

Request for Proposal (RFP)

BWF Bidding Document

BWF WORLD JUNIOR CHAMPIONSHIPS

2014



Chapter 1 – Introduction

WORLD JUNIOR CHAMPIONSHIPS 2014

PREVIOUS EVENTS

First staged in 1992, the BWF World Junior Championships was established to develop a high-level tournament for the best junior players in the world. Primarily envisaged as a development-based event, the tournament has previously been hosted in a variety of major cities across the world from Jakarta, Indonesia to Auckland, New Zealand.

PREVIOUS HOSTS

1992 Jakarta (INA)	2004 Vancouver (CAN)
1994 Kuala Lumpur (MAS)	2006 Incheon (KOR)
1996 Silkeborg (DEN)	2007 Auckland (NZ)
1998 Melbourne (AUS)	2008 Pune (IND)
2000 Guangzhou (CHN)	2009 Alor Star, Kedah (MAS)
2002 Pretoria (RSA)	2010 Guadalajara, (MEX)
2011 Taipei (TPE)	2012 Chiba (JPN)

FUTURE HOSTS

2013 Bangkok (THA)

STATUS OF THE EVENT

The BWF World Junior Championships is an elite event in its own right as well as a significant milestone in the career of the World's most talented young players. It provides badminton fans with a first glimpse of the badminton stars of the future. Previous finalists at the event have gone on to become legends in the world of badminton, including current Olympic champion Lee Yong Dae, and world class stars such as Saina Nehwal, Sun Jun, Gu Jun, Kim Dong Moon, Gao Ling, Gong Ruina and Bao Chunlai.

Whilst the standard required to win the event is incredibly high, the event is rooted in its ambition to provide elite-level competition for junior players from a cross-section of national badminton associations. This makes for a fascinating event, as the most promising junior players from across world meet, in what for many will be their first taste of international competition outside of their continent.

The inclusion of a team event allows national associations to maximize the benefit of their participation, whilst also providing an indication of relative future strengths of badminton-playing nations.

The BWF World Junior Championships 2014 will also be a key qualification tournament for the 2014 Youth Olympic Games in Nanjing, China providing a substantial reward for its talented competitors.

SPECIFIC DETAILS - World Junior Championships 2014

Dates	:	Between 1 January & 27 April 2014
Number of Competition Courts	:	8
Number of Training Courts	:	8-10
Number of Umpires	:	32
Number of Referees	:	4
Number of Doctors	:	2
Number of days of play	:	9

THE EVENT FORMAT

The World Junior Championships consists of two separate events: a team event played for the Suhandinata Cup and followed immediately by the Individual Championships for the Enopi Cups.

The Team Event

The team competition is held in two stages – a) first stage and b) final stage.

a) First stage

In the first stage all teams will play in groups of four or five teams or groups/subgroups of six to eight teams, where all teams play all other teams in the same group/subgroup. An overall ranking order in the group shall be achieved.

For 32 or fewer teams entering there shall be four groups in the first stage. For 33 to 64 teams, there shall be eight groups. For more than 64 teams, there shall be 16 groups.

b) Final stage

The final stage shall consist of a series of ranking competitions.

Each ranking competition shall be played similar to a knock-out draw (with winning teams progressing to the next round), but with losing teams going on to play losing teams from the same round in further sub-competitions until a total ranking for the teams in that ranking competition has been determined. Each team shall play in the ranking competition determined by its place in its first stage group.

- The winner from each first stage group shall play in a ranking competition to determine overall rankings 1 to 4, 1 to 8, or 1 to 16, depending on the number of groups in the first stage.

- The 2nd team from each first stage group shall play in a ranking competition to determine overall rankings 5 to 8, 9 to 16, or 17 to 32, depending on the number of groups in the first stage.
- The 3rd (4th, 5th, etc) team from each first stage group shall play in similar ranking competitions to determine further appropriate overall rankings as per the appropriate Sudirman Cup Regulations.

Discussions are taking place on updating the structure of the team event to more closely match the Sudirman Cup World Mixed Team Championships.

The Individual Event

The individual event is conducted in a straight knockout draw with no limit on the number of total entries other than the fact that each BWF Member Association is entitled to a maximum of four entries in each discipline (Boy's Singles, Girl's Singles, Boy's Doubles, Girl's Doubles, and Mixed Doubles).

2nd Summer Youth Olympic Games

The 2014 World Junior Championships Individual events will also offer players qualifying places for the prestigious 2nd Summer Youth Olympic Games to be held in Nanjing, China in 17-22 August 2014.

Chapter 2 - Making a Bid

Key stages in the Process

Timetable, criteria & decision-makers

Bidding Timetable

30/06/2013	Deadline for submission of RFP & bid documentation to BWF. Email to Darren Parks - d.parks@bwfbadminton.org and copy in Thomas Lund - t.lund@bwfbadminton.org
31/07/2013	Shortlist prepared for BWF Council & confirmation of bidding organisations to present to BWF Council.
5-11/08/2013	Presentations to be made to BWF Council during the World Championships, Guangzhou, China. Council approves hosts for BWF World Junior Championships 2014. Host and BWF sign Hosting & Sponsorship Agreement (contract) as soon as possible after decision has been made.

SELECTION CRITERIA

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

Finance – ensuring all appropriate costs are met by the Organising Committee (LOC), 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 3) 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 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 organizational 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, the flexibility in departure dates without incurring extra costs;

Marketing – how the event being hosted would be marketed to maximize exposure for the sport.

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 organization 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 events being hosted at this location.

World Junior Championships Cultural Programme – BWF offers funding to WJC's organisers/hosts to organise social and cultural activities for participants (athletes, coaches, teams, parents) participating in the Championships. The BWF Development Committee believes that such social and cultural activities help to enrich a 'games and country experience' for the young athletes and are also an essential part of education of youth through Sport. Organiser's bidding to host the Championships are expected to develop a Cultural programme and are invited to apply for a funding grant on successful application to host the Championships.

DECISION MAKERS – CONTACT DETAILS

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

The person responsible for handling all correspondence with organisations bidding for BWF events is the Events Director - **Darren Parks**, and all enquiries, expressions of interest, bid documentation, should be sent to him at:

Email: **d.parks@bwfbadminton.org**
Fax: **+603 2143 7155**
Tel: **+603 2141 7155; 601 9260 0823**

**Badminton World Federation,
Unit 17.05, Level 17
Amoda Building, 22 Jalan Imbi
55100 Kuala Lumpur**

Chapter 3 - Facility Provision

Organisation and obligations

Outlining what is needed to run the event, to what standard, and who is responsible.

This section details the requirements needed to run the event and outlines the body responsible for organizing and financing each area (the two right-hand columns of the table). Host = Host Organising Committee.

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 number of courts required for the event (see specific event detail). Please note that the minimum number of competition courts to host these Championships is 8.	HOST	HOST
Seating capacity	The venue must provide a minimum seating capacity of 2000 for the duration of the event.	HOST	HOST
Court lighting	The venue must comply with BWF's lighting specifications – see BWF Statutes.	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.	HOST	HOST

2. Venue: other important features

Area	Description	Responsibility to organise	Financial responsibility
Availability	The Venue must be available a minimum of 2 days before competition play starts and one day after the last day of play.	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 minimum two days before the event until the event completion.	HOST	HOST
Security	The venue must use appropriate security measures to control access – in particular, appropriate security must be ensured in the playing arena / field of play, including any necessary stewarding and accreditation of players, officials and others attending the event.	HOST	HOST
	Overall security and safety of the teams / team management, technical officials and Organising committee.	HOST	HOST
Media Office	An appropriately serviced media room must be set up and media seating reserved with a good view of all courts. Computing, copying and other equipment must be available for use in servicing the media and the BWF website during the event (further detailed documentation on requirements is available on request).	HOST	HOST
BWF Office	BWF must have a dedicated office available in the venue which includes good internet connection.	HOST	HOST

Refreshments	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.	HOST	HOST
Catering	Catering facilities must be available at the venue from at least one hour after play starts until one hour before play is due to complete each day during the whole competition, 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
Equipment	A suitable quantity of shuttlecocks, court mats, post and nets to be provided. These are provided by the BWF Badminton Court Equipment Sponsor. <i>*Subject to commercial arrangements.</i>	BWF/(HOST)*	BWF/(HOST)*
	Other appropriate court equipment to be provided.	HOST	HOST
	The safekeeping and security of the shuttlecocks (as described above) must be arranged.	HOST	HOST

3. Personnel

Area	Description	Responsibility to organise	Financial responsibility
Referees	The BWF-appointed badminton Referee and Deputy Referees will be present immediately before and during the event to be in charge of the event, and to liaise as necessary with HOST from the time of their appointment.	BWF	-
	Referee's and Deputy Referees' travel will be arranged by BWF and paid for by BWF.	BWF	BWF

	Referee's and Deputy Referees' accommodation (bed and full breakfast, in single rooms for a minimum of 12 nights) must be arranged and paid for by HOST. BWF shall have final approval on the hotel(s) in which they are due to stay.	HOST	HOST
	Referee's and Deputy Referees' living expenses will be paid for by HOST (US\$80 per day).	HOST	HOST
Umpires	An appropriate number of BWF-appointed internationally-qualified badminton umpires will be present during the competition to be in charge of matches at the event.	BWF	-
	Umpires' travel will be arranged by BWF and paid for by HOST (BWF will pay for travel but HOST will reimburse BWF).	BWF	HOST
	Umpires accommodation (bed and full breakfast, sharing twin rooms) must be arranged and paid for by HOST.	HOST	HOST
	Umpires' living expenses will be paid for by HOST (US\$50 per day).	HOST	HOST
Doctors	Two suitably qualified badminton doctors will be present during the event to be in charge of on-court injury treatment and dope-testing. One should be a locally qualified doctor able to prescribe as required.	BWF	HOST
	Doctors' travel will be arranged and paid for by HOST (BWF will pay for the travel but HOST will reimburse BWF).	BWF	HOST
	Doctors' accommodation (bed and full breakfast, in single rooms for a minimum of 12 nights) must be arranged and paid for by HOST.	HOST	HOST

	Doctors' living expenses, to include two days before and one day after their arrival/departure will be paid for by LOC (US\$80 per day).	LOC	LOC
Media Officer	The BWF Media Officer will be present immediately before and during the event.	BWF	-
	BWF Media Officer travel will be arranged and paid for by BWF.	BWF	BWF
	BWF Media Officer accommodation (bed & breakfast, in single room) will be arranged & paid for by HOST.	HOST	HOST
	BWF Media Officer living expenses (USD 50 per day) will be paid for by BWF.	BWF	BWF
BWF Official Photographer	The BWF Official Photographer will be present immediately before and during the event.	BWF	BWF
	BWF Official Photographer's travel will be arranged and paid for by BWF.	BWF	BWF
	BWF Official Photographer accommodation (bed and full breakfast, in single room) will be arranged and paid for by HOST.	HOST	HOST
BWF Support Staff	Additional BWF support staff, if needed, will be present immediately before and during the event.	BWF	BWF
	BWF support staff travel will be arranged and paid for by BWF.	BWF	BWF
	BWF support staff accommodation must be arranged and paid for by HOST.	HOST	HOST
	BWF support staff living expenses will be paid for by HOST.	HOST	HOST

Line Judges	A suitable number (minimum 6 per match) of local line judges at least 16 years of age must be available throughout the event. Sufficient numbers must be available to avoid unreasonable hours of work.	HOST	HOST
	In addition 10 international linejudges will be appointed by the BWF.	BWF/HOST	-
	Any costs for local Line Judges (eg travel, accommodation and living expenses) must be arranged and paid for by HOST.	HOST	HOST
	International Linejudges accommodation & living expenses (\$USD 50 per day) will be met by the HOST. Their travel will be met by the Linejudges themselves.	HOST	HOST/LJ
Other personnel	All other necessary personnel must be made available (eg 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).	HOST	HOST

4. Other requirements

Area	Description	Responsibility to organise	Financial responsibility
Hotels	<p>HOST must select official event hotels (<i>options of 4* and 3* level for visiting teams / players and supporters</i>). 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 4* level. Accommodation for the above must be in single rooms except for Umpires and International Linejudges who should be allocated accommodation predominantly sharing twin rooms wherever possible.</p>	HOST	HOST
Transport	<p>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. A car and driver must be available whenever required for each of the 1) BWF President, 2) the Deputy President, 3) the Chief Operating Officer, 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.</p>	HOST	HOST
Medical service	<p>An appropriate medical service must be available 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.</p>	HOST	HOST

Physio. service	Visiting players must have access to a qualified physiotherapy service, for which a charge may be made provided this is agreed in advance with BWF and then clearly documented to all visitors.	HOST	HOST
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.	HOST	HOST
Dope-testing	All testing will be carried out in accordance with BWF regulations and procedures, and BWF will be responsible for deciding the number of tests to be conducted. Costs shall be borne by HOST to an agreed budget.	BWF	HOST
TV Production	HOST will use its best endeavours to secure at no cost to BWF, TV production which is relevant to the scale and scope of the Event. HOST will use best endeavours to ensure coverage of the Event meets the TELEVISION DELIVERY REQUIREMENTS set out in the Hosting & Sponsorship Agreement.	HOST	HOST
Website & Internet Rights	All exploitation by means of website, internet, interactive for the Event website, streaming and webcasting rights of any of the match play remain with the BWF.	BWF	HOST
Match Control & Results Reporting	HOST to provide high quality results service for media and teams/participants.	HOST	HOST

Live Score & Scoring Software	HOST to provide electronic scoring and Live Score services to a high quality. Any travel costs, accommodation and professional fees to be paid for by HOST.	HOST	HOST
VIP Support	VIP hospitality (refreshments and snacks) to be provided on days VIP's (BWF or HOST'S own) attend	HOST	
Post Event Report	HOST is responsible for preparing and sending to the BWF a comprehensive post event report within 4 weeks of the World Junior Championships finishing.	HOST	

Chapter 4 - Marketing Rights

INTRODUCTION

Within 60 days of the BWF decision on who is hosting the event the BWF and the successful Host Member Association (HOST) will sign a Hosting and Sponsorship Agreement.

The agreement between them will include 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) TV/Broadcast – Rights and Production
- b) Commercial Rights
- c) Merchandising Rights
- d) Interactive Rights

Collectively these are known as the **Marketing Rights** to the event. In negotiating with potential hosts regarding the organisation of an event, BWF grants specific rights to the Host Organising Committee (HOST). The rights granted to a HOST depend largely on the competence, contacts, sales and marketing potential of the HOST, and existing BWF commitments, strategy and policy.

This section explains the rights that are typically exploited at BWF events and details where there are restrictions on the sale of these rights – due either to forward commitments that BWF has with official providers, or where BWF requires certain rights for generic event branding to reinforce the brand and to ensure a consistent look and feel to the tournament over time. BWF requires 'sign-off' on all aspects of the arena dressing to ensure this consistent look and feel.

TV RIGHTS

For the World Junior Championships, BWF expect prospective HOST's to use best endeavours to provide TV production / broadcast. If a bidding HOST is able to provide TV production this will greatly enhance their bid for the event. Full details should be contained in the bidding documentation submitted to BWF.

Should the LOC wish to provide TV production (for example to gain exposure on a domestic basis), BWF will usually grant the **Domestic Television Rights** (see below) to the HOST. The HOST can then use the Domestic Television Rights to negotiate with potential host broadcasters to off-set the cost of TV production.

Whilst there is no requirement to stage TV production / broadcast of this event, BWF reserves the right to place minimum standards on any planned TV production. BWF shall retain the **International Broadcast Rights and News Access Rights** (see below) from this event at all times, and should the LOC proceed to provide a TV production of the event, BWF shall be entitled to exploit these rights accordingly. The HOST will retain only the **Domestic TV Rights** (see below) and shall be entitled to exploit these rights accordingly.

'Domestic TV Rights' shall mean the exclusive right to distribute, broadcast, exhibit and reproduce the broadcast for exhibition on any form of media including without limitation any form of television, cable, DBS, satellite, MMDS, SMATV, NVOD, Pay TV, Pay-Per-View and radio and all theatric and non theatric rights (excluding any fixed media such as DVD, CD-ROM, CDi video) including and not limited to closed circuit and to so-called in-flight exhibitions and New Media rights including but not limited to Internet, WAP, mobile devices, IPTV and other computer generated sources in the LOC's territory.

'International Broadcast Rights' shall mean the right to distribute, broadcast, exhibit and reproduce the broadcast for exhibition on any form of electronic media including without limitation any form of television medium including but not limited to terrestrial, cable, DBS, satellite, MMDS, SMATV, NVOD, Pay TV, Pay-Per-View and Radio and all theatric and non-theatric rights (excluding any fixed media such as DVD, CD-ROM, CDi, video) including and not limited to closed circuit and to so-called in-flight exhibitions, and New Media rights including but not limited to Internet WAP, mobile devices, IPTV and other computer-generated sources in all territories except the HOST's territory.

'News Access Rights' shall mean the right of access to excerpts from any broadcast not exceeding three (3) minutes in aggregate duration per broadcast, for the purpose of producing news coverage to be broadcast strictly within 72 hours of the occurrence of the relevant day's play as part of a regularly scheduled, bona fide, news programme by all means of vision media including the Internet and on-line services in all territories. The 'News Access Rights' remain the property of the BWF or its Licensee at all times who may authorise their use to any BROADCASTER globally.

COMMERCIAL RIGHTS, RESTRICTIONS & ARENA DRESSING

By 'Commercial rights', BWF mean the advertising and sponsorship rights associated with the event, in other words the right to sell advertising in the arena and the right to sell title sponsorship to the event. This section introduces the main commercial rights that are available at BWF events, it explains where there are restrictions (due to rights reserved for BWF, or due to contractual forward commitments), 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 on the form of advertising that can be displayed in and around the venue.

COURTSIDE A-BOARDS

- **Content:** each panel may contain messages or commercial advertising (in any language) apart from advertising that promotes tobacco products and alcohol or products or services which are illegal within the host country.
- **Number:** The total number of courtside A boards that can be displayed is subject to the type of set-up that is used. A typical set-up will use 28 around one court. Normally A boards will be set up around each court in the arena. Four (4) of these 28 on each court are reserved for the BWF and the Badminton Court Equipment Sponsor.
- **Size:** For BWF events, A Boards must be of a size 185 cm in length by 70 cm in height on the base lines and 160 cm in length by 70 cm in height on the side lines.
- **Arrangement:** A Boards must be placed at least two metres away from the outer lines of the court.
- **BWF forward commitments & contractual obligations:**
BWF's official shuttlecock and court equipment supplier (Badminton Court Equipment Sponsor or BCE Sponsor) is entitled to have one (1) A board adjacent to the umpire's chair and one (1) sign on each side of the umpires chair – and this is the only advertising on the umpires chair. In addition to this the supplier has one (1) A-Board on the base-line at the opposite end to the main camera position – facing the camera (if TV production is being provided). The BCE sponsor will also have exclusive branding and signage rights to the shuttle box next to the Service Judge's chair. These arrangements are on each competition court. *This is subject to commercial arrangements in place at the time of the event, BWF may discuss with the HOST other commercial arrangements.*
- **Badminton Court Equipment Sponsor – Exclusivity of Sector**

Neither the HOST nor its Licensees will appoint or endorse in any way any manufacturer or brand of shuttlecock or court equipment at the event other than the BCE Sponsor. HOST will use their best endeavours to prevent the name of any shuttlecock or court equipment brand or manufacturer being advertised or promoted at the host venue, except

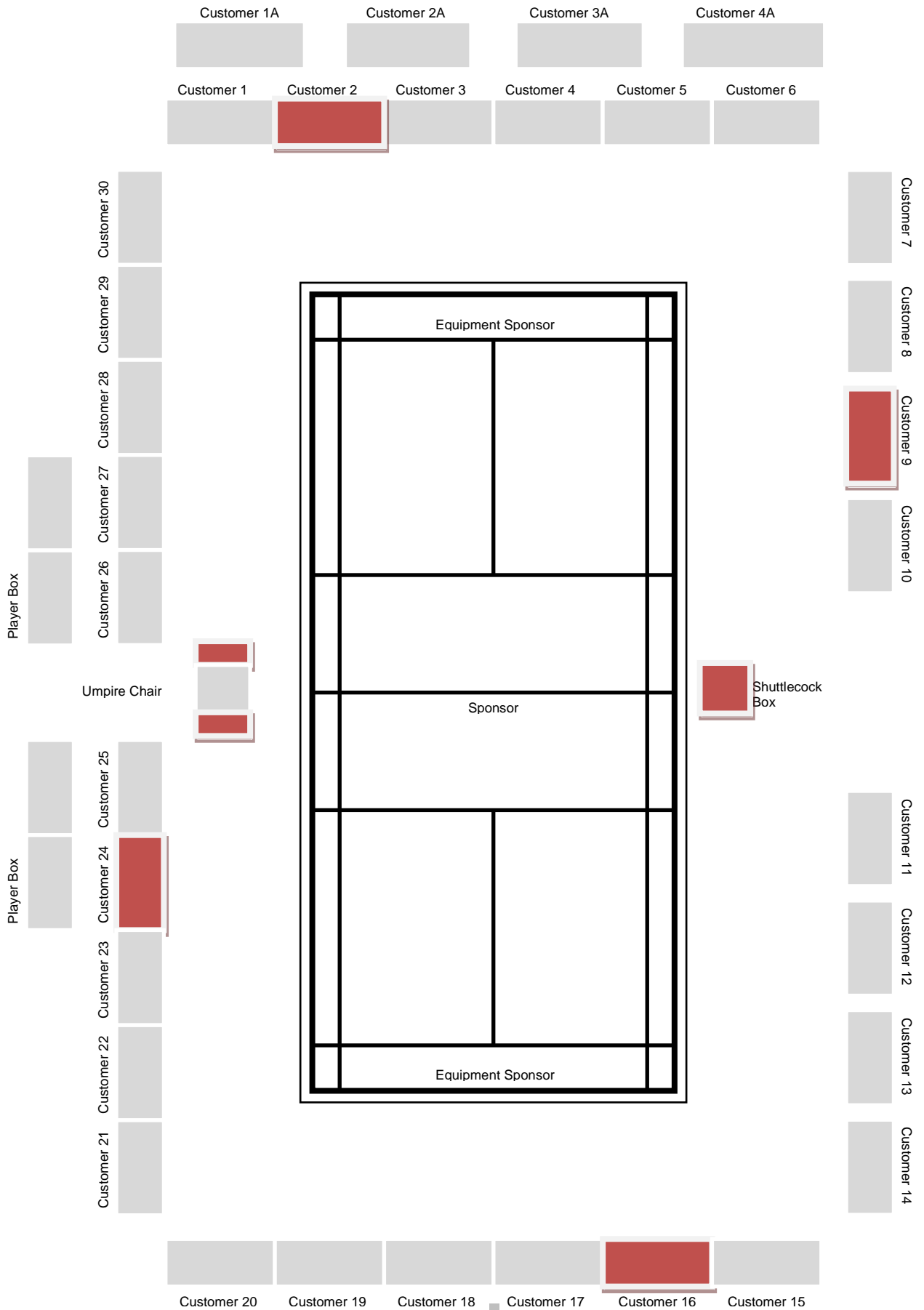
where the advertisement is carried on the clothing of a participating player or team, or is the legitimate use of a manufacturer name on court equipment not being supplied by the BCE sponsor under the hosting agreement (e.g. umpires chairs). In the event of an infringement of this clause BWF will be entitled to instruct the HOST to remove any such objects including but not limited to promotional materials, products, and advertising that may be contributing to the infringement. *BWF may discuss with the HOST alternative arrangements for provision of Badminton Court Equipment depending on commercial arrangements in place at the time of the event.*

- **BWF Branding** - In addition BWF reserves two (2) A boards around every court – one A board on one side and one A board at one end for its own use (see BWF Branding).

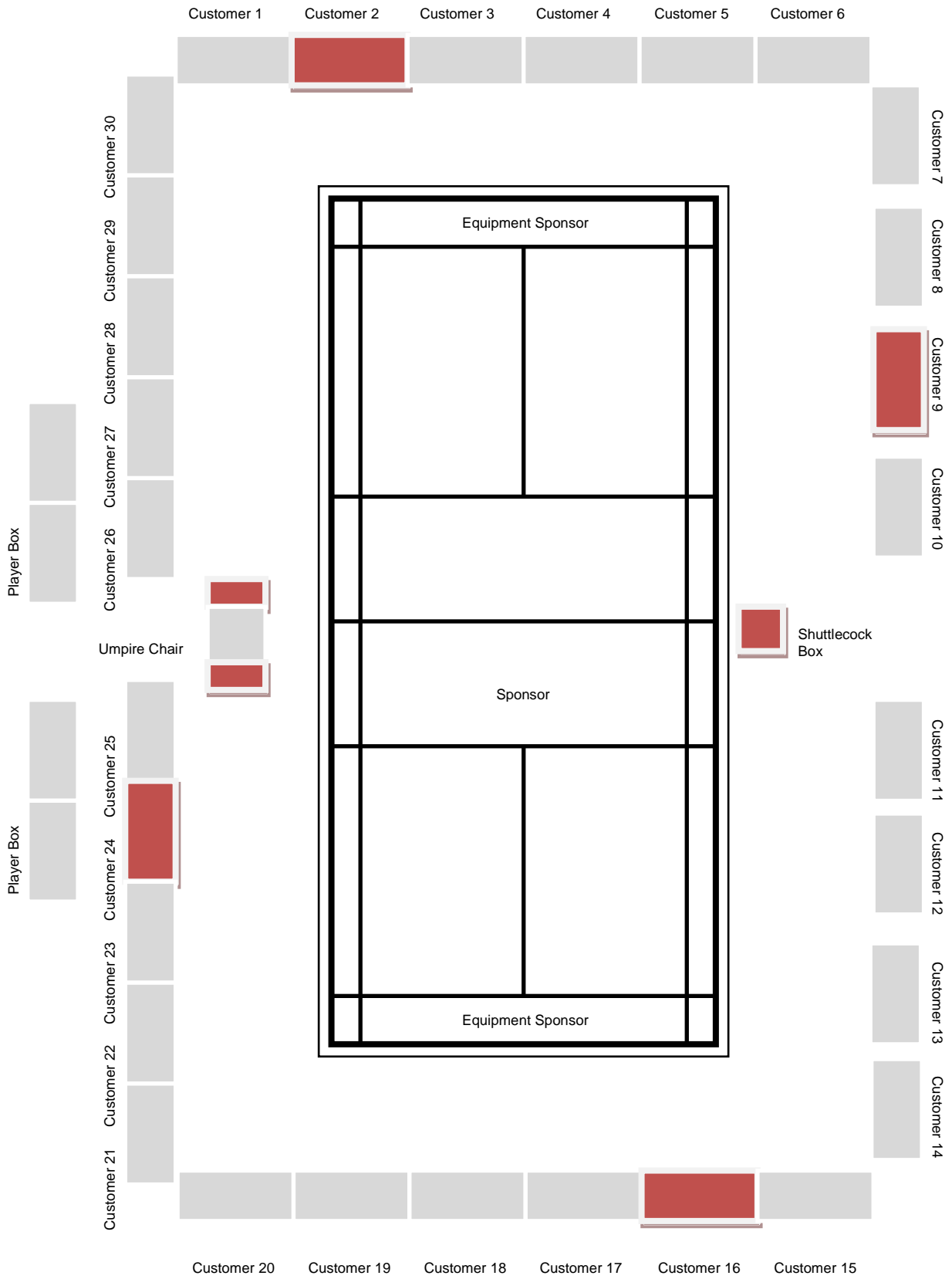
ON-COURT ADVERTISING

- **Definition:** 'on-court' advertising means any advert that is affixed to, projected on to, or superimposed on the court surface (including a two metre area around the outside of the outer lines of the court).
 - **Content:** each panel may contain messages or commercial advertising (in any language) apart from advertising that promotes tobacco and alcohol.
 - **Number & Size:** a maximum of five 'on-court' adverts can be used at BWF events. These are governed by the following regulations and are illustrated in the following diagram. There is no restriction on the shape of the advertisements.
 - **BWF forward commitments & contractual obligations:** The BWF official shuttlecock and court equipment supplier is entitled to have one ad-panel next to the umpire's chair on each court. In addition BWF reserves two A boards around every court – one A board on each side of every court – for its own use (see BWF Branding). *Subject to commercial arrangements in place at time of event.*
- a)** A maximum of **two** identical emblems of the **court supplier** can be situated flush with the court surface so that there is at least one outside each baseline 30cm or more away. Each emblem can be 170cm or less by 30cm or less. For all BWF events, this right is owned by BWF's official shuttlecock and court equipment provider – please see 'BWF forward commitments & contractual obligations'.
- b)** A maximum of **two** identical emblems of the **event sponsor** can be situated flush with the court surface so that there is at least one outside each sideline or baseline 30cm or more away. Each emblem can be 170cm or less by 30cm or less.
- c)** **One** emblem of the **event sponsor** can be situated flush with the court surface in the area under the net equidistant from each of the two short service lines and equidistant from each of the side lines for singles. The emblem can be 250cm or less wide by 100cm or less deep.

BWF/BCE SPONSOR BRANDING PLACEMENT- TV COURT



BWF/BCE SPONSOR BRANDING PLACEMENT - NON-TV COURT



OTHER ADVERTISING/ VIP BENEFITS

Other promotional opportunities, in and around the courtside and arena, could include the following:

- Officials' clothing including line-judges and moppers
- Display of large promotional items in arena, where space permits (eg car)
- Large banners/ backdrops in the arena
- Advertising on the press conference back-drop
- Branding of the winners' podium
- Advertising on VIP concourse and inside VIP lounge
- Advertising on official event material, eg posters, accreditation
- Right to distribute branded giveaways to crowd
- Right to set up promotional booths on public concourse
- VIP tickets for all sessions (including semi-finals and finals)
- VIP car-park passes
- Access to VIP lounge
- Invitations to official functions held alongside the event
- Sponsors' participation in the prize-giving ceremonies

Should the commercial rights to the event be retained by the HOST, these additional opportunities will be approved by BWF on a case-by-case basis.

NAMING RIGHTS

BWF allows the sale of the title sponsorship of its events, but only in specific formats. In all cases, any proposed title to be used in publicity must be submitted in writing in advance to BWF for prior approval. The following structures are allowed for BWF event title sponsorship:

'<company> BWF World Junior Championships 2014'

Or

'BWF World Junior Championships 2014 presented by <company>'

As long as these basic rules are adhered to, there is a degree of flexibility regarding the actual title of the event. In all cases, any proposed title to be used in publicity must be submitted in writing in advance to BWF for prior approval.

BWF currently has no forward commitments regarding the sale of title sponsorship to the BWF World Junior Championships 2014.

OFFICIAL PROVIDER STATUS

Through the provision of certain services in the production of the event, sponsors may be granted the status of 'official provider' to the event. Sponsors granted this right can use the following text:

'<company>: Official Provider of <service> to the <event title>'

Categories of this service might include drinks, transport, catering, lighting, etc. In each case, companies can only be granted this status with the prior written approval of BWF.

BWF RIGHTS RESTRICTIONS AND REQUIREMENTS

BWF currently has a forward commitment with its shuttlecock and court equipment provider – this commitment has implications for the sale of commercial rights at future BWF events. It is likely that either the existing or a new BWF shuttlecock and court equipment provider will be in place and that there will be forward commitments attached to this agreement (more detailed information on these commitments can be provided on request).

There are two key points that bidding parties **must** respect with regard to any commercial right sold or exploited within the arena (this applies even if the HOST has been granted the full commercial rights to the event):

1. The name of any shuttlecock or court equipment provider (apart from the official BWF shuttlecock and court equipment provider) cannot appear inside the stadium or within its perimeter, except where an advertisement is carried on the clothing of a participating player or team, or is the legitimate use of a manufacturer name on court equipment not being supplied by the official BWF shuttlecock and court equipment provider (eg umpires' chairs).
2. The official BWF shuttlecock and court equipment provider will reserve the rights to a specified amount of advertising in the stadium (eg one ad-panel beside the Umpire's Chair on every court, etc).

BWF BRANDING

Outside of those rights reserved for the BWF's shuttlecock and court equipment sponsor ("BCE Sponsor"), BWF will retain a specified amount of the arena BWF branding for its own use as owners of the event – and this may, with the agreement of the host association, 1) contain commercial advertising by BWF sponsors if at the time of the event, these are in place and/or 2) be simply BWF branding or logo placement.

The total amount of these rights will be negotiated within the totality of the event branding offered to sponsors and advertisers. However, at minimum, BWF will retain the right to use the following:

- One A board on one side and one end of each court (2 per court)
- Two banners (200 X 70cm) displayed near the field of play and in view of either the main or floor cameras

- 25% of branding on the press conference back-drop
- Exclusive branding on any mixed-zone back-drop
- Branding on the concourse and in the VIP lounge
- Branding on all tickets (where possible) , posters, and publications
- BWF will pay (on prior approval and at cost price) for the production of materials in connection with this generic branding

ARENA DRESSING

BWF has the final 'sign-off' on all aspects of the presentation of the event, to include 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, to include:

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

MERCHANDISING RIGHTS

Included in this category are all rights associated with the sale of product in connection with BWF events.

OVERVIEW

BWF is attempting to increase the value of its events and of product associated with its major events through "branding" them to increase awareness of the events both among the badminton playing population and general sports fans worldwide.

BRANDING

A successful BWF brand is in this case an identifiable championship, such as the World Junior Championships, promoted in such a way that people perceive a relevant, added value to their 'product' from association with the competition. Its success as a brand results from being able to sustain and increase these added values in the face of competition from other sporting events like the Davis Cup in tennis.

MERCHANDISING BWF EVENTS

Currently there are two ways in which merchandising rights are exploited in relation to BWF events:

1. BWF retains the rights to merchandise an event and uses these rights to establish the event as a brand through the dressing of the arena, sales of licensed product and, through liaison with the HOST, promotion of the competition.

2. The HOST retains merchandising rights to the event. However, in this case it must make available to BWF or its agents, at best trade prices, any goods or product made in connection with the event. Each item of product and its design must be approved by BWF and must carry, where practicable, any logo that the BWF requires.

INTERACTIVE RIGHTS

This group of rights concerns all and any presence of information and data owned by BWF that appears on the internet in any shape or form. It includes but is not limited to:

1. Any moving pictures of the event including video (webcasting) from the event or its environs
2. Historical data about players which is contained in databases compiled and owned by BWF
3. So-called "live" scoring of matches at BWF events
4. The use of any URL associated with an BWF event eg World-champs.com
5. The right to give a web site "official competition web site" status.

BWF retains all rights to the Interactive category but may grant certain rights to a HOST as part of its agreement to allocate the event to that HOST. For example, in certain circumstances, language rights to operate a website from the event in the language of the HOST only may be granted.

Chapter 5 - Financial Overview

Explaining budget possibilities

OVERVIEW

In all cases, the Organising Committee 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 hosting contract 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 3, to include hire of all venues and facilities for the required number of days during and after the event.

TV production as described more fully in Section 4, to include the production of an international- standard signal from all days of play, and delivered at the nearest international gateway.

Media facilities and support to include the provision of an international-standard event media room with full technical capabilities (further details can be obtained on request from BWF)

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 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.

MARKETING RIGHTS

BWF is the owner of all rights in connection with its event.

Over and above the costs of organising the event, the Organising Committee may wish to exploit marketing rights at the event. Bidding organisations should make clear their intentions in this regard at the time of bidding. For avoidance of doubt, the International Broadcast Rights will be retained by BWF.

BUDGETS

Bidding organisations should provide full details for their budgeting plans for the event in the bid forms in Section 6 (see over for Chapter 6 – Bidding Forms).

Bidding Documents Forms

The BWF is happy to receive bid documents which are electronic – such as Power point Presentations – or hard copy, paper based bound booklets / documents.

As a minimum, a Member Association wishing to host a BWF World Junior Championships must complete the form below.

Note – This form is available in 'MS word' format - Please type and email to the BWF with a covering letter from the member Association.

BWF Event	BWF World Junior Championships 2014
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1. Association Contact Details

BWF Member Association making application	
Name of Contact	
Title (eg Secretary General)	
Email Address	
Phone Number	
Fax Number	
Mobile Phone Number	
Address	
Other Contact information, if any.	

2. Goals for hosting the event, i.e. "a good fit", development, legacy, motivation.

What are the goals for your association in bidding for the BWF World Junior Championships? –

Why are you doing it?

What do you want to achieve by bring the event to your region?

How does this event 'fit' into other regional events?

Is there a good 'fit' with these and other factors?

Explain how this event would assist in regional development – of players, of event management skills, of management knowledge.

What will be the legacy – for your national association and for the region / continent?

<p>What other relevancy facilities are there at the stadium? (eg: restaurant, space for exhibitors in foyer, weight-training facilities, swimming pool)</p>	
<p>What range of hotel accommodation will be provided? State likely prices per room in USD\$\$ (inclusive of all local taxes and breakfast) on a twin-shared basis</p>	
<p>Can there be three or four beds to a room? (if so, indicate likely cost)</p>	
<p>Is there a possibility of self-catering accommodation (if so, give details)</p>	
<p>What system of hotel booking will be used? Will deposits be required in advance, and if so, what will be the refund possibilities for early departure or cancellation?</p>	
<p>How long would a bus journey take from the intended tournament hotel(s) to the venue (state worst and best, if variable)</p>	

<p>Which international airport(s) will participants be met at? What is the proposed method and duration of transfer from each airport to the hotels to be used?</p>	
<p>Please supply typical climatic figures (humidity levels, minimum & maximum temperatures and general weather)</p>	
<p>What assistance can be given with visa?</p>	
<p>What commitments can be made regarding the entry of players from all BWF Member Associations to the event?</p>	

4. Budget

It is important that you submit your first draft budget using the format below. If you are awarded the BWF event (and where specified on part of the final agreement), you will also be required to report your accounts in this same format.

Please use US\$ where possible, but if you require or prefer to budget and account in another currency, please state clearly the currency proposed.

Currency: _____

INCOME

Area	Note	Budget	Your Comment
Ticket Sales	1		
Sponsors	2		
Local, state or national government support	3		
Programme sales and advertising	4		
Other (specify)	5		
Note	Comments		
1	Indicate the basis for arriving at your budget. For example: " 3 days of 1000 crowd at USD\$\$\$3, plus 2 days of 2000 crowd at USD\$\$\$4: Total USD\$\$\$25, 000". Supply net figures (i.e. after taxes and any selling costs excluding general promotion)		

2	Indicate how you arrive at this figure and on what past experience you are drawing. For example: " 4 sponsors taking 3 A-boards each at a cost per sponsor of USD\$10,000: Total USD\$ 40,000. We charged USD\$ 5000 per sponsor for same rights at recent tournament and in same hall"
3	Indicate whether this sponsorships will be in kind (eg, welcome reception): in cash (eg USD\$ 20,000): or as a loss guarantee (eg will meet deficit on local costs up to a maximum of USD\$ 50,000).
4	Indicate the basis for the net figured required. For example: "printing costs of USD\$ 6000 and sales of advertising 10 pages at USD\$1000 per page, and sales of 1000 programmes at USD\$2.00 per programme: total profit US6000"
5	Explain any other income sources such as patrons, donations.

EXPENDITURE

Before completing this section, please read carefully the accompanying notes on expenditure for the particular event for which you are applying.

Area	Note	Budget	Your Comments
Stadium – rental, staffing, utilities (electricity etc), venue staff/security	A		
Transport	B		
Referee, umpires, doctors and medical services Transport	C		
Line Judges	D		

Other Personal	E		
Promotion & Marketing	F		
Media Support	G		
Hospitality & Catering	H		
Administration	I		
TV Production	J		

Other (Please specify)	K		
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Note	Comments
A	<p>Include hire of stadium for at least 2 days before the first day of play and all associated cost (if not already included) such as any associated taxes; security and compulsory stewarding costs; electricity; cleaning; hire of rooms for media; dope-testing; VIPs; etc. NB: media room will be needed for four (minimum three) days before the first day of play.</p> <p>Included cost of scoreboards and a player identification system.</p> <p>Also include the cost of setting up a small (minimum 3 PCs) network with one PC located at the Match Control, one in media room and one in the VIP room: these PCs are used for the results and matches in progress.</p>
B	<p>Include hire of vehicles, any payments necessary to drivers, vehicle running costs (including insurance, petrol, parking fees, road tolls, etc).</p> <p>Costs must cover transport of all players, officials, medias and VIPs to/from airport (including large amount of luggage): between hotels and hall(s): between hotel (s) and practice facilities; and to/from any official receptions and ceremonies.</p>
C	<p>Include cost of accommodation, national travel and any daily allowance - for Referee and Umpire travel budget; use a working assumption of USD\$ 1200 per person. This may be revised down word, depending on the location of the host Association. Also assume the number of umpires and referees required or specified by BWF for the event concerned</p>
D	<p>Include cost of any daily allowance to be paid of refreshments/snacks for them. Indicate total number of line judges to be available. Minimum is six per court at early stages and minimum age is 16.</p>
E	<p>Include cost of any daily allowance to be paid or of refreshments/snacks for them. Indicate total number of personnel envisaged. Covers stewards, match control, shuttle control, secretariat, media support personnel, etc.</p>
F	<p>Indicate forms of promotion & marketing envisaged: eg posters, press/TV/radio adverts, circulars to club, etc</p>

G	Include all equipment required to support the international press: eg fax machines, large copier (and spare) with collation facilities; PCs for media use; special IDD lines for their use (usage at their cost). (A detailed set of requirements can be obtained from BWF Secretariat)
H	Include for VIPs, and welcome receptions, drinking water and snacks for personnel, players etc (if not already included in another category)
I	Include all costs involved in preparing for event; consider meeting costs; communications (phone/faxes); overtime paid staff; supplies (stationery, etc); etc
J	BWF does not normally use unspecified contingencies: if you wish to have other costs covered, please specify these, or indicate why a contingency amount is necessary
K	TV production costs can be high if not bartered for national terrestrial rights. Please seek further guidance from BWF if necessary.

5. Other Supporting Information

Please put here 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



This form is available as a WORD document from BWF.

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