)
- 2x Instagram Story & Posts

(Shared across fighters' + gym official account)

- Featured in the JS Muay Thai email newsletter (1)
- Feature article spotlight on our website (1)
- Sponsor logo placement across our website

## Print & Branding

- Medium logo placement on fight merchandise
- Wall signage in the gym (4 months)
- Business cards on display in the gym
- Flyers on display in the gym
- Brand presence in event posters/flyers

## Perks / Engagement

- Brand shoutout during classes and sparring days
- Weekly class announcements
- Early sponsor access to event tickets
- Co-host a JS Muay Thai event (1)
- 2x General Seating tickets to every fight
- 5% discount on additional fight tickets
- Friends & family: 10% off annual JSMT membership





# \$5,000 CHAMPION SPONSOR

## Digital Exposure

- 6x Promotional Reel Video (30–45 secs)
- 6x Instagram Story & Posts

(Shared across fighters' + gym official account)

- Featured in the JS Muay Thai email newsletter (2)
- Feature article spotlight on our website (2)
- Priority sponsor logo placement across our website

## Print & Branding

- Large logo placement on fight merchandise
- Wall signage in the gym (6 months)
- Business cards on display in the gym
- Flyers on display in the gym
- Brand presence in event posters/flyers
- Sponsor merchandise in giveaway bags

## Perks / Engagement

- Brand shoutout during classes and sparring days
- Weekly class announcements
- Early sponsor access to event tickets
- 2x VIP Front Row tickets to every fight
- 10% discount on additional fight tickets
- Friends & family: 15% off annual JSMT membership
- Co-host ALL annual events (sparring days, seminars, community activities)
- Mentions in PR speeches, media interviews & livestreams (where possible)
- Sponsor video/photo opportunity post-fight
- Commemorative printed fight photo with sponsor logo



THANK YOU



# VALUED SPONSORS





**THANK YOU.**

