



**BWF**

REQUEST FOR PROPOSALS  
**BWF MAJOR EVENTS**

BWF WORLD CHAMPIONSHIPS

BWF MEN'S & WOMEN'S WORLD  
TEAM CHAMPIONSHIPS  
(THOMAS CUP & UBER CUP)

BWF WORLD TEAM  
CHAMPIONSHIPS  
(SUDIRMAN CUP)



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Istora Senayan, TOTAL BWF World Championships 2015

## 1.0 INTRODUCTION – WHY HOST A BADMINTON EVENT?

This document includes key information related to the bid process for BWF Major Events.

Badminton has a long history of hosting Major International Events and these badminton events have increasingly become notable landmark events in the yearly international sports calendar. These events are televised to an audience of hundreds of millions of fans and are attended by thousands of spectators during the week of the events.

BWF Major Events are therefore today a critical component in promoting badminton and increasing awareness around the many values surrounding this dynamic and fast paced sport.

BWF wishes to seek cooperation with prospective hosts to stage these prestigious Major Events. This provides an opportunity for a host country to promote badminton locally and create legacy for the general badminton community in the country. At the same time the magnitude of the BWF Major Events will help create direct economic impact for the region and country, while also creating exposure and promotion values for the region/country that far exceed the investment in the event itself.

The key rights, obligations, values and benefits related to the BWF Major Events are outlined in this document, but further details around the rights and obligations are further described in the Host Agreement. Prospective Hosts making a bid for a BWF Major Event must request the Host Agreement from the BWF to ensure they have full and detailed knowledge about the operational setup of the BWF Major Event – including being aware of and incorporating all financial components of the event in to their bid.

## 2.0 A BRIEF HISTORY OF THE SPORT OF BADMINTON

The history of the development of modern badminton is a long and fascinating one. Below is a brief account of the history of the game:

### 2.1 ORIGINS OF THE GAME

The sport of badminton has its origins in the ancient civilisations of Europe and Asia. The game known as battledore (bat or paddle) and shuttlecock probably originated more than 2000 years ago.

In the 1600s, battledore and shuttlecock was an upper-class pastime in England and many European countries. Battledore and shuttlecock involved two people hitting a shuttlecock backwards and forwards with a simple bat as many times as they could without allowing it to hit the ground.

### 2.2 CONTEMPORARY BADMINTON

It is not entirely clear where the contemporary form of badminton came from. The transition from battledore to badminton took place gradually and not just in one place. In the early 1800s, a parlour game of battledore was introduced by the Duke of Beaufort at his stately home 'Badminton House' in Gloucestershire, England. This became popular, and at some point, it is said that a "net" was erected and this became part of the game.

However, it was in India where "poona", a game rather closer to modern badminton, developed - and its rules written in 1873, were arguably the first badminton rules.

In March 1898, the first open tournament was held in Guildford, Surrey and the first 'All England' Championships were held the following year.

### 2.3 IBF (NOW BWF) ESTABLISHED IN 1934

On 5 July 1934, the **International Badminton Federation** was formed, with the initial members Canada, Denmark, England, France, Holland, Ireland, New Zealand, Scotland and Wales.

The first major IBF tournament was the **Thomas Cup** (world men's team championships) in 1948. Since then, the number of world events has increased with the addition of the **Uber Cup** (women's team), **World Championships** (individual events), **Sudirman Cup** (mixed team), **World Junior Championships** and the **World Grand Prix Finals**.

In 2006, the IBF was renamed as the **Badminton World Federation (BWF)** and is still known as such today. The BWF currently has 185 member associations.

## 2.4 OLYMPIC GAMES SPORT – 1992

After being a demonstration sport in Munich in the Olympic Games in 1972 and again in Seoul in 1988, badminton became an Olympic sport in Barcelona in 1992 with the Singles and Doubles disciplines introduced for the first time. In Atlanta in 1996, the Mixed Doubles event was included.

The following countries have won medals in badminton at an Olympic Games since its introduction in 1992 – China, Denmark, Great Britain, India, Indonesia, Japan, Korea, Malaysia, Russia and Spain

In 1996, **Poul-Erik Høyer** – the current BWF President – famously won the men's singles gold medal at the 1996 Atlanta Olympic Games, the first European to do so.

The recent Rio 2016 Olympic Games was a tremendous success for badminton with hugely significant broadcast figures globally and with a wide medal spread, where 9 countries shared the glory of winning Olympic badminton medals.

## 2.5 BWF MAJOR EVENTS

Historically, the BWF has regularly organised six major international badminton events:

1. Olympic Games (in cooperation with the International Olympic Committee)
2. World Championships
3. World Men's Team Championships – playing for the Thomas Cup
4. World Women's Team Championships – playing for the Uber Cup
5. World Team Championships – playing for the Sudirman Cup
6. World Junior Championships – playing for the Eye Level Cups (individuals) & Suhandinata Cup (team)
7. World Senior Championships

For the purposes of this document, the focus is on the following signature events for which prospective hosts should consider bidding:

1. **World Championships**
2. **World Men's and Women's Team Championships – playing for the Thomas & Uber Cups (held simultaneously at the same venue)**
3. **World Team Championships – playing for the Sudirman Cup**

### 2.5.1 WORLD CHAMPIONSHIPS:

The BWF World Championships is held every year except for the year of an Olympic Games. It is a showcase of the very best in the sport and it determines the World champions in each of the five disciplines, namely men's and women's singles, men's and women's doubles and mixed doubles.

The first World Championships was hosted in Malmo Sweden in 1977, and the Championship was held every three years until 1983, after which, it became a biennial event until 2003. Since 2005, the BWF World Championships has become an annual tournament except for the year of the Olympic Games.

The BWF World Championships is an individual event and each member association is invited to enter their players through world-ranking qualification. For each event, the joint third-place winners (beaten semi-finalists) get bronze medals; the runner-up, silver; and the winner is awarded a gold medal and title "World Champion".

### 2.5.2 WORLD MEN'S AND WOMEN'S TEAM CHAMPIONSHIPS (THOMAS AND UBER CUPS):

The Men's World Team Championships or Thomas Cup Finals was first staged in 1948-49, and the Women's World Team Championships or Uber Cup was added in 1956-57.

Taking place originally every three years (now every two years), the Men's World Team Championships was the BWF's first major international tournament. The competition was the brainchild of the first IBF President, Sir George Thomas – a legendary player (21 All England titles) and administrator. He also donated the prize trophy for the winning team – the famous trophy named after Sir George Thomas, the "Thomas Cup".

The Magnificent Four – BWF World Team Trophies





Chen Long (CHN) – World Champion 2014 and 2015  
/ Olympic Champion Rio 2016

The Women's World Team Championships (Uber Cup) has been held alongside the men's competition since 1984, with both then taking place biennially. The Championships was previously held at three-year intervals separately from the men's tournament but always with a similar format. Now the Finals event is held every two years with both men and women in the same venue.

The trophy was presented by another famous player and the person whose original idea it was to start a team championships for women, Betty Uber. The latter also made the draw for the 1956-57 inaugural tournament which took place in Lancashire, England, and the famous trophy, the "Uber Cup" was named after Betty Uber in the same way as the men's trophy was named after its originator, Sir George Thomas.

#### 2.5.3 WORLD TEAM CHAMPIONSHIPS (SUDIRMAN CUP):

The World Team Championships is the World Team Championships for mixed teams, which is staged every two years and is one of the most prestigious badminton titles. The World Team Championships Cup is a test of the all-round strength of a team. There are five matches in every tie: Men's Singles, Women's Singles, Men's Doubles, Women's Doubles and Mixed Doubles. It is also the only BWF world event in which men and women compete together in national teams.

The first World Team Championships (Sudirman Cup) was played at Bung Karno Stadium in Indonesia from 24-29 May 1989 with 28 teams. The event has been held every two years since 1989. Hosts Indonesia won the inaugural edition – the one and only time Indonesia has lifted the title. Korea emerged champions in the next two editions, followed by China, who have won all but one event since 1995 (Korea interrupted China's reign in 2005). China notched up their tenth title victory in Dongguan in 2015.

Latest edition was won by Korea in Gold Coast in 2017.

### 3.0 BADMINTON IN TODAY'S SPORTS WORLD

Badminton **remains one of the most popular sports** in the world, with consistently high interest levels in some of the biggest markets within Asia, high interest and participation levels across a range of countries in Europe and significant growth in the Americas. **Gender equality** remains evenly split, with a fan base ratio of **51% male fans** and **49% female fans**.

The majority of badminton enthusiasts still come from Asia and the sport also consistently ranks as the **top 3 in the key Asian markets**. This is mainly due to the number of world-renowned players these markets have produced over the years.

Europe has historically been the dominating continent together with Asia and many players from Europe are amongst the biggest historical stars of badminton. Many European countries enjoy a highly developed badminton structure with a high participation level. Badminton has seen increasing popularity in a range of new European Countries (in particular Eastern European countries) and the many players in various European countries also reflect positively on the fan base with people following badminton activities both internationally and nationally. Although the badminton fan base has not grown as fast in the very mature International European sports environment, badminton still enjoys a large following from very knowledgeable fans.

The most significant fan base growth since 2013 has been in Brazil and the USA. This follows a strategic project leading up to the Rio 2016 Olympic Games, where BWF provided investment support to grow the awareness and participation level in Brazil. The USA market has grown especially through the following of international badminton events through TV and streaming channels, where especially the big Asian population in the USA are loyal followers of badminton.

Oceania is also growing the popularity of badminton, where both Australia and New Zealand have prominent International tournaments in the BWF tournament calendar. The proximity of Oceania to the Asian market and with a large Asian population in countries in Oceania, badminton is surely a sport with growth potential. Many activities around participation growth has been initiated in most countries in Oceania over the recent years, with the aim of establishing badminton as one of the core sports in the regional.

Africa is also a region in growth where the number of international tournaments are increasing and more countries see badminton as a sport capable of engaging young people and other stakeholders in an easy and cost efficient way. The growing number of participants has also enhanced the level of play at the top and African players now participate consistently in the International tournament circuit.

As the sporting-delivery landscape undergoes continual transformation, the sport of badminton is perfectly placed to make a key contribution to the shared goal of establishing a world-leading sporting system in many countries, from grassroots through to elite performance.

Some key statistical data show the following:

- A high profile and successful Olympic sport, badminton is currently measured as the 6th most-preferred sport on television globally and the most popular of all racket sports.
- For Rio 2016, the most watched event in India of all Olympic sports was a badminton match (women's singles)

- In China, 7 out of the 10 most watched events from Rio 2016 were badminton matches.
- Over 134 million people played badminton last year – which is 27% of the global fan base estimated at 497 million.
- In terms of adult participation, these players compete at least once a month.
- 52% of fans claim they would choose a sponsor's product rather than rival brands if price and quality were the same.
- 87% of badminton fans consume sports information from the TV and 62% via mobile devices.
- The Top 5 markets in interest levels for badminton are Malaysia, Thailand, Singapore, Indonesia and China – badminton ranked between Top 3 sports.
- Extensive research shows badminton is an easily accessible sport whose mechanics make it appealing to various participants.
- The lightness of the racket and the shuttlecock ensures that over-50s returning to activity with a low level of fitness can gain an enjoyable, steady and cooperative workout – while very fit, competitive, talented athletes can take part in a high-energy, challenging and lightning-fast reaction sport.
- In addition, as an indoor sport, there are no seasonal variations and, with the relative availability of sports halls and the ease with which one can book a court and organise a game, it is little wonder the statistics are so impressive.

A general overview of Badminton's profiles is summarized below:

## BADMINTON OVERVIEW

### WHAT DID REPUCOM FIND?

<h4 style="margin: 0;">WHO ARE THE FANS?</h4> <div style="background-color: #e91e63; color: white; padding: 5px; text-align: center; margin-bottom: 5px;"> <p style="font-size: 0.8em; margin: 0;">MEAN AGE</p> <p style="font-size: 1.5em; margin: 0;">37.9</p> </div> <div style="background-color: #e91e63; color: white; padding: 5px; text-align: center; margin-bottom: 5px;"> <p style="font-size: 0.8em; margin: 0;">GENDER RATIO M:F</p> <p style="font-size: 1.5em; margin: 0;">51:49</p> </div> <div style="background-color: #e91e63; color: white; padding: 5px; text-align: center; margin-bottom: 5px;"> <p style="font-size: 0.8em; margin: 0;">MEAN HOUSEHOLD INCOME</p> <p style="font-size: 1.5em; margin: 0;">1.2K USD</p> </div> <div style="background-color: #e91e63; color: white; padding: 5px; text-align: center;"> <p style="font-size: 1.5em; margin: 0;">3 / 4</p> <p style="font-size: 0.8em; margin: 0;">LIVE IN HOUSEHOLD WITH 3 OR MORE PEOPLE</p> </div>	<h4 style="margin: 0; color: #e91e63;">THE SPORT OF BADMINTON</h4> <p style="margin: 0;">Badminton <b>remains one of the most popular sports</b> in the world, with consistently high interest levels in some of the biggest markets within Asia and significant growth in the Americas. <b>Gender equality</b> remains evenly split, with a fan base ratio of <b>51% Male fans and 49 % Female Fans.</b></p> <p style="margin: 0;">The majority of badminton enthusiasts still come from the Asia region, accounting for almost 80% of the global fan base. The sport also consistently ranks as the <b>top 3 in the key Asian markets.</b> This is mainly due to the number of world renowned players these markets have produced over the years.</p>	<h4 style="margin: 0;">KEY FACTS</h4> <ul style="list-style-type: none"> <li>• <b>Attracts 497 million fans for all covered markets in 2015</b></li> <li>• <b>27% of the fans participate in badminton actively</b></li> <li>• <b>6<sup>th</sup> Most Preferred sport on TV globally</b></li> <li>• <b>52% of the fans claim they would choose a sponsor's product rather than rival brands if price and quality were the same</b></li> <li>• <b>87% of badminton fans consume sports information from the TV and 62% via mobile devices</b></li> <li>• <b>The Top 5 markets in interest levels for badminton are Malaysia, Thailand, Singapore, Indonesia and China</b></li> </ul>
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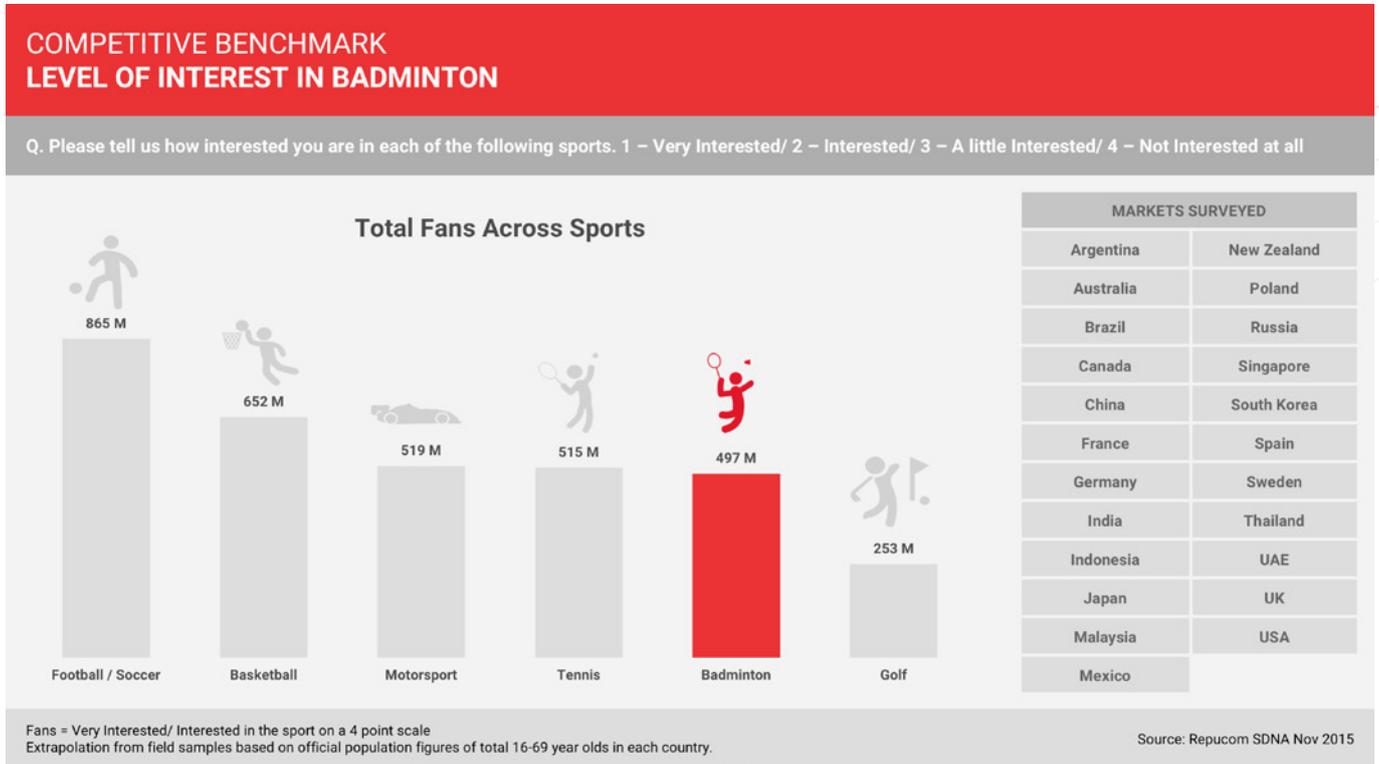
Source: Repucom SDNA Nov 2015

However, it is the potential for badminton to develop further that most clearly articulates the need to focus upon the sport for future growth. This potential is substantiated by research in a number of specific areas.

It is apparent there is significant 'latent' demand for badminton among adults, where survey respondents said they would like to participate in a sport or recreational activity in which they were not currently taking

part. Badminton was ranked **joint sixth** among sport and recreational activities in which respondents said they would prefer to participate.

Clearly the badminton fan base is extremely important to drive the sport at the highest levels, but also as a recruitment platform for new participants in the sport. BWF is therefore happy and proud to engage with one of the largest fan bases in the world of sport.



## 4.0 BENEFITS OF BEING A BADMINTON HOST CITY

*"Hosting international sport events such as the 2014 Pan American Badminton Championship provides an opportunity for our athletes to achieve their podium goals here at home while strengthening our local economy. I welcome everyone to our great city of Markham and I wish all participants great success."*

**- Paul Calandra, Member of Parliament (Oak Ridges–Markham, Canada)**

As has been known for many years staging international events triggers local development and is a means for hosting cities and nations to ensure that positive local legacy and wider benefits are realised. Whilst staging international events works as a catalyst for local development, hosting cities and nations have to take precise and dedicated steps to ensure a positive local legacy is realised. Hosting of major international events can be seen as an end in itself, but it is also the unrivalled opportunity to get things done by a nation or a city. It is not a reason for putting them off.

The above general statements are no different for BWF Major Events and these badminton spectacles can be used to derive a range of different types of values locally, regionally and nationally – while at the same time creating a platform to promote and grow badminton globally.

BWF Major Events bring:

- A global audience and promotion of local/national community and values.
- Additional investment from external sources.
- Increased visitors who will pass judgement, including intense media exposure.

- Intensified local engagement with badminton community, citizens, companies and institutions.
- Immovable deadlines and the disciplines that come from them.

Whilst "legacy" is often the word used to describe post-event benefits, it is important to stress that local benefits can start before the event is actually hosted and even simply through the process of bidding.

Such benefits can be:

- Economic and social improvements.
- Strengthening of badminton players pathway – higher level of motivation in national badminton community to develop top players.
- Growth in participation levels in host country.
- Engage existing and new sponsorship partners nationally – for future benefit of future events.
- Brand, image, reputation and identity enhancement for the host city, nation and badminton community in particular.
- Image and identity impacts attracting increased population, investment or trade.
- Knowledge building and new experienced events staff (events management and technical officials) around Events hosting – both related to the badminton community and the wider sports community in the region/country.
- Positive results that happen before, during and after the event, or just from the bidding process.
- Wider multiplier effects that occur as a consequence of the direct benefits.

- Civic, institutional, governance, self-confidence and related progress will also occur.
- Global positioning, events strategies going forward and project management capabilities.
- Post-event usage of improved facilities and buildings.

BWF is fully aware that local development benefits of an event provide an additional spur to make an event a major success, and BWF wishes to support the host in achieving their local goals and objectives. This helps to justify the investment required for the event and to ensure that the wider purpose is well defined and executed. Local-development benefits are a key justification for the event itself, for the investment and for the effort made. Too many events have left places worse off with expensive facilities that have no post-event use and with big debts way into the future. As badminton events can typically be played in any high level multi-sports facility it is however from a venue perspective easy to find suitable and cost efficient venues to host the sport.

BWF as the awarding body of international badminton events has placed ever-increasing stress on the importance of a durable legacy from the events – and always closely linked to the legacy goals and objectives from the host country. That is why BWF as the governing body encourages sustainable plans for hosts beyond hosting the event itself. This legacy is regarded as a key attractiveness of any bid for the benefit of the sport and the community.

BWF also sees the hosting of a major event as an important means to accelerate existing plans and policies and to deliver enhanced investment. Such events are a tool and a catalyst to implement existing priorities.

A major badminton event can offer exceptional opportunities to define the identity, values, unique assets and long-term contribution of a nation or city, to all in terms of economic development. A host must have a compelling story about the nation and determine how that can be communicated through the event.

Because such badminton events bring a ‘global audience’ (whether direct visitors or through television or online viewers) to a city or nation, there is a unique opportunity to brand and communicate brand-related aspects of the host city and country in the eyes of the audience. Getting the message clear and distilling the values and identity of the host brand is an essential task, and can bring significant values.

BWF is convinced that legacy and local benefits need to be driven by a robust and strong leadership and need to be implemented with dedicated resources and skills which are quite distinct from the efforts required to host the event, but need to be coordinated highly effectively with them. The whole process of hosting BWF Major Events and developing legacy outcomes, will however create knowledge building and become a legacy in itself – for the badminton community in particular, but also for local/national bodies looking to stage successful events (potentially even bigger events) in the future.

Finally a BWF Major Events can also include increased self-confidence, national pride, civic pride and engagement.

Capturing local benefits from a major event does not happen automatically or by accident, but is connected to a lot of hard work. BWF Major Events are however a powerful tool and an opportunity to create significant values.

The most successful host countries or cities have long-term plans that the event helps them to implement and a dedicated management effort aimed at securing the benefits and the legacy for some time before the event is staged and for several years afterwards.

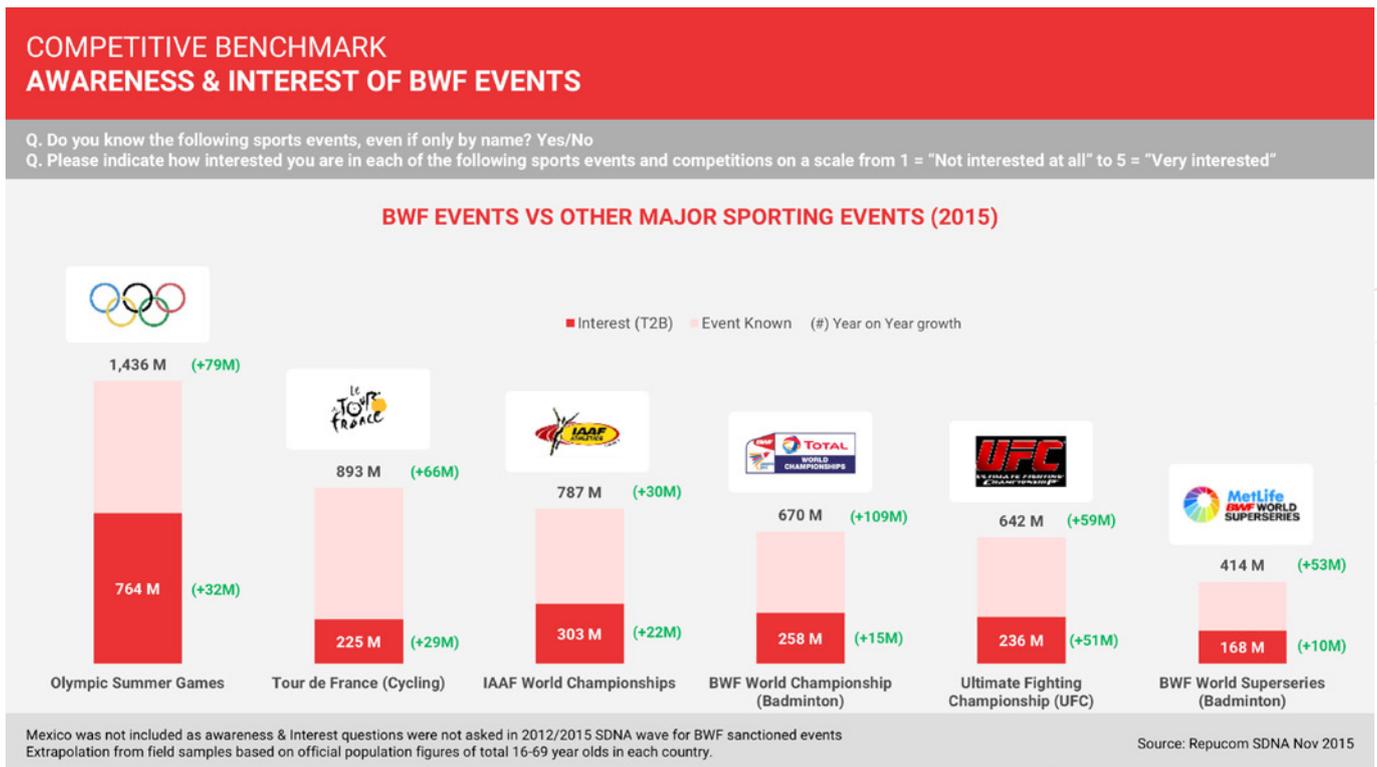
Put simply, when international events are hosted well, they become a catalyst for local development, especially in relation to our sport and what impacts it can have at a community level.

On this basis, BWF is inviting potential hosts to submit bids for hosting BWF Major Events, where the objective of the partnership between BWF and the hosts is to generate values and legacy effects for all stakeholders.

### POTENTIAL OBJECTIVES AND LEGACY EFFECTS OF BWF MAJOR EVENTS



## 5.0 BWF MAJOR EVENTS PROMOTIONAL PROFILE



BWF Major Events generate very tangible promotion and exposure for the host city/country through various different communication channels.

BWF has over the recent years significantly grown the promotion value through expanding the global exposure across a range of new countries, while at the same time strengthening the exposure in the core badminton markets. Recent studies therefore show that BWF Major Events create promotion and awareness at the level of other prominent sports events with represented above.

BWF is constantly working on developing new communication channels, and the hosts will enjoy the support from BWF to create an effective and targeted communication through the BWF communication network.

This section will describe some of the benefits for hosts of BWF Major Events.

### 5.1 PROMOTION OF THE HOST CITY/COUNTRY – DIRECTLY AND INDIRECTLY THROUGH TELEVISION:

Badminton has developed into one of the more interesting and preferred sports to watch on TV. Studies show that badminton is capable of providing viewership at a very high level – although not as high as football then at the same level or higher than sports traditionally considered very attractive TV-sports, such as Tennis, Golf and Motorsports.

The production of the live feed from the BWF Major Event offers a range of opportunities for the host city or country for global exposure. This is primarily in connection with integration into the World Feed graphics, through on-court exposure and through integration of city/country video material into the opening sequence. Obviously the host will experience mentions through commentary and through the many external media reports from the event on TV, online and in print.

The BWF events calendar through the television production platform delivers:

- Global reach in excess of 600 MILLION households
- A potential reach in excess of 1.8 BILLION individual people

This is a combination of live and delayed broadcast as well as a weekly magazine show called Badminton Unlimited.

BWF Major Events are broadcast in countries/territories in the following ways:

- Number of broadcasters\*: 40
- Number of Countries covered\*: 115
- Number of Households\*: 582 million

(\* As per June 2018, subject to change.)

At present, the BWF enjoys partnerships with a range of different prominent broadcasters, such as:

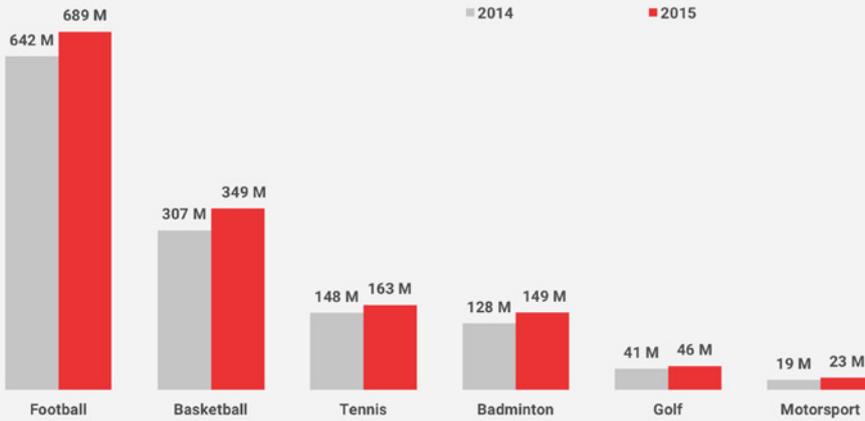
- CCTV, China
- ASTRO & RTM, Malaysia
- Star Sports, India
- TV2, Denmark
- NBC Olympic Channel, USA
- TVE, Spain
- K-Vision & TVRI, Indonesia
- StarHub, Singapore
- M4, Hungary,
- SportItalia, Italy
- StarTimes, Sub Saharan Africa

and many more broadcasters broadcasting a significant number of hours from the BWF Major Events. More detailed information can be requested from the BWF.

**COMPETITIVE BENCHMARK  
PREFERRED SPORT ON TV**

Q. Which sports do you most like to watch on television? (Unprompted)

**CUMULATIVE 23 MARKETS BY SPORT**



**PREFERRED SPORT ON TV  
(UNPROMPTED)**

Badminton has seen an increase in TV viewership preference as the total number of fans increases globally each year.

A large factor in driving the increase for badminton is the rise of the popularity of badminton on TV in India.

Football fans recorded the largest increase year on year. With the president of China driving football participation levels across the largest market in the world, football viewership is likely to further increase in 2016.

Extrapolation from field samples based on official population figures of total 16-69 year olds in each country.

Source: Repucom SDNA Nov 2014 and Nov 2015

For our past three Major Events we achieved the following total global broadcast hours across the territories:

- Thomas Uber Cups 2016 – 2,686 hours 19 minutes
- Sudirman Cup 2015 – 2,240 hours 36 minutes
- World Championships 2015 – 1,899 hours 09 minutes
- Thomas Uber Cups 2014 – 2,246 hours 19 minutes

**5.2 PROMOTION OF THE HOST CITY/  
COUNTRY – THROUGH ONLINE STREAMING:**

BWF has for years managed the online channel BadmintonWorld.TV, which provides an opportunity to share both live and VOD (Video on Demand) material with the many global fans.

BWF produces dedicated material for this channel to engage with the badminton fans, and this include feature material related to the world of badminton in general, but also short form tournament related material, such as “Play of the Day”, “Tournament Highlights” and various other video material that tells the story around the sport.

The platform enjoys a good following and can be used also to help connect host cities/countries to the badminton fans.

Some of the key stats from the channel are:

- 344,000 YouTube Channel Subscribers
  - 120 MILLION YouTube Views
  - 1.1 BILLION Minutes watched on YouTube
- (\* As per October 2016, subject to change.)

BWF furthermore creates video exposure across the dedicated Chinese website and Social Media to reach out to the many Chinese speaking fans around the world.

**5.3 PROMOTION OF THE HOST CITY/  
COUNTRY – THROUGH OTHER  
COMMUNICATION CHANNELS:**

BWF has developed a range of online platforms to ensure efficient communication with the many badminton fans around the world. These online platforms will be used to promote the BWF Major Events and is therefore also an opportunity for hosts to create more targeted ways of communicating with the global badminton fans base.

All channels are serviced by the BWF in-house communications team, ensuring that editorial content is constantly and appropriately disseminated to the many stakeholders and through the correct channels.

Included in the BWF communication platforms are:

- **BWF Website Portal:** A collection of badminton specific websites, including:
  - a. A dedicated website for each BWF Major Event, with opportunity for the host to include specific information around host destination and local information.
  - b. A dedicated Chinese website to engage with the many Chinese speaking badminton audiences around the world.
- **BWF Social Media Channels:** BWF is managing the following Social Media platforms:
  - a. BWF Facebook (410,000 likes)
  - b. BWF Twitter (80,000 followers)
- **BWF Chinese Social Media Channels:** BWF is managing the following Chinese Social Media platforms:
  - a. Sina Weibo:  
Followers: 713,922  
Views: 276,484,795  
Engagements(=reposts+comments+likes): 774,029
  - b. Wechat:  
Followers: 5,994 (Subscription account) / 2,256 (service account)  
Views: 486,117(combined)  
Forwards: 9,651(combined)

(\* As at June 2018, subject to change.)

## 5.4 OTHER PROMOTIONAL ACTIVITIES

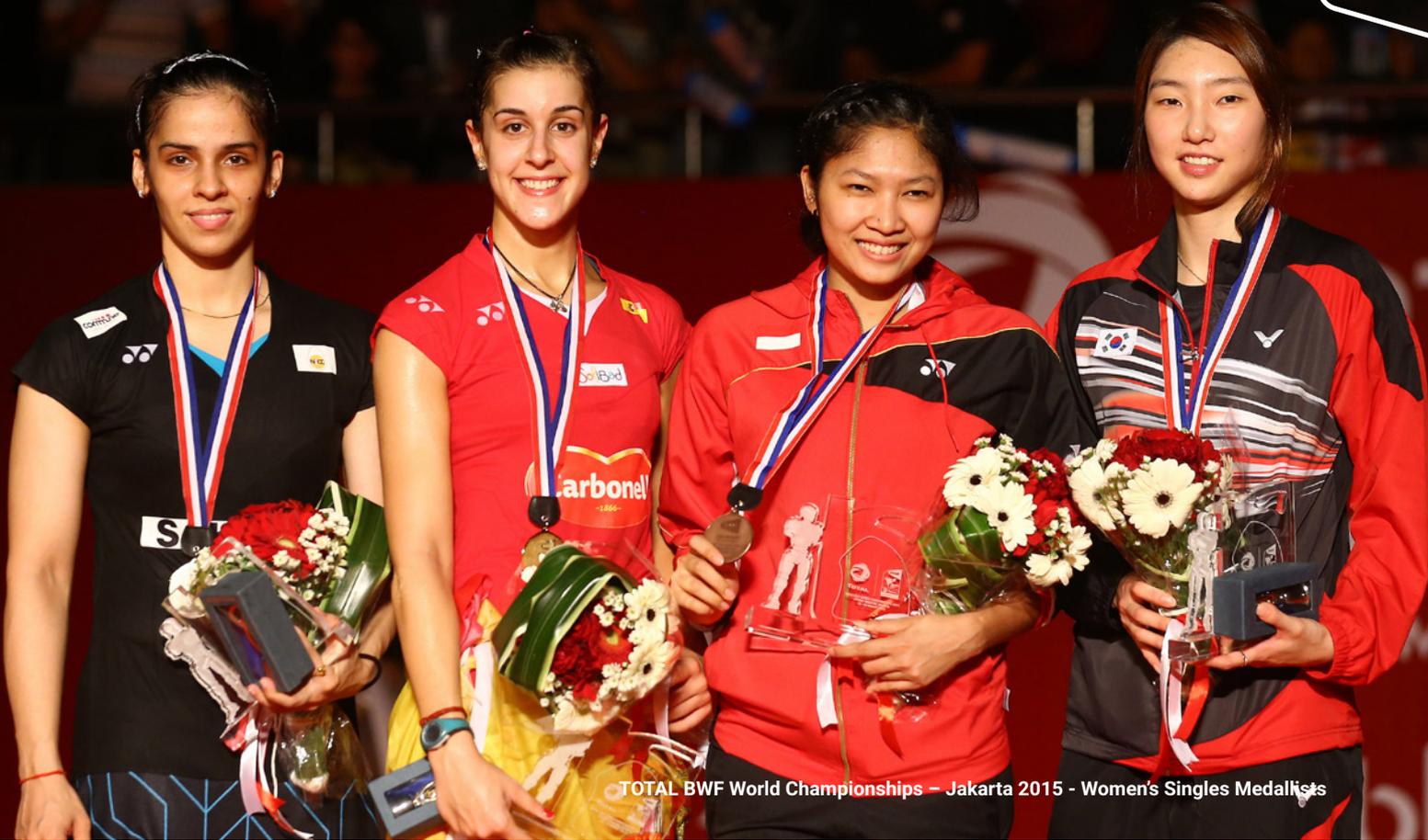
BWF has throughout a number of years worked with hosts to generate value from hosting the BWF Major Events. BWF therefore offers to work closely with the host to maximize the effects from potential visitation connected to the event.

Some key success criteria for creating visitation is for the host to make available and promote tickets and international travel packages to international stakeholders. In this connection BWF offers to:

- Actively engage the BWF communications channels to promote such ticket and travel offers.
- Provide direct mail offers to the BWF membership.
- Share travel agency contacts in various countries
- Cooperate with the host to distribute tickets through an International badminton ticket outlet where tickets can be bought (including from other badminton events).
- Share best practice and experiences with the host.



BWF World Championships – Guangzhou 2013



TOTAL BWF World Championships – Jakarta 2015 - Women's Singles Medallists

## 6.0 BWF WORLD CHAMPIONSHIPS 2018 / 2019

### 6.1 PREVIOUS HOSTS – WORLD CHAMPIONSHIPS

1977 Malmo (SWE)	1997 Glasgow (SCO)
1980 Jakarta (INA)	1999 Copenhagen (DEN)
1983 Copenhagen (DEN)	2001 Seville (ESP)
1985 Calgary (CAN)	2003 Birmingham (ENG)
1987 Beijing (CHN)	2005 Anaheim (USA)
1989 Jakarta (INA)	2006 Madrid (ESP)
1991 Copenhagen (DEN)	2007 Kuala Lumpur (MAS)
1993 Birmingham (ENG)	2009 Hyderabad (IND)
1995 Lausanne (SUI)	2010 Paris (FRA)
2011 London (ENG)	2013 Guangzhou (CHN)
2014 Copenhagen (DEN)	2015 Jakarta (INA)
2017 Glasgow (SCO)	

### 6.2 FUTURE HOSTS

2018 Nanjing (CHN)	2019 Basel (SUI)
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### 6.3 SPECIFIC DETAILS (SUBJECT TO AGREEMENT)

Dates (tentative)	: To discuss with BWF
Number of Competition Courts	: 4
Number of Training Courts	: 8-10
Number of Umpires	: 18
Number of Referees	: 3
Number of Doctors	: 2
Number of days of play	: 7

### 6.4 THE EVENT FORMAT

The Championships consists of five events as described previously each with a straight knock out draw, with competitors progressing from first round, to second and third rounds, quarter finals, then semi-finals and then to the finals. The men's singles consists of 64 entries, and the other four events, women's singles, men's and women's doubles and mixed doubles 48 entries.

Players are invited to enter the Championships if they are eligible via the World Ranking list on the published eligibility date and the Member Association they represent does not exceed the total number of players/pairs eligible in the top 150 of the events World Ranking list. For example a Member Association may have four players/pairs in an event only if they have a minimum of 1 player/pair ranked 1-8, a minimum of 1 ranked 9-24 and the next 2 ranked 25-150.

After the published eligibility date a reserve list Member Associations may decline to accept places in which case they are offered to the next player/pair in turn on the ranking list in a second phase. After the end of the second phase, replacements may only be added from a reserve list of at least 16 players or pairs created in each event until the draw is completed. In any case the maximum number of players/pairs a Member Association may have in an event is four.

Each of the five BWF Continental Confederations is entitled to be offered representation by at least one player/pair in each event, the highest ranked players in the World Ranking list on the published eligibility date being invited.

The host nation is entitled to a wild card entry in each event where they do not have a player or pair qualifying via the above process and as long as they are on the overall World Ranking list.

## 7.0 BWF THOMAS & UBER CUP FINALS

### 7.1 PREVIOUS EVENTS & FORMATS

The Thomas Cup or 'Men's World Team Championships' was first staged in 1948-49, and the Uber Cup or 'Women's World Team Championships' was added for the first time in 1956-7.

The Thomas Cup, originally taking place every three years (now every two years), was the BWF's first major international tournament. The idea for the competition and the donation of the trophy was by the first President of the World body, Sir George Thomas, legendary player (21 All England titles) and administrator of the Sport. Sir George was inspired by tennis's Davis Cup and football's World Cup (first held in 1930) to propose an international badminton team event and this was well received at the general meeting of the International Badminton Federation (now BWF) in 1939. Unfortunately its inception planned for 1941-42 was delayed by the impending World War.

The Thomas Cup itself was originally known as the 'The International Badminton Championships Challenge Cup' and it is a beautiful traditional silver gilt cup produced by Atkin Brothers of London.

The Uber Cup Finals have been held alongside the men's competition since 1984, with both taking place biennially. The Uber Cup had previously taken place at three yearly intervals separately to the men's competition but always with a similar format. The trophy is a unique silver gilt rotating globe with a female player standing on top of a shuttlecock produced by Mappin & Webb. The trophy was presented by another famous player and the person whose original idea it was to start a team Championships for women, the eponymous Betty Uber. Betty Uber also made the draw for the 1956-7 inaugural tournament which took place at Lytham St Anne's in Lancashire, England.

From the start of the two competitions, until 2014, there has been a qualifying zone for teams to reach the Finals, the number and format of which has changed and developed over time.

## 7.2 PREVIOUS HOSTS

### 7.2.1 THOMAS CUP FINALS

1949 Preston (ENG)	1967 Jakarta (INA)
1952 Singapore (SIN)	1970 Kuala Lumpur (MAS)
1955 Singapore (SIN)	1973 Jakarta (INA)
1958 Singapore (SIN)	1976 Bangkok (THA)
1961 Jakarta (INA)	1979 Jakarta (INA)
1964 Tokyo (JPN)	1982 London (ENG)

### 7.2.2 UBER CUP FINALS

1957 Lytham St Anne's (ENG)	1969 Tokyo (JPN)
1960 Philadelphia (USA)	1972 Tokyo (JPN)
1963 Wilmington (USA)	1975 Jakarta (INA)
1966 Wellington (NZ)	1978 Auckland (NZ)
1981 Tokyo (JPN)	

### 7.2.3 THOMAS & UBER CUP FINALS

1984 Kuala Lumpur (MAS)	1998 Hong Kong (HKG)
1986 Jakarta (INA)	2000 Kuala Lumpur (MAS)
1988 Kuala Lumpur (MAS)	2002 Guangzhou (CHN)
1990 Nagoya & Tokyo (JPN)	2004 Jakarta (INA)
1992 Kuala Lumpur (MAS)	2006 Sendai & Tokyo (JPN)
1994 Jakarta (INA)	2008 Jakarta (INA)
1996 Hong Kong (HKG)	2010 Kuala Lumpur (MAS)
2012 Wuhan (CHN)	2014 New Delhi (IND)
2016 Kunshan (CHN)	2018 Bangkok (THA)



Team Japan - Thomas Cup Champions Delhi 2014

### 7.3 STATUS OF THE EVENT

As befits badminton's first ever International team events the Thomas and Uber Cups are highly prestigious and the most prized titles member associations of BWF can win in the sport.

Although they are much sought after remarkably they have only been won by a small number of nations, the Thomas Cup by five nations, Denmark (1), Malaysia (5), Indonesia (13), Japan (1) and China (9) and the Uber Cup by five nations, USA (3), Japan (5), Indonesia (3), China (14) and South Korea (1).

### 7.4 SPECIFIC DETAILS (SUBJECT TO AGREEMENT)

Dates (tentative)	: To discuss with BWF
Number of Competition Courts	: 4-6
Number of Training Courts	: 8-10
Number of Umpires	: 24 - 28
Number of Referees	: 4 (1 local Deputy)
Number of Doctors	: 3 (1 local Doctor)
Number of days of play	: 8

### 7.5 THE EVENT FORMAT

A new format was agreed for the 2014 edition of the Thomas & Uber Cup Finals which saw the end of the old qualifying zone competitions and instead the introduction of an expanded competition with 16 teams qualifying (each for Thomas & Uber Cup) as holders, hosts and via the BWF world rankings (each team's world ranking being based on the combined points total of the highest three singles and highest two doubles pairs in the world rankings eligible to represent that team).

For the 2018 Finals a new process was implemented with the qualifying tournament restored combined with the world rankings qualification system. Once again holders and hosts qualified automatically but now four teams (semi-finalists) joined them from the Asia and Europe qualifying tournaments and one (winners) from Africa, Pan Am, and Oceania respectively. The remaining 3 teams (or more if holders and hosts are the same team) qualify from the World rankings.

#### GROUP STAGE

Teams are drawn into four groups of four teams with each team playing each other once to establish a group ranking. The two highest placed teams in the group rankings then go through to a knock out stage.

#### KNOCK OUT STAGE

A draw is held to determine who plays who in the knock out stage at the end of the Group stage. The first knock out stage is the quarter finals with the winner's progressing through to the semi-finals and then the Final. There is no third place play off, both losing semi-finalists being awarded bronze medals.



Team China – Uber Cup Champions – Kunshan 2016



2016年道达尔·汤姆斯杯暨尤伯杯赛  
TOTAL BWF THOMAS AND UBER CUP FINALS 2016





Sudirman Cup – Dongguan 2015

## 8.0 BWF SUDIRMAN CUP 2019

### 8.1 HISTORY – PREVIOUS EVENTS & FORMATS

The Sudirman Cup (Event) is the World Team Badminton Championships, held every two years, and one of the most prestigious titles in the Sport.

The Event was first held in the Istora Bung Karno Stadium, Jakarta, Indonesia 24-29 May 1989 with 28 nations taking part. Since then more than 50 national teams have taken part even though only three have ever won the title, China (9), Korea (3) and Indonesia (1). Players compete for their respective countries and to earn BWF World Ranking points and national prestige.

The Cup is named after Dick Sudirman, a former Indonesian badminton player and the founder of the Badminton Association of Indonesia (PBSI). The trophy was made by Masterix Bandung Company and is made of 22 carat gold plated solid silver and stands on an octagonal base made of jati wood (Java teak wood). The body of the Cup is in the form of a shuttlecock and is surmounted by a replica Borobudur Temple. The handles are in the shape of stamens symbolising the seeds of Badminton.

Until 2003 the Sudirman Cup always took place alongside the World Badminton Championships (Individuals) before becoming a 'stand-alone' event for the first time in Eindhoven, Netherlands in 2003. The Sudirman Cup does not stage a qualification round but instead competing teams are grouped by division with promotion and relegation between them. Only teams in the top division fight for the title as the teams in the other divisions fight for promotion.

### 8.2 PREVIOUS HOSTS – SUDIRMAN CUP

1989 Jakarta (INA)	2001 Seville (ESP)
1991 Copenhagen (DEN)	2003 Eindhoven (NED)
1993 Birmingham (ENG)	2005 Beijing (CHN)
1995 Lausanne (SUI)	2007 Glasgow (SCO)
1997 Glasgow (SCO)	2009 Guangzhou (CHN)
1999 Copenhagen (DEN)	2011 Qingdao (CHN)
2013 Kuala Lumpur (MAS)	2015 Dongguan (CHN)
2017 Gold Coast (AUS)	

### 8.3 FUTURE HOSTS

2019 Nanning (CHN)

### 8.4 STATUS OF THE EVENT

The Sudirman Cup, the World Team Championships is one of the most highly prized titles in badminton. It is the only BWF world Event for men and women competing together in national teams. Its popularity can be seen by its rapid growth since its inception in 1989 from 28 participating nations to 48 in 2007. The Sudirman Cup is also a key ranking tournament carrying crucial points towards team totals in the BWF World Team Rankings.

## 8.5 SPECIFIC DETAILS (SUBJECT TO AGREEMENT)

Dates (tentative)	: To discuss with BWF
Number of Competition Courts	: 4- 6
Number of Training Courts	: 8-10
Number of Umpires (BWF)	: 24
Number of Umpires (Host)	: 6 – 12 (if number of entries require)
Number of Referees	: 4
Number of Doctors	: 3
Number of days of play	: 8
International Line judges	: 10

## 8.6 THE EVENTS FORMAT

Each tie is comprised of five matches, one each of men's and women's singles, men's and women's doubles and mixed doubles.

### FORMAT USED UNTIL 2019

Teams play in divisions or groups where each team plays each other in their group. The teams are ranked based on the overall strength of the Member Associations top players (one player or pair in each event – men's and women's singles, men's and women's doubles and mixed doubles) in the BWF World Rankings. Proposals are being discussed by BWF Council to use the newly instituted World Team Rankings to seed teams in future Sudirman Cup tournaments.

The strongest 12 teams comprise the top group which is sub divided into four groups of three teams. The remaining teams play as far as possible in groups of 8, subdivided into two groups of four. Variation in size of groups is allowed to accommodate all entries. The top division or group plays two stages, a group play stage and then a knock out

stage. The two top ranked teams from each sub group qualify for the knock out stage. The first knock out stage is therefore the quarter finals with the winners progressing to the semi-finals and then the finals. The draw for the knock out stage is held immediately after the last match in the group play stage is completed. In the groups below the top division or group the top teams in each sub group play each other to determine the first and second ranked teams in the group.

The teams who finish second in the sub groups play each other to determine who finished third and fourth in the group, teams finishing third play each other for fifth and sixth spot, teams finishing fourth (bottom) of the sub groups play each other to determine seventh and eighth. Teams finishing top of the group are promoted and teams finishing bottom are relegated thus ensuring very real competition throughout the Event.

### NEW FORMAT FROM 2021

Only the strongest 16 teams are qualified to the event, with teams qualifying through continental qualifying tournaments, combined with the world rankings qualification system. Holder of the title and host will qualify automatically.

The 16 teams are drawn into four groups of four teams with each team playing each other once to establish a group ranking. The two highest placed teams in the group ranking then go through to a knock out stage.

A draw is held for the knock out stage at the end of the group stage. The first knock out stage is the quarter finals with the winner's progressing through to the semi-finals and then the Final. There is no third place play off, both losing semi-finalists being awarded bronze medals.



Poul-Erik Høyer, BWF President  
– Hand-over Ceremony - Sudirman Cup  
– Dongguan 2015 / Gold Coast 2017

## 9.0 BWF MAJOR EVENTS - FACILITY PROVISION

The description below includes an outline of the main requirements to host a BWF Major Event. Please note that description below **does not** describe all the detailed requirements, but should be seen as a summary only. More details are however described in the **Host Agreement**.

Any interested bidder should therefore request BWF to forward the Host Agreement in order to receive all the detailed information regarding requirements for hosting the Event. Bids must be submitted based on the requirements in the Host Agreement.

### 9.1 VENUE: TECHNICAL SPECIFICATIONS

AREA	DESCRIPTION	RESPONSIBILITY TO ORGANISE	FINANCIAL RESPONSIBILITY
Size of Arena (Usable Floor Space)	The venue must have appropriate space for the required number of courts. Please note the minimum number of competition courts stated under "Specific Details" in Section 6, 7 and 8 for each Major Event.	HOST	HOST
Seating Capacity	The venue must provide a minimum seating capacity of 5000 for the duration of the Event.	HOST	HOST
Court Lighting	The venue must be specifically set up for badminton, for high class TV production and action photography in accordance with the minimum lighting requirements described in the Host Agreement. This includes a lighting setup with a lighting rig that will focus the lights on each of the competition courts and shall include robot/controllable moving lights for Sports Presentation. Lighting on TV-courts must be a minimum of 1500 Lux.	HOST	HOST
Playing Area Height	The venue must allow a clear height of 12 metres above the complete playing area.	HOST	HOST
Flooring	The venue must have wooden (sprung) flooring or other approved suspended floor surface (to be approved by the BWF).	HOST	HOST

### 9.2 VENUE: OTHER IMPORTANT FEATURES

AREA	DESCRIPTION	RESPONSIBILITY TO ORGANISE	FINANCIAL RESPONSIBILITY
Availability	The Venue must be available a minimum of 3 days before competition play starts until 1 day after the last day of play, inclusive.	HOST	HOST
Practice	The venue (augmented by one or more auxiliary venues, if required) must provide suitable practice facilities for players for the period commencing at a minimum of three days before the Event until the Event completion. Minimum 2-3 warm up courts should be provided in close proximity to the main competition field of play.	HOST	HOST
Security	The venue must use appropriate security measures to control access – in particular, appropriate security must be ensured in the playing Venue / field of play, including any necessary stewarding and accreditation of players, officials and others attending the Event.	HOST	HOST
	Appropriate security for TV compound must be provided.	HOST	HOST
	Overall security and safety of the teams / team management, technical officials and organizing committee (as appropriate to the host country).	HOST	HOST
Media Office	An appropriately serviced and equipped media room must be set up and media seating reserved with a good view of all courts.	HOST	HOST
BWF Office	BWF must have a dedicated office (secretariat) and meeting room available in the venue including internet provision.	HOST	HOST
Catering	Refreshments and snacks must be provided at least between the hours of 1000 and 2100 at the venue (and practice facilities if relevant) for voluntary personnel and BWF Staff.	HOST	HOST
	Catering facilities must be available at the venue, and offering a range of cold and hot food and drinks, and specifically not just snacks or "fast food". Healthy food / dining options must be part of the menu. Consumers to pay for food purchased.	HOST	HOST

AREA	DESCRIPTION	RESPONSIBILITY TO ORGANISE	FINANCIAL RESPONSIBILITY
Equipment	A suitable quantity of shuttlecocks, court mats, posts and nets to be provided. These are typically provided by the Badminton Court Equipment Sponsor. Other appropriate court equipment to be provided.	BWF	BWF
	Safekeeping and security of the shuttlecocks, court mats and other equipment (as described above) must be arranged.	HOST	HOST
Venue Dressing & Look and Feel	The venue dressing must be set up in accordance with BWF branding guidelines and must include the Tournament logo (developed from BWF standard logo template) and any sponsors BWF specify should be included in the Venue dressing.	HOST	HOST

### 9.3 PERSONNEL

AREA	DESCRIPTION	RESPONSIBILITY TO ORGANISE	FINANCIAL RESPONSIBILITY
BWF Appointment of Personnel	The BWF will appoint personnel for the Event in the following way: Referee and Deputy Referees, Umpires, Doctors, BWF Media Officer, BWF Official Photographer, BWF Support Staff, International Line Judges and other personnel necessary to organize a successful Event. Numbers as specified under "Specific Details" and in Host Agreement.	BWF	Refer to Host Agreement
Costs for BWF Appointed Personnel	Travel, accommodation and living expenses to be covered as stated in the Host Agreement.	Refer to Host Agreement	Refer to Host Agreement
Host Appointment of Personnel	The Host shall appoint all its own necessary personnel that must be made available e.g. for airport greeting, hotel liaison, media room service (other than the BWF Media Officer), match control, shuttle control, umpire scheduling, VIP room, venue stewarding, accreditation, transport, VIP catering staff and other functions to organize a successful Event.	HOST	-
	In addition the Host shall appoint sufficient numbers of trained local Line Judges and local Umpires (Umpires only on the request of the BWF).	HOST	-
Costs for Host Appointed Personnel	Travel, accommodation and living expenses to be covered as stated in the Host Agreement.	Refer to Host Agreement	Refer to Host Agreement

### 9.4 OTHER REQUIREMENTS

AREA	DESCRIPTION	RESPONSIBILITY TO ORGANISE	FINANCIAL RESPONSIBILITY
Hotels	The Host must select official event hotels (options of 5*, 4* and 3* level for visiting teams / players and supporters). Official event hotels must be used to accommodate Referees and Deputy Referee, Umpires, Doctors, BWF Media Officer and BWF Support Staff – these must be a minimum of 4* level (but preferably 5*).	HOST	HOST
Transport	Transport and drivers must be made available to convey (in a reasonably timely manner, frequency of service and by a reasonably direct route) all foreign / overseas players, officials, VIPs, and personnel from BWF to and from the official event hotels and airport or railway station; between the hotels and the event venue; and between the hotels and the practice facilities.	HOST	HOST
	A car and driver must be available whenever required for each of the 1) BWF President, 2) the Deputy President, 3) the Secretary General, the 4) Refereeing team, and the 5) BWF support staff. Transport must be available late at night to convey other officials and media room staff (especially female staff) who may have to work long after play has finished.	HOST	HOST
Medical Service	An appropriate medical service must be available free of charge for foreign / overseas players and officials to deal both with minor ailments and injuries, as well as emergencies. The procedures for using that medical service must be clearly documented to all visitors.	HOST	HOST
Physio Service	Visiting players must have access to a qualified free of charge physiotherapy service.	HOST	HOST

AREA	DESCRIPTION	RESPONSIBILITY TO ORGANISE	FINANCIAL RESPONSIBILITY
Ticketing	The sale and distribution of tickets at the Event must be organised and income resulting will be included in the overall accounts for the Event.	HOST	HOST
Programme	A souvenir programme for the Event must be produced under BWF's overall guidance and containing BWF supplied content. At least 40% of the programme content must be in English.	HOST	HOST
Medals	BWF will be responsible for providing and paying for medals for those ranked 1, 2, and 3/4.	BWF	BWF
Anti-Doping Testing	All testing will be carried out in accordance with BWF regulations and procedures. The Host shall bear the costs and the Host Agreement shall specify the number of tests to be conducted (minimum 25).	BWF	HOST
Match Control & Results	Host to provide high quality results service for media and teams/ participants.	HOST	HOST
Live Score & Scoring Software	BWF to provide electronic scoring and Live Score services to a high quality. Any travel costs and professional fees to be paid for by BWF, but Host to pay for accommodation.	BWF	BWF / HOST
Sports Presentation	The Hosts are responsible for arranging the Event presentation at a level appropriate to the international stature of the event. This shall include music, lighting, minimum of two big screens, entertainment, special effects and medal presentations. The BWF however retains overall control of Sports Presentation and must approve all arrangements.	HOST	HOST
VIP Support	VIP hospitality (refreshments and snacks appropriate to the international stature of the event) shall be provided on all days of play for BWF Council, BWF Guests, BWF Sponsors and BWF Staff. Such service to be provided for at least 200 people, including VIP seats at all sessions.  BWF shall have the opportunity to purchase additional seats at mutually agreed rates (please also refer to Section 10 regarding Media and Commercial Rights & Obligations, including ticket allocation for BWF).	HOST  HOST	HOST  HOST
BWF Meeting	If there is a BWF general meeting (i.e. AGM and/or BWF Council or Executive Board) and BWF Forum held alongside the Event, BWF will require the necessary meeting rooms and accommodation and transport for BWF Council and support staff. Costs of meeting rooms, equipment, transport and other necessary requirements shall be borne by Host as defined in the Host Agreement, Schedule 2.	HOST	HOST
Site Visits	The Host will pay for travel and accommodation for two BWF representatives in connection with one site visit prior to the decision by BWF Council. Flight duration above seven hours will be on Business Class fare. Travel will be arranged and paid for initially by BWF, but the Host will reimburse BWF.  Upon submitting a bid the Host will be asked to confirm its commitment to pay the costs for the site visits.  If the Event is granted to the Host then the Host will furthermore pay for travel and accommodation for two BWF representatives in connection with two additional site visits before the Event. Flight duration above seven hours will be on Business Class fare. Travel will be arranged and paid for by BWF, but Host will reimburse BWF.	HOST  HOST  HOST	HOST  HOST  HOST
Post Event Report	The Host is responsible for preparing and sending to the BWF a comprehensive post Event report within four weeks of the Event finishing and also the results of an Economic Impact Study.	HOST	HOST
Insurance	The Host to take insurance cover as per the Host Agreement.	HOST	HOST

## 10.0 MEDIA AND MARKETING RIGHTS & OBLIGATIONS

### 10.1 INTRODUCTION

The description below includes an outline of the allocation of Media and Marketing rights between the Host and the BWF. And it also includes a broad description of the Media and Marketing obligations for the Host and BWF. Please note that the description below does not describe all the detailed rights and obligations, but should be seen as a summary only. More details are however described in the **Host Agreement**.

Any interested bidder should therefore request BWF to forward the Host Agreement to get all the detailed information about Media and Marketing rights and obligations for hosting the Event. The bid submitted must be based on the rights and obligations described in the Host Agreement.

The Host Agreement includes the rights that each party can exploit in relation to the Event. The totality of these rights is initially owned exclusively by BWF and is made up of the:

- a. Television Broadcast – Rights and Production
- b. Marketing Rights, including all advertising, sponsorship, hospitality and merchandising Rights

In the Host Agreement, BWF grants specific rights to the Host.

This section explains the rights that are typically exploited at BWF Major Events and which rights can be exploited by the Host.

BWF requires 'sign-off' on all commercial and design aspects of the arena dressing to ensure consistent look and feel, and that all commercial requirements are implemented correctly.

### 10.2 TELEVISION RIGHTS

The television production can be the responsibility of either the host or BWF under one of the following models:

1. The host will arrange the television production and engage a Host Broadcaster (HB) and in this case the host would retain the domestic television rights. The host's television production planning should include the latest technology and modern techniques. An innovative approach to new technology in television production will be considered favorably.
2. BWF may decide to do the television production, but BWF would then also retain the domestic television rights.

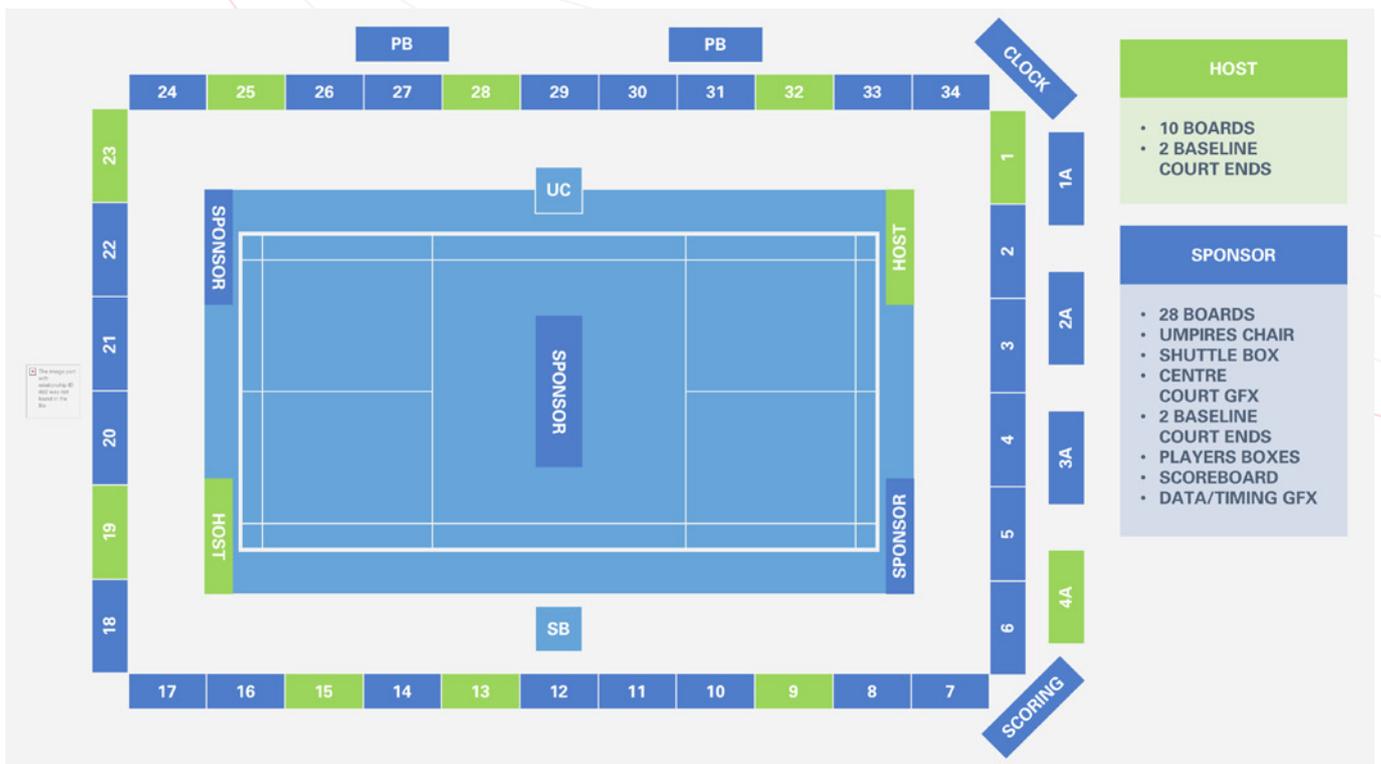
The decision on which model will be chosen for a specific host country lies entirely with the BWF. Upon request, potential hosts can get information about which model will be applicable for each host country.

#### Model 1 – Host arranges television production:

For the Event, BWF requires prospective Host's to provide a full television production on two courts (only when more than one court is in use) of the Event in High Definition 16:9, HD1080/50i (further details in Host Agreement). This includes provision of the continuous live clean signal to a SNG or such other point as may be determined by the BWF in order for it to be uplinked for international distribution. The production must include integration of BWF designed graphics according to BWF guidelines.

The Host shall also provide an ENG crew for all days of play for news coverage of play not covered by the main TV and secondary TV court production. The ENG crew shall operate under the instruction of the BWF Executive Producer.

The Host and the Host's host broadcaster should provide all facilities reasonably necessary to allow for the exploitation of the Event television rights by international client broadcasters at the site of the tournament (further details in the Host Agreement).



The BWF Executive Producer shall supervise the Host's host broadcaster's production of the World Feed. The BWF has the final say over the direction of the broadcast and if the BWF wishes will provide its own director.

Please refer to the Host Agreement for detailed information about the TV production requirements.

#### **Model 2 – BWF arranges television production:**

The BWF will engage the Host Broadcaster and be responsible for costs related to the basic production. The Host must provide different venue requirements specific to TV production as defined in the Host Agreement.

BWF shall retain the International Broadcast Rights and News Access Rights from this Event at all times under both model 1 and model 2, and the BWF shall be entitled to exploit these rights accordingly.

## 10.3 MARKETING RIGHTS, RESTRICTIONS & ARENA DRESSING

By 'commercial rights', BWF means the advertising, sponsorship and merchandising rights associated with the Event, in other words the right to sell advertising in the arena and the right to sell sponsorship to the Event (further details in the Host Agreement).

This section introduces the main commercial rights that are available at BWF Events. It explains which rights can be exploited by the Host, and highlights the procedures that will be required by the Host to gain approval from BWF in the form of sign-off prior to the Event. Bidding Associations are requested to detail where there are any local restrictions in the form of advertising that can be displayed in and around the venue.

### 10.3.1 COURTSIDE A-BOARDS

- **Number:** The set-up of court-side A-boards will use 38 A-boards around one court – 34 first tier A-boards and 4 second tier A-boards. Normally 38 A-boards will be set up around the TV courts and 34 A-boards will be set up around the non-TV courts (except if decided by BWF to set up all 38 boards). The following A-boards will be available for the Host (all other A-boards and advertising positions are retained by BWF):
- A-board positions available for the Host - 4A, 1, 9, 13, 15, 19, 23, 25, 28 and 32 (see diagram on page 18).
- The baseline "Host" position is reserved for exposure of city or country name.

### 10.3.2 PRODUCT CATEGORIES FOR THE HOST:

The following Product categories are reserved for the Host:

- Government (National, City, Regional etc.)
- Telecommunication – however not hardware such as mobile phones
- Hotels
- The Host can request further product categories when submitting the bid, and BWF can award up to 5 further categories not already used by BWF and BWF Commercial Agency.

Product categories are reserved for the host connected to the allocation of the marketing rights. The utilization of the Marketing Rights may provide an opportunity for the Host to create a legacy to secure local partners that will support badminton activities also beyond the Major Event.

All other product categories are reserved by BWF, but can be released to the Host upon request and approval of the BWF and if the product

category is not already unavailable or BWF is in negotiation with potential sponsors within the product category. BWF is however not required to release any product categories. The Sports Equipment category is however exclusively reserved by BWF and cannot be released.

### 10.3.3 OTHER ADVERTISING / VIP BENEFITS

Other promotional opportunities, in and around the court-side and arena:

- **Hospitality Rights** – The Host can set up a hospitality area where hospitality packages can be sold. BWF will have access to this area for BWF Council, guests and sponsors. BWF will have the right to set up an exclusive hospitality area for BWF sponsors.
- **Banner Positions** – 20% of the banner positions in the venue available for corporate banners exclusive to sponsors. BWF will approve the final commercial setup (numbers and positions) for sponsor exclusive corporate banners.
- **Sales of Booths** – 20% (or more as agreed by the BWF) of the designated space for booths can be sold by the Host. The BWF will have the right to the most prominent booth position for the tournament title sponsor and the equipment sponsor. BWF will approve final commercial setup (numbers, space size and positions) for sponsor exclusive booths.
- **Non-exclusive Merchandising Rights** – This right will be coordinated with BWF.

All other promotional and advertising opportunities are retained by the BWF.

### 10.3.4 NAMING RIGHTS

All naming rights to the Event is retained by BWF. This includes the sale of the title sponsorship of the Event.

**Host Sponsor Designation** - The Host can use the following designation for local sponsors:

- Official Sponsor of the [Event Name] [Year]

### 10.3.5 ARENA DRESSING

BWF has the final 'sign-off' on all aspects of the presentation of the Event, and includes music and its use, music selection and playlist, all special effects and ceremonies.

BWF has the final 'sign-off' on the approval of the arena dressing and all relevant design (including material used for official functions and promotional activities), to include:

1. Totality of all visible sponsorship/advertising/branding
2. 'Sign-off' approval on inclusion of each individual sponsor/advertiser

All promotional material produced by the Host (including the mandatory material specified in the Host Agreement) must contain BWF sponsors in the correct position and proportion. The cost to produce such materials shall be borne by the Host. Special requests on promotional material will be borne by the BWF or the sponsor.

### 10.3.6 TICKETS AND VIP SERVICES

BWF will be entitled to receive free of charge the following tickets and accreditations for sponsorship/guests (below does not include accreditation provisions for BWF Council, BWF staff, any BWF Member Associations, Commercial Agencies, Suppliers etc., which will be additional to the below numbers):

- 200 VIP accreditations including seats in the VIP seating area (Best seating behind main court).
- 300 ordinary tickets in best public seating area.
- Up to 200 tickets available per day, on a request basis for players immediate families and friends.
- The right to buy additional 200 tickets at 25% discount.
- 30 VIP parking spaces.
- Marketing Partners staff accreditations as required for any service staff of sponsors (servicing booths and other requirements).
- Invitation to official functions for all BWF Council members and spouse, BWF staff and up to 30 BWF guests/sponsors.
- BWF shall determine prize presenters according to BWF protocol.

### 10.3.7 OTHER MARKETING RIGHTS / OBLIGATIONS

The Host shall incorporate BWF sponsors in all material where requested by BWF and shall always use the full tournament logo where the Title sponsor is exposed. All promotional material produced by the Host must contain BWF sponsors in the correct position and proportion and the cost to produce such materials shall be borne by the Host.

Depending on the actual agreement with BWF tournament sponsors there may be additional sponsorship requirements that must be implemented by the Host. If such additional requirements have material cost implications then such costs will be covered by BWF.

The Host shall however produce a souvenir program where 10 pages are reserved for advertisements for BWF sponsors (including first right

hand page and back page) and where a minimum of 2 pages will be reserved for messages from the BWF President and the Title Sponsor of the Event. All BWF sponsors shall be exposed in the souvenir program on the front cover and on any sponsor acknowledgement pages according to BWF guidelines.

BWF sponsors and especially the tournament title sponsor shall also be exposed on any promotional material produced in connection with the Event.

The Host will make available for BWF any rooms that are reasonably requested in the venue. This is mainly for sponsors and booth takers (storage space).

### 10.3.8 MERCHANDISING RIGHTS

Included in this category are all rights associated with the sale of product in connection with BWF Events. These rights are non-exclusive rights for the Host and should be coordinated and agreed with BWF.

Each item of product and its design must be approved by BWF and must carry, where practicable, any logo that the BWF requires.

For more detailed information relevant to the Commercial rights available for Host and BWF, please refer to the Host Agreement.

### 10.3.9 COMMERCIAL AND MEDIA RIGHTS

It should be noted that the commercial and media rights described above are subject to agreements by BWF and relevant commercial and media partners. The exact division and details of rights described above may change but this will be fully and openly communicated to prospective hosts prior to awarding the Event.

**ZHANG Nan / ZHAO Yunlei - World Champions  
- Mixed Doubles - 2014 and 2015**



## 11.0 MAKING A BID

Key stages in the process, timetable, criteria and information on the decision-makers.

BWF hereby invites bids for the following BWF Major Events:

- BWF World Championships;
- BWF Men's and Women's World Team Championships (Thomas & Uber Cups); and
- BWF World Team Championships (Sudirman Cup)

### 11.1 BIDDING TIMETABLE

The bidding process and timetable will be as advised by BWF from time to time.

#### Decision making process:

Council approves hosts. The Host will immediately upon being awarded the Event sign a commitment letter to the terms in the

#### Hosting Agreement.

Hosts must commit to the wording of the Host Agreement before the bid presentation, and no material changes to the Host Agreement will be made thereafter. Any areas where the Host wishes to make changes must be detailed and submitted to BWF prior to the bid presentation. If BWF does not find wording acceptable, this will be communicated to the bidding party, and in case agreement cannot be found around the wording, BWF may choose not to further consider the bid.

Host and BWF sign the Host Agreement as soon as possible after decision has been made.

### 11.2 SELECTION CRITERIA

The following provides the main criteria the BWF Council uses in evaluating bids:

**Hosting Fee** – In consideration of the staging of the Event potential hosts are invited to offer a Hosting fee to BWF.

**Television Broadcast Exposure** - A key strategic aim of BWF is to increase and expand the fanbase for badminton through high quality television coverage of the sport. The Host's television production planning and the Host Organiser's technical capabilities should include the latest technology and modern techniques. An innovative approach to new technology in television production will be considered favorably. The television production can be the responsibility of either the host or BWF under one of the models described under Section 10.2.

Hosts are requested to specify which model is preferred, but all hosts bidding for the Event must include the possibility described under Model 1 (Host arranging TV production). It will however be the decision of BWF which model will be applicable for the respective Host country.

**Finance** – ensuring all appropriate costs are met by the Host Organising Committee, that the budget is balanced between revenue and expenditure, that the budget is reasonable and attainable, and that income generation plans are well supported and sustainable.

**Venue** – ensuring that all the technical specifications detailed in this document (especially Section 9) can be met and delivered on time, in a professional manner and in accordance with BWF Competition Regulations.

**Organisation** – the nature and structure of the Host Organising Committee for the Event in addition to the organisational experience of the hosting body with regards to the staging previous international badminton events.

**Location** – considering the proximity of the city and venue in relation to all other organisational factors including international airports, (frequency and departure points of flights), the projected distance and time of transport from airports to hotels and hotels to competition venue, the requirements for and complexity of obtaining visas.

**Accommodation** – ensuring a range of options can be provided to participating teams and players and the associated costs of these options, the location and distance from hotels to competition and practice venues, self-catering possibilities, the need for pre-payment and the flexibility in departure dates without incurring extra costs.

**Media & Marketing** – how the Event being hosted would be marketed to maximize exposure for the sport including a clear strategy to attract international as well as nationally based spectators. The hosts also to have a clear strategy on how they plan to attract and support international media at the Event.

**Pre-Event Promotional Activities** – the hosts should use the opportunity provided by the Event to stage pre-Event promotional activities such as a junior tournament or a para-badminton championships. This type of activities should aim to achieve its own intrinsic purpose in promoting junior badminton or para-badminton while also promoting the forthcoming Event.

**Opening Ceremony Gala Dinner** – the host should mark the occasion of holding the Event with a gala dinner for team officials and players in an appropriate venue that conveys the importance of the Event.

**Development** – how the Event will enhance player development pathways and opportunities to develop the sport in the region. How this Event will link in with other youth badminton events in the region and the importance of this in relation to those other youth badminton events.

**Legacy** – the degree to which the award and organisation of the Event would enhance the status and local capabilities of the sport of badminton following the completion of the Event. How the host plans to utilize the Event to improve opportunities for technical officials and how this will fit in with other development projects. In addition details of follow up programs and how they link to the activities being hosted at this location.

**Economic Impact Study** – the hosts should undertake such a study alongside the Event, the results of which should be shared with BWF to help demonstrate to future hosts potential partners of the benefits of hosting the Event.

### 11.3 FORMAT OF PROPOSAL

The Proposal shall include the following:

1. Completed bidding document forms, including complete estimated budget and answers to the different Selection Criteria.
2. Specification of any hosting fees.
3. Specification of any product categories to be used in connection with the Marketing Rights (up to 5 product categories can be approved).
4. Specify any financial effect on the bid if BWF decides to do the television production and retain the domestic TV Rights.
5. Specify any areas of the Host Agreement where changes may be requested and what these changes are.

## 11.4 DECISION MAKERS – CONTACT DETAILS

The final decision on the awarding of the Event will be taken by the BWF Council.

The persons responsible for handling all correspondence with organisations bidding for BWF Events is the Commercial Director, Owen Leed and the Events Director, Darren Parks, and all enquiries, expressions of interest, bid documentation, should be sent to them at:

Email: [o.leed@bwfbadminton.org](mailto:o.leed@bwfbadminton.org)  
[d.parks@bwfbadminton.org](mailto:d.parks@bwfbadminton.org)

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 50088 Kuala Lumpur  
 Malaysia

## 12.0 FINANCIAL OVERVIEW

Explaining budget possibilities

### 12.1 OVERVIEW

In all cases, the Host is expected to pay for all costs involved in the delivery of the Event to the basic specifications in this document, and as detailed further in the Host Agreement to be signed between BWF and the successful candidate city. The headline costs include but are not limited to:

**Venue and practice facility hire** as described more fully in Section 9, to include hire of all venues and facilities for the required number of days during and after the Event.

**TV production** (if applicable) as described more fully in Section 10.

**Media facilities and support** to include the provision of an international-standard Event media room with full technical capabilities.

**Local organisation** transport, hotel and subsistence costs (as needed by volunteers), Event marketing and local promotion, security and stewarding, media facilities, office and communications expenditure, ticket production and sales costs, souvenir programme, appropriate staffing and volunteers, etc.

**Court Officials** to include the travel, accommodation and per diem allowances of the Referee and Deputy Referees, umpires, line-judges and doctors, as described more fully in Section 9.3.

In certain areas where BWF is expected to have a major operational input, such as with the organisation of flights and accommodation of court officials, it is acceptable for bidding organisations to propose a budget limit that can be agreed between BWF and the Organising Committee and used by both parties in the organisation of the Event.

### Guarantor

The Host will be required to provide a Guarantor to guarantee the payments and other Host obligations. Such a Guarantor can be Local, State or National Government institutions.

### Budgets

Bidding organisations should provide full details for their budgeting plans for the Event in the bid forms accompanying this document separately to facilitate your Bidding Document submission.

## 13.0 BIDDING DOCUMENTS/FORMS

The BWF is happy to receive bid documents which are electronic – such as Powerpoint presentations – or hard copy paper based bound booklets / documents.

As a minimum, a Member Association wishing to host a BWF Major Event must complete the bidding form.

These forms are available with this document in Word format.

## 14.0 OTHER SUPPORTING INFORMATION

Please include any further information to support your bid. For example, your previous experience of organizing major badminton Events, any special skills you can bring to hosting the Event applied for, any special conditions you wish to propose regarding the financial arrangements for hosting the Event, etc.



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