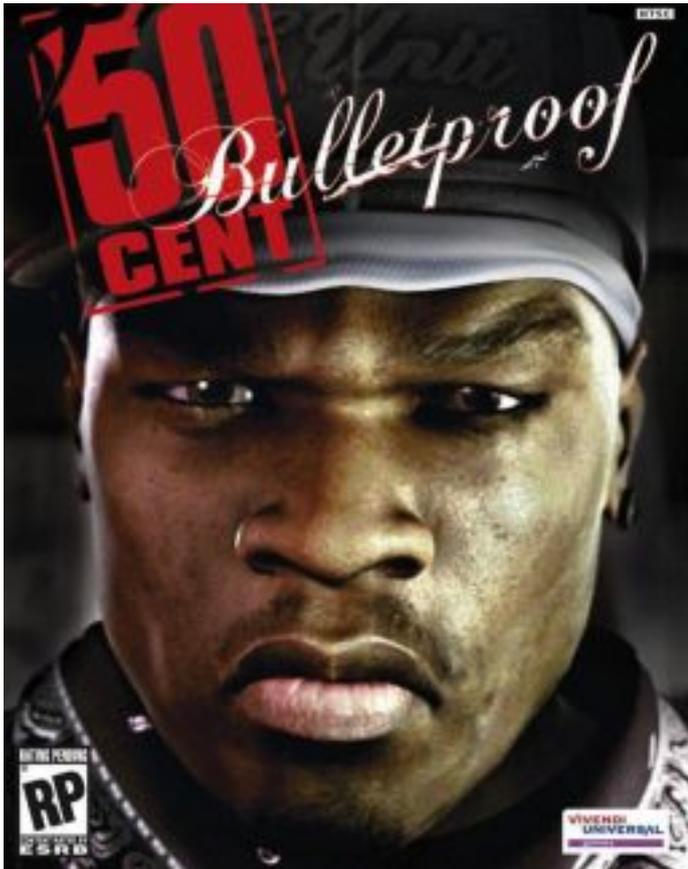


50 Cent On Mayweather Promotion, Gamboa-Bradley, PEDs, More

Written by Michael Woods
Friday, 15 February 2013 16:34



I had my first chat with rapper-mogul 50 Cent today, and I came away impressed, thinking it more likely that the man is going to succeed in the boxing business. Not being a rap fan, I honestly hadn't seen much of him, other than his stints palling around on 24/7's with Floyd Mayweather. There, he goofed a good deal, doing schticks with stacks of bills and the like.

But when we heard that 50 was going to be a fight promoter, I didn't assume that his success in the music world, or in choosing investments, such as the one in Glaceau, the beverage company, which was sold to Coke and netted him up to \$100 million, would immediately or necessarily translate to success in putting together fight promotions. All the more so when the bond between 50 and Mayweather frayed this summer, into the fall. But after my Friday afternoon, 20 minute talk with the man born Curtis Jackson, I felt like we are likely to see his presence in the arena of pugilistic promotion for a good spell.

Fifty, and yes, I asked the PR person who facilitated the call if I should call him "Fifty," told me that he wants to soak up all the knowledge he can in the shortest amount of time possible. So, that meant co-promoting with Top Rank on Dec. 8, and with Lou Dibella, at a Foxwoods show, on March 1. Fifty said it made sense to align with Dibella, who has so much experience in boxing, because both are in NY.

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Six or so months ago, we all would have assumed, I think, that his road would have been smoother, because of the Mayweather connection. But their Money Team splintered, so Fifty is now working on a less grandiose scale, with Yuriorkis Gamboa as his top gun, instead of Floyd. That said, Fifty told me that he messaged Floyd, offered to promote this May 4 event, and put up a pot of \$40 million. That deal didn't go down, but the rapper-promoter said the door hasn't shut on him helming a Floyd promotion.

Fifty told me he'd pick Guerrero as Floyd's foe May 4 if he had his way, and also said he thinks Mayweather and Pacquiao will never fight. Floyd is so A side, he basically said, he can pair up with a C side, and still have it be a massive event. Thus, he doesn't think Floyd has that same fire in his blood, to meet and beat the best, that he did early on.

Fifty got a taste of some different elements, such as ego, and expectations, when he wanted Gamboa to move up and fight Tim Bradley. Gamboa balked, he said, at moving up three weight classes, and Bradley balked at not getting paid more moolah. "There were multiple reasons," he said, exhibiting a calm, deliberate and adeptly political manner of handling sticky and/or difficult topics. Such as when I asked if he was blindsided by the report that Gamboa was a customer at a notorious Florida PED palace. "That comes with the territory of him being connected to me," he said. "During the time period mentioned in that story, Gamboa wasn't even fighting. He's never failed any test. Anyway, his training is ridiculously intense."

I wouldn't expect him to do anything but stick up for his guy...

Fifty showed an acumen beyond his limited time in this field when he noted that boxing has something in common with the garbage realm. We were talking about how some fighters get wins under their belts, and then change. They start to prize the undefeated status, and start paying excess attention to purses over anything else. "Boxing is the recycling business," he said. "A loss (for a boxer too focused on his undefeated record) wouldn't mean anything. Ask Ricky Hatton, look how fast he sold out the arena in his comeback."

You can expect 50 to bring some marketing smarts to the sport, connect his fighters to himself, and other music deities. Timbaland has gotten involved, and Fifty said he is close to announcing a deal with an outside-the-game star which will bring buzz to SMS. "We're going to connect to people in pop culture," he said. Attracting the younger UFC demo is on his to do list.

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Readers, where do you think the 50 cent in boxing story goes? I think his record, as someone who succeeds, period, has to be respected. What say you?

[Comment on this article](#)

deepwater says:

This guy got rich off the back of poor kids.,this guy is a rat .this guy glorifies gun violence and drug deals . He hurts his community more then any other can. What new marketing? Sliding on a rope telling the people about his magic stick . F 50 cent and any clown that like his nonsense.

deepwater says:

He succeeded in ruining his community . If you think that's success your a dope. \$\$\$ don't mean a thing . Race don't mean a thing . The character of your soul is the only thing that counts . Smarten up

Radam G says:

Music Moguls have tried to invade boxing promotion forever. Barry Gordy, The Motown music mogul for a long while, though he was a boxer himself, couldn't cut the mustard in the 1960s, 70s and 80s. In the late 80s, Donald Trump tried and failed after his football league failed and Robin Given failed in taking over Iron Mike Tyson's career and letting the Don be his promoter. In the 1930s and 1940, Mae West, Clark Cable and some other entertainers tried and failed. And I don't recall clearly, but I think that even comedian Red Foxx and a host of other comedians, even ex-fighter Bob Hope, tried their hands at boxing promotion.

Boxing is a different entertaining animal with no singers'guild or actors' guild. You have to be hard and smart and a bit mean to be a boxing promoter. Fiddy doesn't have that. He runs weak optical illusions in entertainment that will not work in the whup_@\$\$, seedy biz of boxing. Promotioners are cutthroats, not dealmakers. This is why boxing has never unified in promotion, sanctioning, rules or pay or play.

Fiddy won't be able to stand the heat. This is why Money May left him, and Gamboa ignores him. Holla!

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Fiddy won't be able to stand the heat. This is why Money May left him, and Gamboa ignores him. Holla![/QUOTE]

Yeah man .good examples. This is nothing new . 50 cent on a rope is a joke

Bernie Campbell says:

Hey Curtis, Why dont get your behind in a job selling computers or something, get a dang shirt on with your roid ***!

Do us a favor, promote McDonalds!

SouthPaul says:

These days Fiddy doesn't glorify guns, drugs, violence no more than some of the hottest and brightest directors and writers in Hollywood. If you have a problem with him then you got a problem with them. Anyhow, the author of this piece has my curiosity in overdrive. You don't like rap music...so...this Tss reader would love to know what exactly do you listen do?????? Do share!

dino da vinci says:

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Editor Mike enjoys Gospel music. Can't keep him off of [url]www.watchgmctv.com. The Sweet Science and therefore all boxing fans suffer when he neglects his duties do to his addiction, but he's our guy so we'll just have to deal with it.

Radam G says:

Whatever type the music may be, those moguls don't make it in the promotion of professional or amateur boxing. They just don't have the fortitude. Fiddy is reaching at straws. Unlike Don King, Fiddy is known for getting shot and snitching people out. DK murdered two men, and got his

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@\$\$ beat by mafia cats and crooks and never snitched 'em out.

DK is a natural-made promoter, because he is a cutthroat and killa (\$ic). Fiddy is not a cutthroat and/or killa. He is a showboat and thrilla. Attention on him first. That is not a promoter's thrust. First for 'em is showtime of the combatants followed by I get paid first and foremost, even if I have to cheat da fighters outta dey syet.

Fiddy's priority was entertaining a crowd by coming down from the ceiling on a rope cussing out ev'ybodee and dey momma. I was hopin' that dat bytch felt and broke his hips and big toes. Hehehe! Naaa! I'm just kiddin!' But IMHO Fiddy has the wrong type of bullsytology for being a boxing Don promoter. Holla!

brownsugar says:

Pole riding,... Rope sliding.... and inappropriate rap lyrics aside.

I think CJ is awakening to rigors and unseen adversity that's associated with the business side of boxing.

Promoting is not a game, A Promoters vision, decisions, and ability to sieze opportunities for his boxers will have a direct impact upon their fighters prosperity.

It's Ironic that FloydMayweather's promotional business has been building up steam, ... under the radar in a very unassuming way.

Not by Floyd floating down from the rafters to the pulsating sounds of a throbbing back-beat while he makes a flamboyant entrance (microphone in hand) .

But Quietly Floyd has promoted 2 events in the past 2 months and is scheduled to promote at least one more in March.

Some of you may have watched the televised event.

Mayweather Promotions has been quietly building the careers of at least five boxers who will become legitimate contenders before the year is out.

During the fights he can be seen in the first few rows lending support while he lets his fighters bask in the spotlight..

Setting up non-hostile business relationships and building a solid foundation for the stable is crucial in grooming new talent.

Mayweathers Promotional company, even though it's probably jointly managed by a more lucrative promotor is the perfect way for Floyd to ease his way into the business.

As far as Curtis Jackson is concerned.... I wouldn't be surprised to see Floyd and Curtis reunite sometime later this year...

Neither one of them have completely burned their bridges.. if they could combine forces, they could do much better business working as a team.

Look for Jackson to get a better grip on the business and have a breakout year in 2013/2014.

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Mike needs to either confirm or deny this. Lmfao. If one doesn't like rap he usually loves rock or country or both. Confirm or deny this as well.

Bernie Campbell says:

Get youre blue a** out of boxing and get some modesty, get a darn polo shirt on boy!