REQUEST FOR PROPOSAL (RFP)

BWF BIDDING DOCUMENT

BWF SUDIRMAN CUP 2015

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1.0 CHAPTER ONE – INTRODUCTION

BWF SUDIRMAN CUP 2015

1.1 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 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 (8), Korea (3) and Indonesia (1).

There is no prize money for the Sudirman Cup. 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 divided 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.

1.2 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)

1.3 Future Hosts

2013 Kuala Lumpur (MAS)

1.4 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.

1.5 Specific Details

Dates	:	17 - 24 May 2015
Number of Competition Courts	:	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 Linejudges	:	10

1.6 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.

Teams play in divisions or groups where each team plays each other. 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 in May 2012 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.

2.0 CHAPTER TWO – MAKING A BID

Key stages in the Process, timetable, criteria & decision-makers

2.1 Bidding Timetable

20/02/2013 – 31/08/2013
Interested bidders can request the detailed Host Agreement document that includes the details of the facility requirements and Commercial/Media rights terms.

31/08/2013
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

01/09/2013 – 29/09/2013
Site visit & Technical assessment of bids.

30/09/2013
Shortlist prepared for BWF Council & confirmation of bidding organisations to be presented to BWF Council.

November/December 2013, TBC
Presentations to be made to BWF Council during Council Session in November/December 2013.

Council approves or shortlists hosts. The Host will immediately upon being rewarded the Event sign a commitment letter to the terms in the **Hosting Agreement.**

January 2014
The Host and BWF shall sign Final Hosting Agreement.

2.2 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 Organisers 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 4 – Media and Commercial rights & obligations.

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 (HOST), 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 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, 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 Parabadminton Championships. This type of activities should aim to achieve its own intrinsic purpose in promoting junior or parabadminton 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.

2.3 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 wish for variation of the allocation of Marketing rights. Please note that BWF will retain the majority of the Marketing Rights, but if the host wish to retain additional Marketing Rights it needs to be specified exactly which rights and exactly which value these additional Marketing Rights has for the host. Such wishes from the Host to get more commercial rights **cannot** be a condition of the bid.
4) Specify any financial effect on the bid if BWF decide to do the television production and retain the domestic TV Rights.

2.4 Decision Makers – Contact Details

The final decision on the 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

3.0 CHAPTER THREE – FACILITY PROVISION

The description below includes an outline of the main requirements to host a BWF 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.

3.1 Organisation and obligations

This section details the requirements needed to run the Event, to what standard and outlines the body responsible for organizing and financing each area (the two right-hand columns of the table).

3.1.1 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 Chapter 1.	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.	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

3.1.2 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. Two 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
	Overall security and safety of the teams / team management, technical officials and organizing committee.	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. BWF must have a dedicated office (secretariat) and meeting room available in the venue including internet provision.	HOST	HOST
BWF Office	Refreshments and snacks must be provided at least between the hours of 1000 and 2100 at the	HOST	HOST

	venue (and practice facilities if relevant) for voluntary personnel.		
Catering	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
Equipment	A suitable quantity of shuttlecocks, court mats, post and nets to be provided. These are provided by the Badminton Court Equipment Sponsor. Other appropriate court equipment to be provided.	BWF	BWF
	Safekeeping and security of the shuttlecocks (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

3.1.3 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 Linejudges and other personnel necessary to organize a successful Event. Numbers as specified under "Specific Details" and in Host Agreement, Schedule 3.	BWF	-
Costs for BWF appointed personnel	Travel, Accommodation and Living expenses to be covered as stated in the Host Agreement, Schedule 3.	Refer to Host Agreement, Schedule 3	Refer to Host Agreement, Schedule 3
Host appointment of Personnel	The Host shall appoint all 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. In addition the host shall appoint Local umpires.	Host	-
Costs for Host appointed personnel	Travel, Accommodation and Living expenses to be covered as stated in the Host Agreement, Schedule 3.	Refer to Host Agreement, Schedule 3	Refer to Host Agreement, Schedule 3

3.1.4 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.	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. 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.	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

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
Dope-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	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
Sports Presentation	The Hosts are responsible for arranging the Event presentation, music, lighting, entertainment, special effects and medal presentations. The BWF however retain overall control of Sports Presentation and must approve all arrangements.	BWF/HOST	HOST
VIP Support	VIP hospitality (refreshments and snacks) to 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 100 people, including VIP seats at all sessions.	HOST	HOST

VIP Support Continued	BWF shall have the opportunity to purchase additional seats at mutually agreed rates (please also refer to section 4 regarding Media and Commercial rights & obligations, including ticket allocation for BWF).	HOST	HOST
BWF Meeting	If there is a BWF general meeting (ie AGM and/or BWF Executive Board) and BWF Forum held alongside the Event Cup, 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 to 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 2 BWF representatives in connection with 1 site visit prior to the decision by BWF Council. Flight duration above 7 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 2 BWF representatives in connection with 2 additional site visits before the Event. Flight duration above 7 hours will be on Business Class fare. Travel will be arranged and paid for by BWF, but Host will reimburse BWF.	HOST	HOST
Post Event Report	The Host is responsible for preparing and sending to the BWF a comprehensive post Event report within 4 weeks of the Event finishing and also the results of an Economic Impact Study.	HOST	HOST

4.0 CHAPTER FOUR – MEDIA AND COMMERCIAL RIGHTS & OBLIGATIONS

4.1 Introduction

The description below includes an outline of the allocation of Media and Commercial rights between the Host and the BWF. And it also includes a broad description of the Media and Commercial 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 Commercial 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) Commercial Rights, including all advertising, sponsorship 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 Events and which rights can be exploited by the Host. In case the Host wish to retain additional Commercial rights than what is described in this section, then the bid must clearly specify in detail:

- Which additional rights the Host wish to retain
- What will be the Separate Commercial Fee for any such additional Commercial rights (such a fee should be separate from any hosting fee).
- In case rewarding such additional rights is a condition for the bid made by the Host then this should also be clearly stated.

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

4.2 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 entirely lies with the BWF. Upon request potential hosts can get information about which model will be applicable for each Host Country.

Model 1 – Host arrange television production:
For the Event BWF require 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 PAL with two audio tracks (1 English full mix and 2 international sound), including provision of the continuous live clean signal to an international gateway or SNG or such other point as may be determined by the BWF in order for it to be uplinked for international distribution. The live clean signal must include international sound and English language commentary according to BWF Guidelines. 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, including but not limited to: Unilateral camera for in vision presentation, editing facilities, ENG cameras, playout facilities, match recording facilities, commentary positions (for three commentators) and 'observer' positions including phone and fax line with the understanding that the international broadcasters will be charged no more than the published, current rate prices for the use of such facilities and personnel. 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, Schedule 18** for detailed information about the TV production requirements.

Model 2 – BWF arrange television production:
The BWF will engage the Host Broadcaster and be responsible for cost related to the basic production. The Host must provide different Venue requirements as defined in the Host Agreement, Schedule 18.

BWF shall retain the **International Broadcast Rights and News Access Rights** (see below) from this Event at all times, and the BWF shall be entitled to exploit these rights accordingly.

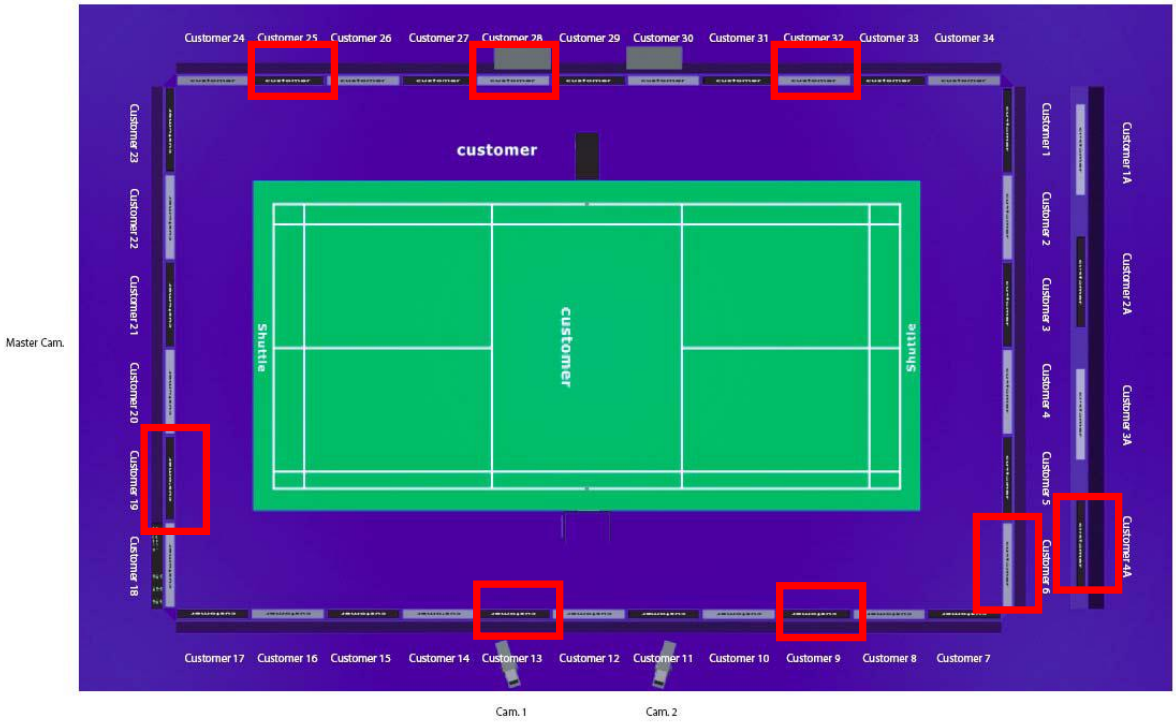
4.3 Commercial Rights, Restrictions & arena dressing

By 'Commercial rights', BWF mean 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.

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 on the form of advertising that can be displayed in and around the venue.

4.3.1 Courtside A-boards

- **Number:** A typical set-up of courtside 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. The following A-boards will be available for the Host (all other A-boards and advertising positions are retained by BWF):
    - A-board position 4A, 6, 9, 13, 19, 25, 28 and 32.



4.3.2 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

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 in 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.

4.3.3 Other Advertising / VIP Benefits

Other promotional opportunities, in and around the courtside and arena:

- Hospitality Rights – The Host can set up a hospitality area where hospitality packages can be sold. BWF to 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.
- 20% of the banner positions in the venue available for corporate banners exclusive to sponsors. BWF to approve final commercial setup (numbers and positions) for sponsor exclusive corporate banners.
- Sales of booths – 20% 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 to approve final commercial setup (numbers, space size and positions) for sponsor exclusive booths.
- Non-exclusive Merchandising rights. This right to be coordinated with BWF.

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

4.3.4 Naming Rights

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

<u>Host Sponsor Designation</u>
The Host can use the following designation for local sponsors:

Official sponsor of the <*company*> <Event> <Year>

4.3.5 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 (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 and 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.

4.3.6 Tickets and VIP Services

BWF will be entitled to receive free of charge the following tickets and accreditations:

- 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
- 20 VIP parking
- Staff accreditations as required for the BWF delegation and any service staff of sponsor
- 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.

4.3.7 Other Commercial Rights

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 can reasonably be requested in the venue. This is mainly for sponsors and booth takers (storage space).

4.3.8 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, Schedule 5, 6, 7 and 11-17.

5.0 CHAPTER FIVE – FINANCIAL OVERVIEW

Explaining budget possibilities

5.1 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 3, 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 4.

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 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 in Section 6 (see over for Chapter 6 – Bidding Forms).

6.0 CHAPTER SIX – 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 Major Event 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 Sudirman Cup 2015**

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, "a good fit", development, legacy, motivation.	
What are the goals for your association in bidding for the Event? – **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? **List the main legacies you wish to achieve?**	

3. Stadium and other major aspects

City Proposed (or nearest)	
International Airport Proposed	
Name of Stadium Proposed	
Size of Area available for courts (metres)	**m x m**
Anticipated number of courts	
Has badminton been played there before? (List main events)	
Height of hall at lowest point over playing area	
Seating Capacity (permanent)	
Intended additional seating capacity (temporary)	
Is there air conditioning? **Does this affect air movement over the field of play?**	
What are the sizes of the three largest rooms within the stadium (typically used for media centre, VIP hospitality and secretariat function)	**1. m x m**
	2. m x m
	3. m x m
What other relevancy facilities are there at the stadium? (eg: restaurant, space for exhibitors in foyer, weight-training facilities, swimming pool)	

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**	
Can there be three or four beds to a room? (if so, indicate likely cost)	
Is there a possibility of self-catering accommodation (if so, give details)	
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?	
How long would a bus journey take from the intended tournament hotel(s) to the venue (state worst and best, if variable)	
Which international airport(s) will participants be met at? What is the proposed method and duration of transfer form each airport to the hotels to be used?	

Please supply typical climatic figures (humidity levels, minimum & maximum temperatures and general weather)	
What assistance can be given with visa?	
What commitments can be made regarding the entry of players from all BWF Member Associations to the Event?	
Who will be the Guarantor?	

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 or in another agreed 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 wether 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 (depending on Media rights model)	J		
Host Fee	K		
Other/ Contingency (Please specify)	L		

Note	Comments
A	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. Included cost of scoreboards and a player identification system. 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.
B	Include hire of vehicles, any payments necessary to drivers, vehicle running costs (including insurance, petrol, parking fees, road tolls, etc). 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.
C	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 to a lower amount, 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.
D	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.
E	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.
F	Indicate forms of promotion & marketing envisaged: eg posters, press/TV/radio adverts, circulars to club, etc
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	Model 1: Include all Net TV production costs. In some cases the Host can make a barter deal with the Host Broadcaster, so the Host Broadcaster delivers the TV-production in return for the the domestic TV-rights. In that case only any Net costs shall be included. Model 2: Include all costs to provide defined Venue requirements. Please seek further guidance from BWF if necessary.
K	The host fee is a fee to BWF for hosting the Event within the territory of the LOC and furthermore for being granted the Commercial Rights specified in this agreement. If additional commercial rights are requested by the LOC then a separate Fee for such rights must be clearly specified.
L	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

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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