

VIDDAL RILEY

SPONSORSHIP OPPORTUNITY



SMART CREATIVITY

RILEY'S BIOGRAPHY

Viddal Riley is a **British professional Boxer**, rapper, and internet personality, born on July 7, 1997, in Hackney, London. He began boxing at six years old, training at West Ham Boxing Club, and went on to win eight national championships and a **silver medal at the 2013 European Junior Championships**.

Riley also represented **Team GB** at the 2014 Nanjing Youth Olympics, compiling an amateur record of 41 wins and 8 losses, with 19 knockouts. Turning professional in 2018, Riley made an immediate impact with a first-round knockout in his debut. He quickly gained attention as the trainer for YouTube star KSI, helping him prepare for high-profile bouts against Logan Paul. Riley's own boxing career flourished as he trained under Floyd Mayweather's team, signing with **Mayweather Promotions in 2019**. He later joined BOXXER and Sky Sports in 2021, capturing the English cruiserweight title in 2023 with a unanimous decision over Nathan Quarless.

In April 2025, he secured the **British cruiserweight title by defeating Cheavon Clarke**. Beyond boxing, Riley is a rising music artist with multiple self-released mixtapes and EPs. He also runs RIL Athletics, a clothing brand, and maintains a strong social media presence. Riley is known for his charismatic personality and ambition to become a world champion.





Viddal Riley's primary YouTube channel boasts over **1.19 million subscribers** and has accumulated approximately **113.5 million views**.



RIL & WILLS Podcast: Co-hosted with Leon Wills, this channel has around **67.7K subscribers** and garners an average of **36,000 views per video**, with **shorts** attracting about **2,700 views**.



Approximately **624,000 followers**. His posts receive significant interaction, with some garnering over **55,000 likes**, particularly those related to his boxing events and media appearances.



Riley has amassed around **315,000 followers** on X, formally known as Twitter. Boxing-focussed content gets rich interactions, especially leading up to scheduled fights.



Viddal independently distributes original songs on platforms like Spotify and Apple Music, with his most popular track gaining over **370,000 streams** on Spotify.



Over **125,000 followers and 1.3 million likes** across his content, videos average between **20,000 and 30,000 views** each.

Viddal Riley

SOCIAL STATS



AUDIENCE INSIGHT

Riley's audience predominantly consists of individuals aged 18–34, aligning with his youthful and dynamic brand.

While based in the UK, particularly London, Riley's digital presence has garnered international attention, attracting followers from the United States, Europe and other regions.

His followers are typically interested in combat sports, music, fashion, and digital culture, reflecting Riley's diverse interests and content offerings.

In summary, Viddal Riley's audience demographics are characterised by a young, diverse, and engaged following across multiple platforms, drawn to his multifaceted brand that blends sports, music, and digital content creation.



Youthful
Audience



International
Following



Diverse
Interests



5 year partnership with MyProtein, a leading British bodybuilding supplement brand.



Snapchat show with SkySports, diving into Boxxer's next opponents, reviewing fight footage and discussing Riley's ambitions for the World Title.



Viddal signed an exclusive long-term promotional agreement with Sky Sports Boxing and BOXXER, marking a significant step in his professional boxing career.



Collaboration with one of the biggest male-grooming brands in the world. Viddal endorses Manscaped products across his social channels.



Ongoing clothing sponsorship with UK retail tycoon, JD Sports.

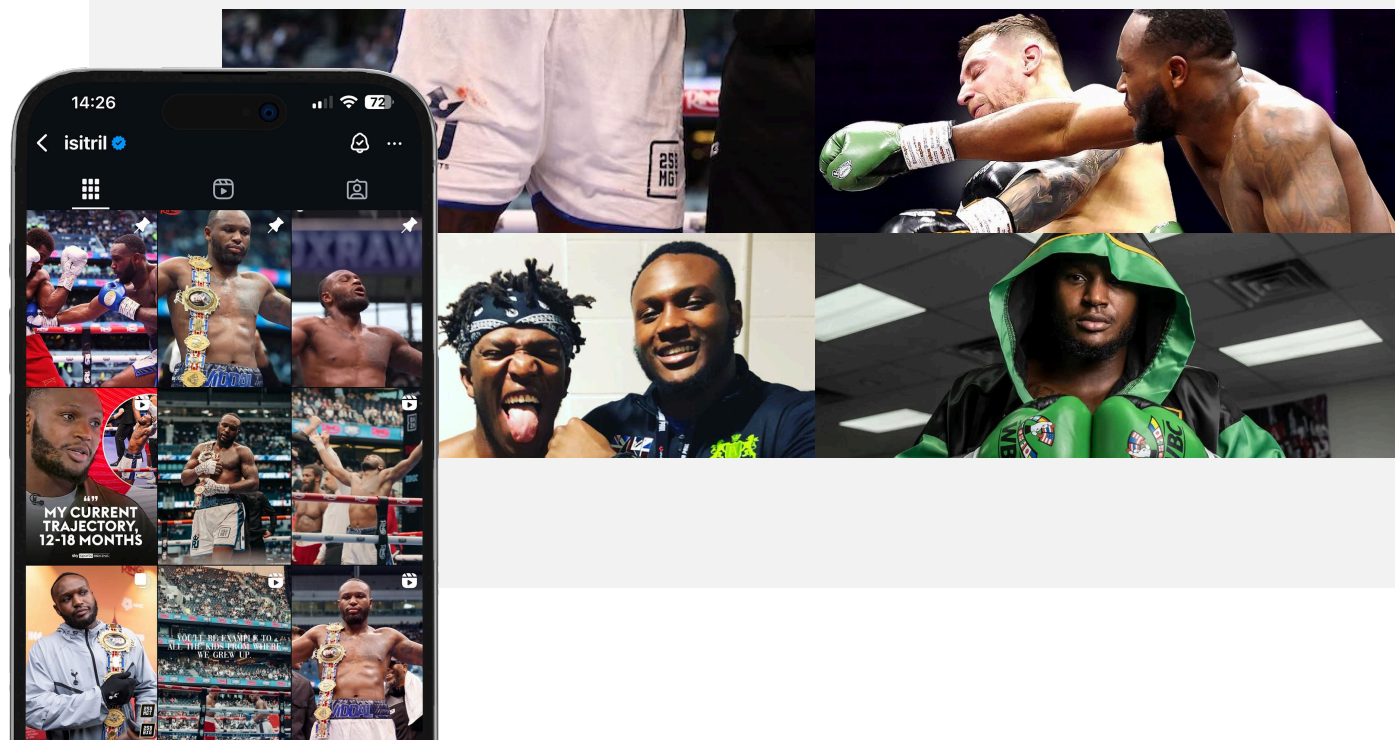
CAMPAIGN EXAMPLES



SPONSOR OPPORTUNITIES

We have a variety of sponsorship opportunities available with Viddal, including but not limited to:

- Branding on fight gear (shorts, gloves, robe).
- Social media collaborations (posts, reels, YouTube integration).
- Event appearances (meet & greets, corporate events).
- Custom brand campaigns (product endorsements, ads).
- Exclusive content (behind-the-scenes access, fight-week vlogs).





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VIDDAL



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