



**BADMINTON
CANADA**

Yonex Canadian International Challenge

STREAMING PARTNER

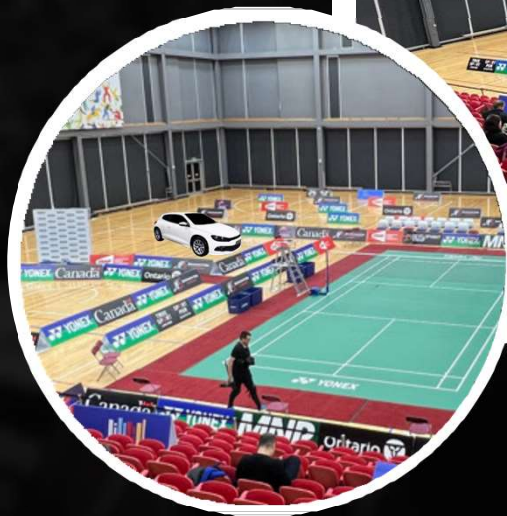
- have your brand front and centre via the badminton canada youtube live stream.
- with last year's event earning 70K+ live viewers, you'll be guaranteed to receive incredible exposure for your brand.
- curate this asset to your needs whether it's your logo, a product offering, or promoting your competitive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



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

PARTNERSHIP OVERVIEW

INTERACTIVE BOOTH PACKAGE

assets	entitlements
interactive booth	<ul style="list-style-type: none"> one (1) booth available at the top of the stands where your brand can engage with fans.
Signage	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> asset on field of play, and re-positioned near court 1 for semi-finals and finals.
signage	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> exclusive branded section for you to host clients, employees, or fans. <ul style="list-style-type: none"> includes fifty (50) floor passes.
signage	<ul style="list-style-type: none"> 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"> • one (1) on each of the five courts. • prime + tv & basic positioning.
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. • \$18,500 for court 2 & 3. • \$15,500 for court 4 & 5.

Customized Solutions

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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THANK YOU

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