



Badminton Europe
Brøndbytoften 14
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www.badmintoneurope.com

Request for Proposal

Badminton Europe Digital Strategy

2018-2022



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1. Introduction

Badminton Europe Confederation (BEC) is an umbrella sports organisation with 52 National Badminton Federations as Members.

BEC is one of five Continental Confederations of Badminton World Federations.

BEC is governed by an Annual Delegates' Meeting that elected a Board of 14 Directors and is currently employing 12 staff.

The core business of BEC is to organise European Badminton Championships and to promote and develop the sport of badminton in Europe.

Currently the 52 Member Associations have registered 862.131 players. In terms of people actually playing badminton in Europe estimates from the Member Associations indicates a number well over 10 million. If we look beyond Europe the most recent number of global badminton fans is close to 500 million people.

Badminton Europe's reach current reach does not reflect either the European or the global interest in our sport very well. This despite a very active social media presence.

BEC is involved in a number of activities and owns a variety of rights in the digital sphere. The intention of this RFP is to engage an agency that can:

- assist in building a digital strategy
- recommend systems and companies that can implement the strategies
- ensure that digital content is generating maximum profit



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This Request for Proposal (RFP) details:

- Vision
- Current inventory of digital content
- Current agreements with regards to digital content
- New concepts with regards to the digital content
- Foreseen tasks and conditions
- Application process

Terms and conditions of this RFP are subject to further dialogue and conditions may be amended depending on the nature of proposals received.

2. Vision

The vision of this particular project is to establish a central database for mainly European badminton players, fans and other interested parties through linking all digital touch points with BEC to this central database.

We need to be able to communicate with our followers in a relevant way that also allows us to monetize our fanbase to an extent that reflects our investment and beyond.

3. Current status

BEC core products are:

European Championships where the media rights for the 3 most prominent events have been sold to our media agency - Sportradar.

European Badminton Circuit where data and streaming rights have been sold to a betting provider who has exclusivity for the betting sector. We can utilize these rights for non-betting related purposes.



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BEC currently has the following digital elements:

Website: <http://www.badmintoneurope.com>

(370.000 unique users, annually)

Facebook: <https://www.facebook.com/badmintoneurope> (
95.000 likes)

Youtube: <https://www.youtube.com/user/BadmintonEuropeConf>
(31.000 subscribers)

Twitter: <https://twitter.com/EuropeBEC>
(19.600 followers)

Instagram: https://www.instagram.com/badminton_europe/
(21.200 followers)

Tournament app – under development

BEC Online Magazine

4. Tasks and conditions

BEC request proposals from agencies with regard to setting up a digital strategy for BEC following a digital health check/audit.

We are looking for an agency that can make a significant difference in the way we reach, communicate with and monetize our customer base.

When this is said our approach to this is relatively open and we are excited to receive concepts how we can approach this.



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Budget for the digital strategy including the digital health check/audit is 10-15.000 euro which is included in a total activation budget of 75.000 euro.

5. Application format

Digital Consultancy agencies can present proposals how to approach the Digital Strategy of BEC.

A proposal shall include the following:

- a. Credentials
- b. Digital strategy approach by the Agency – how to grow the database and how to monetize the database and digital products.
- c. Suggestions for new digital initiatives within the scope of business of BEC
- d. Financial proposal from the Agency, including:
 - Detailing services and investments provided by the agency to develop BEC Current digital products and new digital products
 - Payment terms
- e. Please clearly specify assumptions of requirements for the submitted proposal. Especially assumptions which are different or not specified in this RFP.

The final decision on the BEC Digital Agency will be based on both financial and qualitative factors

6. Time frame and process

The following time frame and process will apply for the selection of the BEC Digital Agency.

26 Feb. 2018	Request for Proposal /RFP sent to potential agencies and published on website.
27 Feb. – 8 Mar. 2018	Discussion with agencies to clarify any issues.



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14 Mar. 2018	Deadline to submit proposals to be BEC Digital Agency.
15 Mar. – 23 Mar. 2018	BEC will provide feedback on the bids to shortlisted agencies.
5 Apr. 2018	Badminton Europe Board will make decision on Digital Agency.
13 Apr. 2018	Presentation of Digital Project to BEC Forum in Dubrovnik, Croatia.

Time frames for the final decision may change depending on format of proposals.

7. Contact

Confidential enquiries can be made to BEC, General Secretary, Brian Agerbak.

Proposals shall be sent per e-mail to brian.agerbak@badmintoneurope.com no later than 14 March 2018.