



BADMINTON EUROPE

DEVELOPMENT AND
ADMINISTRATION SEMINAR

ONE SPORT – ONE BRAND
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One Sport – One Brand



**Welcome to Day Two
of our seminar**

About Badminton in Europe (1)

- 51 nations under the umbrella of Badminton Europe
 - 1 million registered players
 - 50 million non-registered players (estimated)
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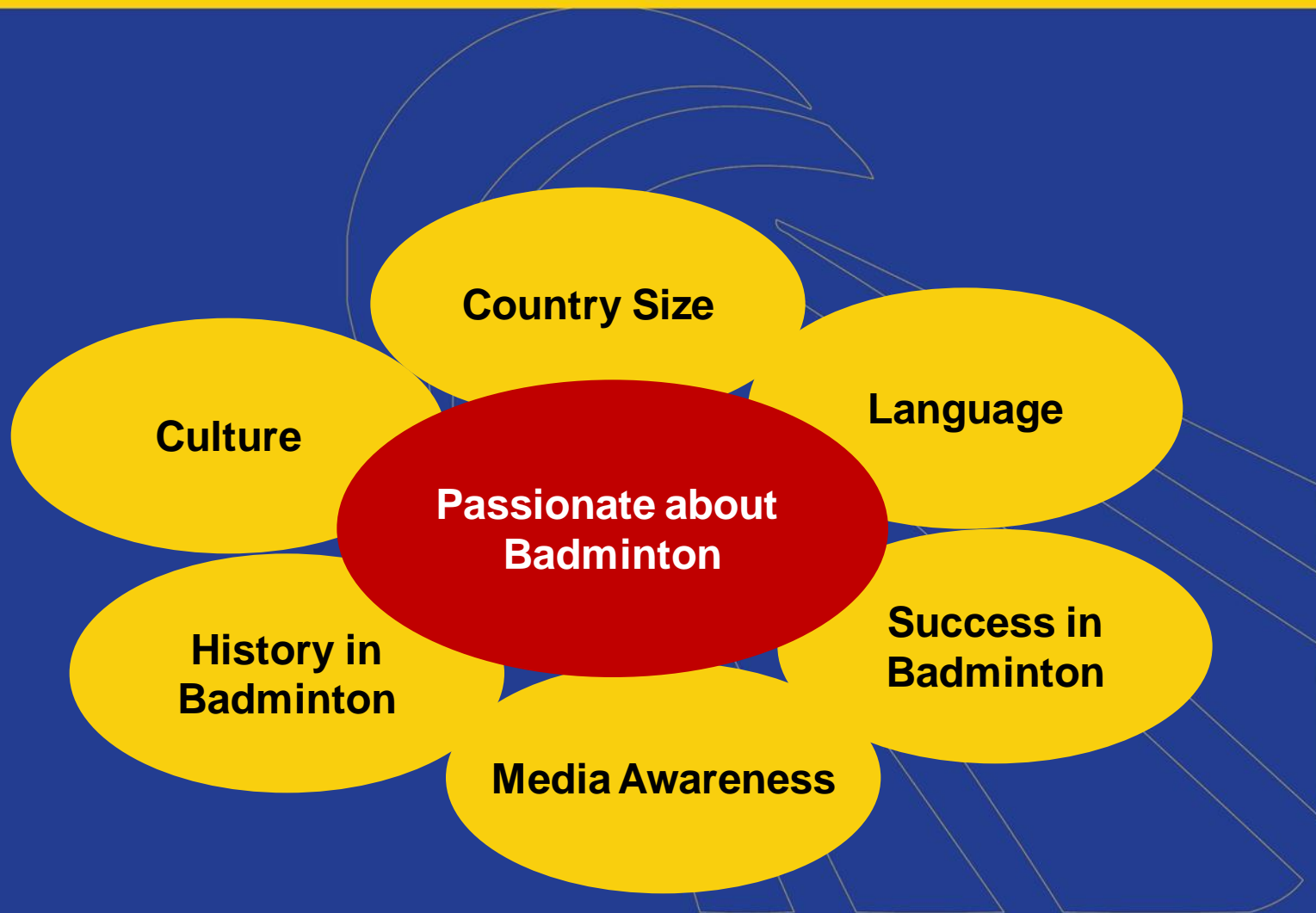
About Badminton in Europe (2)



About Badminton in Europe (2)



About Badminton in Europe (3)



Being Passionate about Badminton

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- A large, stylized graphic of a badminton racket is positioned in the background, centered behind the list. The racket is white with a yellow frame and strings, set against a dark blue background.
- **Badminton creates community**
 - **Badminton creates friendship**
 - We are all sharing the same passion with Badminton – regionally, nationally, internationally, interculturally

Badminton is ...

COMPETITIVE

- Technical skills
- Tactical skills
- Physically demanding
- Fighting spirit

HEALTHY

- Play at high heart rate
- Exercise all major muscle groups
- Calorie burner
- Supports coordination and stretching

CHALLENGING

- Spectacular rallies
- Acrobatic jumps
- Fast strokes
- New tricks

FUN FOR ALL

- Sport for kids from 6 years
- Boys and girls play together
- Seniors' sport until over 70
- Family can keep fit together

BE's Strategic Plan 2009/2010

... for Marketing:

- Building a portfolio of the rights of Badminton Europe
 - Including sponsor activities/events
- Creating new marketable properties for Badminton Europe
 - Exploring new media
- Identifying sectors and companies potentially interested in sponsoring badminton
- Contacting companies potentially interested in sponsoring badminton
- Interacting with BWF branding strategy and events

... competing with the big olympic sports in view of sponsorships we need more than passion!



**Let's create a real brand -
Badminton**