



**BADMINTON  
CANADA**

# **Yonex Canadian International Challenge**

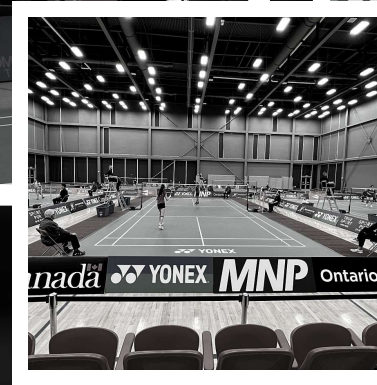
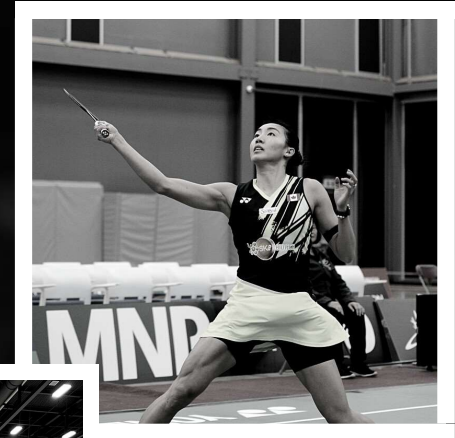
## ABOUT

### badminton canada

the not-for-profit has been building on its success over the last number of years. from producing our most successful olympic team, to hosting the highest-rated badminton tournament ever in north america in 2023.

### the opportunity

your company has the opportunity to connect with international sport experiences, engaging with an audience that is culturally and economically unique. unlike most sports in canada, badminton's core audience is made up of asian, new and 1st/2nd generation canadians. it's the perfect opportunity to engage the beautiful cultural experiences we have in canada through sport.

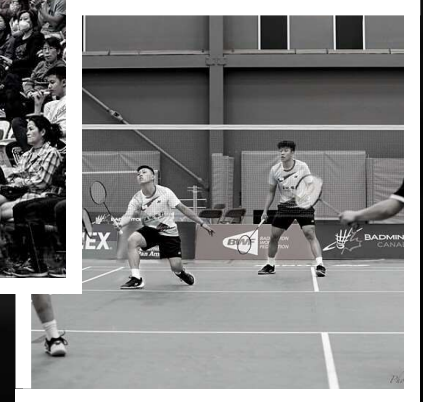
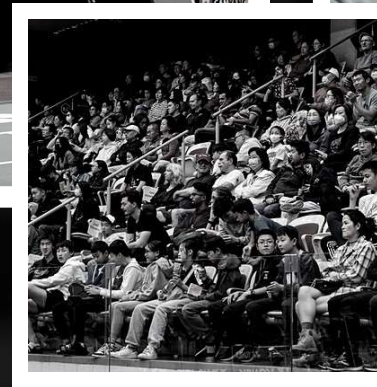
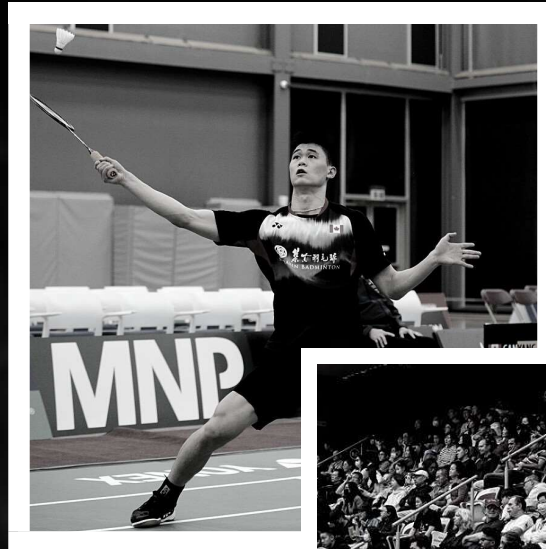


## YONEX CANADIAN INTERNATIONAL CHALLENGE

2024 host venue: markham pan am centre.

date: december 3 to 8, 2024.

- bwf (badminton world federation) world tour event.
  - only bwf international event to take place in ontario (canadian hub of badminton).
  - growth opportunity & flexibility to meet partner needs.
- in 2024, the event was streamed via badminton canada's youtube channel and earned 70K+ live viewers.
- **NEW & MORE** partnership opportunities available compared to previous years.



## ITEMS OF INTEREST

why badminton? we provide a unique opportunity for brands to engage the asian & new canadian audience through sport in canada.



BADMINTON  
2022 canada open.

### QUICK FACTS

**8**  
2020 canadian olympians present largest team ever and maximum allowed.



**70 K+**  
live viewers number of viewers for 2022 international challenge's youtube live stream.



**1ST**  
fastest racquet sport 2x than tennis. 4x than ping pong. 6x than pickleball.

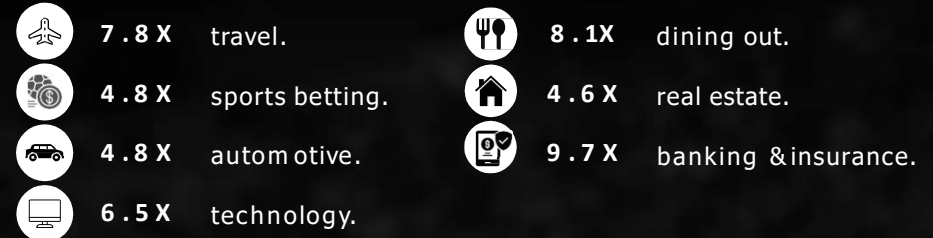


**270 K**  
canadians 15+ who play badminton stat can, the same # as snowboarding.

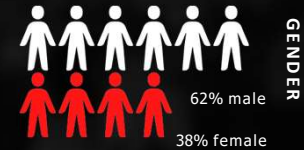
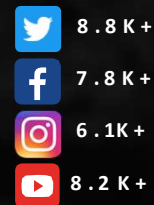
## SOCIAL AUDIENCE ANALYTICS

### AFFINITIES

index showing badminton canada audience vs average audience.



### FOLLOWERS



### LOCATION



60% of all canadian badminton players reside in ontario & quebec.



the average badminton follower is about ~25.4

YONEX CANADIAN  
INTERNATIONAL  
CHALLENGE ASSETS



BADMINTON  
CANADA

## FIELD OF PLAY SIGNAGE

- have your brand steps from the incredible acts of athleticism.
- whether live attendees or those watching from the broadcast, be sure your logo is in sight.
  - these assets allow your brand to be a part of some of the most iconic canadian badminton moments!
  - the canada open will have five (5) different courts, with two (2) various pricing/ placement.
    - breakdown available in later slides.



## NAMING OF COURT

- the best way to maximize reach (bonus some international) at this event whilst still obtaining canadian rates would be with this asset.
  - a-boards +umpire chair signage included.
- this asset provides a ton of frequency and connects your brand directly to each match.
  - for example, each time a match begins, or ends, the pa announcer would say 'now on the sponsor court, canada's michelle li vs china's...'
    - similarly, this would also be the case on all tournament-related websites when looking for results.
      - bwf, badminton, and canada open sites (see example).

BWF Fan Zone HSBC BWF World Tour TotalEnergies BWF Sudirman Cup Finals More **BWF** f t i y d

TOUR CALENDAR RANKINGS NEWS MATCH CENTRE

Important: COVID-19 Information NEXT: Super 500 PERODUA Malaysia Masters 2023 presented by DAIHATSU

### MATCH RESULTS 6 DECEMBER 2023

Markham Pan Am Centre - 1 Sponsor

|  |  |    |                                |                     |      |
|--|--|----|--------------------------------|---------------------|------|
| 1. Starting at 10:00 AM<br>MS<br>Court 1 | LEE Zii Jia [4]                            | bt | Stthikom THAMMASIN             | 21-12, 21-15        | 0:33 |
| 2. Followed by<br>MD<br>Court 1          | Fajar ALFIAN [1]<br>Muhammad Rian ARDIANTO | bt | KANG Min Hyuk<br>SEO Seung Jae | 20-22, 21-12, 21-19 | 1:06 |
| 3. Followed by<br>XD<br>Court 1          | Yuta WATANABE [2]<br>Arisa HIGASHINO       | bt | TANG Chun Man<br>TSE Ying Suet | 21-17, 21-17        | 0:40 |
| 4. Followed by<br>MD                     | Leo Rolly CARNANDO<br>Daniel MARTIN        | bt | Aaron CHIA [2]<br>SOH Wool Yik |                     | 1:00 |

NAMING OF COURT EXAMPLE





# FOP SIGNAGE BREAKDOWN

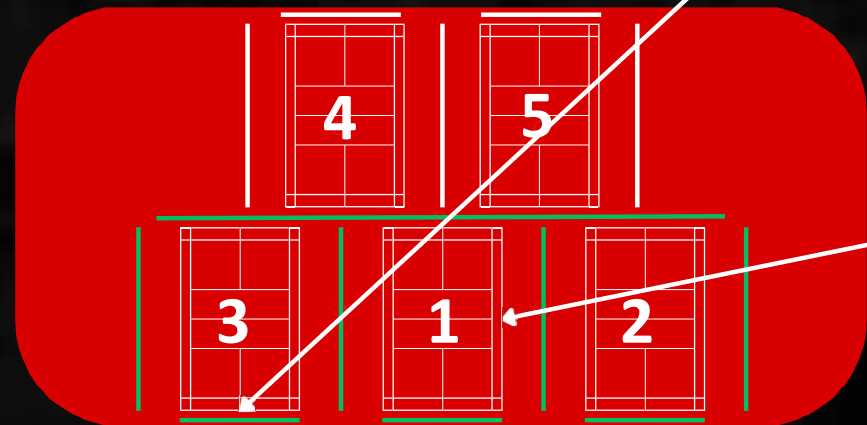
## SIGNAGE BREAKDOWN

### PRIME + TV

features all matches including finals + international broadcast, livestream, and live attendees visibility.

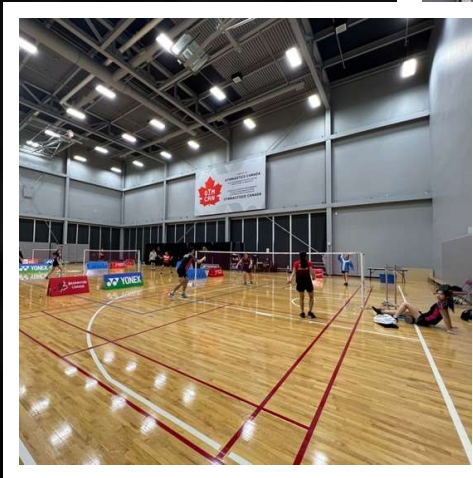
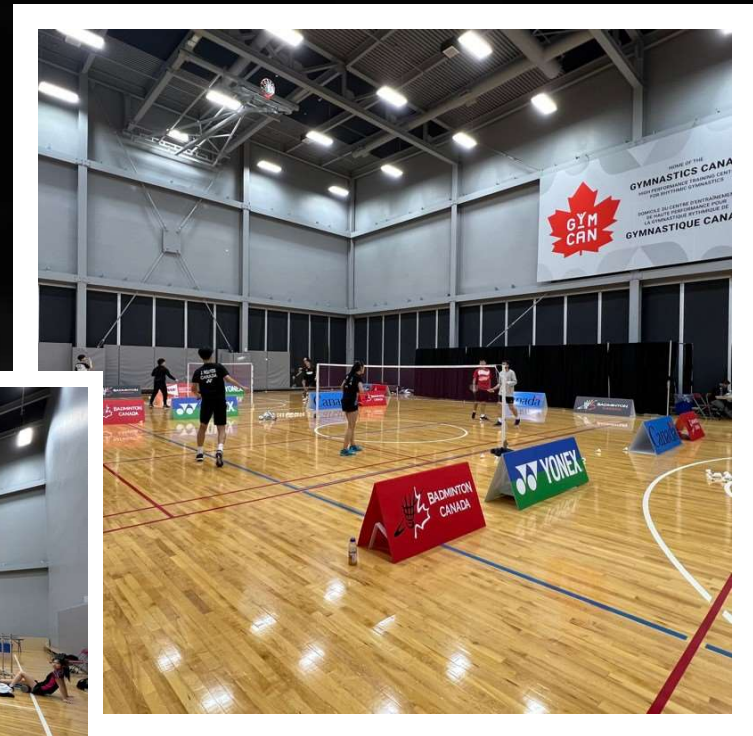
### BASIC

features primarily early-stage matches + visible only to live attendees.



## PRACTICE COURT SIGNAGE

- each event day, practice courts are filled with top canadian and international athletes (100+) warming up and preparing for their matches.
- in our practice court area, your brand will have the opportunity to get in front of some of the best badminton talent in the world.
  - flat rate pricing available to solely engage the athletes, as this practice court area is unavailable to the public.



## INTERACTIVE BOOTH

- creating an experience.
  - in 2024 we will have a designated room / 'tradeshow' for partners.
  - whether it's your iconic branding or signs directing fans through a tunnel-like entrance to spark curiosity; we want to drive fans to YOU.
- generate leads.
  - feel free to engage with fans, hand out company swag, or even hand-out tickets to your brand finals section...



## FINALS SECTION

- an exclusive section for your brand.
  - on saturday & sunday, courts are removed for seating.
  - 50 floor passes available.
    - invite clients, leads, or even host a contest for fans.
- premium activations available.
  - p r e m i u m seating or on-site experiences.



## STREAMING PARTNER

- have your brand front and centre via the badminton canada youtube live stream.
- with last year's event earning 70K+ live viewers, you'll be guaranteed to receive incredible exposure for your brand.
- curate this asset to your needs whether it's your logo, a product offering, or promoting your competitive pricing.



**stream presented by: SPONSOR**

## Product Placements on Field of Play

- what better way to align your brand with sport than being inches from it?
- we're all about working collaboratively to showcase what our partners are about.
  - Use the Field of Play for visibility and creating excitement.



## PARTNERSHIP OVERVIEW

### SIGNAGE PRICING

| assets             | entitlements  | cost    |
|--------------------|---|---------|
| prime + tv (green) | <ul style="list-style-type: none"> <li>• features all matches including finals + internationals broadcasts, livestream, and live attendees visibility.</li> </ul> | \$3,500 |
| basic (white)      | <ul style="list-style-type: none"> <li>• features primarily early-stage matches + visible only to live attendees.</li> </ul>                                      | \$2,000 |
| practice courts    | <ul style="list-style-type: none"> <li>• signage visible only to athletes in practice</li> </ul>  | \$500   |

## PARTNERSHIP OVERVIEW

### INTERACTIVE BOOTH PACKAGE

| assets            | entitlements  |
|-------------------|---|
| interactive booth | • one (1) booth available at the top of the stands where your brand can engage with fans. |
| Signage           | • your choice of one (1) fop sign, prime + tv or basic positioning.                       |
| cost              | \$3,000 - \$4,500   |

### CORPORATE ASSET ON FOP PACKAGE

| assets       | entitlements  |
|--------------|---|
| asset on fop | • asset on field of play, and re-positioned near court 1 for semi-finals and finals.                                      |
| signage      | • two (2) prime + tv (green) a-boards, features all matches including finals + livestream, and live attendees visibility. |
| cost         | \$10,000  |

### FINALS SECTION PACKAGE

| assets         | entitlements  |
|----------------|---|
| finals section | • exclusive branded section for you to host clients, employees, or fans.<br>• includes fifty (50) floor passes.           |
| signage        | • two (2) prime + tv (green) a-boards, features all matches including finals + livestream, and live attendees visibility. |
| cost           | \$12,500  |



## PARTNERSHIP OVERVIEW

### STREAMING PARTNER

| assets           | entitlements  |
|------------------|---|
| stream banner ad | • banner ad present for all live streams for the duration of the event. |
| cost             | \$15,000  |

### COURT - NAMING RIGHTS

| assets                 | entitlements  |
|------------------------|---|
| fop signage            | • five (5) a-boards featured on the field of play. <ul style="list-style-type: none"> <li>• one (1) on each of the five courts.</li> <li>• prime + tv &amp; basic positioning.</li> </ul> |
| practice court signage | • two (2) a-boards present in the athlete exclusive courts for warming up.  |
| court - naming rights  | • naming rights to court, featured on live stream, pa system, and tournament/ bwf websites  |
| cost                   | • \$23,500 for court 1.<br>• \$18,500 for court 2 & 3.<br>• \$15,500 for court 4 & 5.   |

## Customized Solutions

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Badminton Canada recognizes that each business faces unique challenges. to support business objectives, there are options to customize a marketing approach that supports the business goals and objectives.

to discuss further, please reach out to Badminton Canada.

## CONTACT

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National Partner Contact:  
Bryan R. Merrett  
Executive Director  
Badminton Canada  
[bmerrett@badminton.ca](mailto:bmerrett@badminton.ca)  
613-518-1501, X2083

## THANK YOU

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we look forward to discussing and answering any questions you may have on our next call.