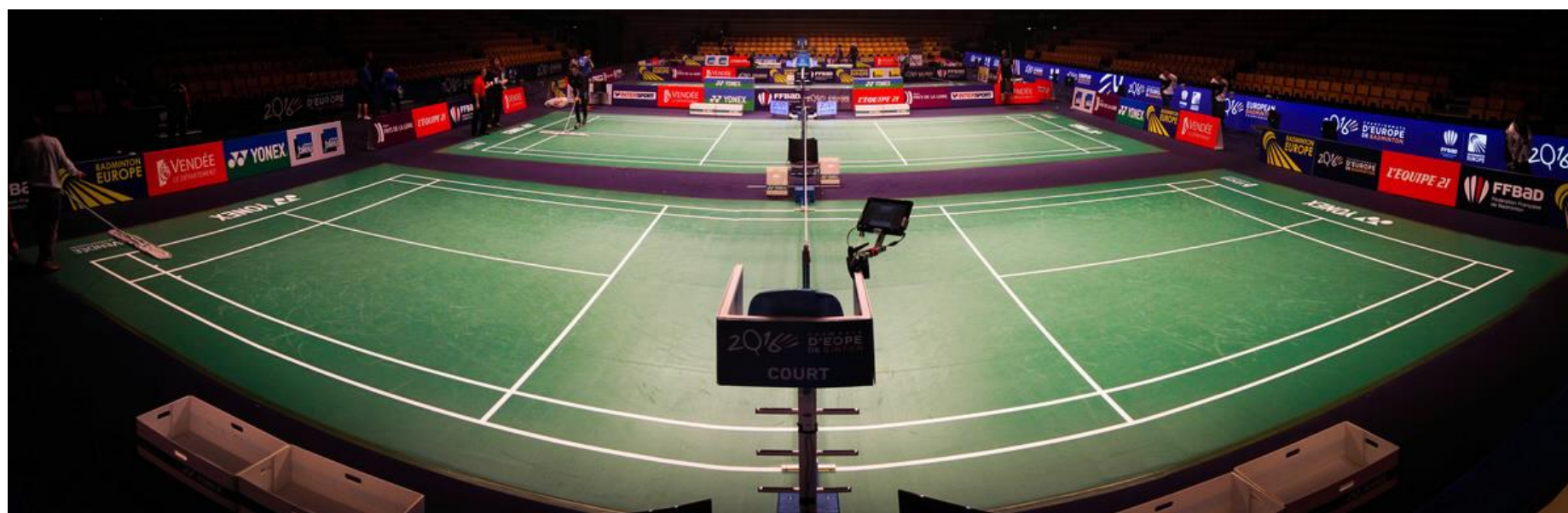


**Official Bidding Document**  
**Badminton Europe Events**  
2023-2028



**1. About hosting Badminton Europe Events**

- *European Championships*..... 3  
- *All Member Associations can host*..... 3  
- *Member Associations can bid for an event at any time*..... 3  
- *Decision*..... 3

**2. Event details and requirements**

- *Event details and requirements*..... 5  
- *Further requirements and responsibilities*..... 7  
- *Personnel*..... 8  
- *Other requirements*..... 10

**3. Rights**

- *Introduction*..... 12  
- *TV/Broadcast - rights and production*..... 12  
- *Commercial rights*..... 15  
- *Interactive rights*..... 17  
- *Mobile rights*..... 17

**4. Bidding**

- *Procedure*..... 18  
- *To be considered for hosting an event*..... 18  
- *Criteria and decision-makers*..... 18  
- *Further details*..... 19

# **1. About hosting Badminton Europe Events**

The following will give an impression of the Badminton Europe Events Programme and what the possibilities and requirements are for a Member Association that wish to host one or more of these events.

## ***European Championships***

The European Championships are the most important activities of Badminton Europe – which officially will crown Europe’s best players and teams. The European Championships are organized and played in different age groups and categories – as individual events and as team events – all to be hosted by, and played in, one of Badminton Europe’s Member Associations.

## ***All Member Associations can host***

All of Badminton Europe’s 53 Member Associations have the opportunity of hosting a Badminton Europe event – allocation being made based on the submitted bid.

Hosting a Badminton Europe event will attract interest from all over the badminton world and put the respective city/country in the spotlight before and during the event, leaving behind a lasting legacy for the event organizers.

## ***Member Associations can bid for an event at any time***

Badminton Europe gives its Member Associations the opportunity to bid for, and get the rights to host, one of its events at any time it is of interest and convenience for the respective Member Association.

## ***Decision***

Shortly after the bid is submitted by the Member Association, they will be informed if they have been successful – no matter if the event is being held in 6 months, or in 6 years...

## 2. Event details and requirements

The following will give an impression of the expected terms and conditions for staging the various Badminton Europe events. It is furthermore outlined which body is responsible for organizing and financing each area.

EC = European Championships

EMTC = European Mixed Team Championships (final stage)

EMWTC = European Men's & Women's Team Championships (final stage)

EJC = European Junior Championships (team + individual)

EJC + EU15C = European Junior Championships (team + individual) + European U15 Championships (individual) → combined event

EU17C = European U17 Championships (team + individual)

EU15C = European U15 Championships (individual) → standalone event

ESC = European Senior Championships

ECC = European Club Championships



## Event details and requirements

<b>Area</b>	<b>Description</b>	<b>EC</b>	<b>EMTC</b>	<b>EMWTC</b>	<b>EJC</b>	<b>EJC + EU15C</b>	<b>EU17C</b>	<b>EU15C</b>	<b>ESC</b>	<b>ECC</b>
<b>Year of event</b>	The event will be held in the following year (* - except years with Eur. Games):	All*	Uneven	Even	Even	Even	Uneven	Even	Even	Every
<b>Competition dates</b>	The event will be held in the following period:	Week 15	Week 7	Week 7	Aug/Sep Month	Aug/Sep Month	Aug/Sep Month	Free	Aug-Oct Month	June/July Month
<b>Competition days</b>	The tournament requires the following amount of competition days:	6	5	5-6	10	10	9-10	4-5	7-8	5
<b>Sanction Fee</b>	Fee (in €) for being sanctioned by BEC and BWF:	4.000	2.500	2.500	2.000	2.000	1.500	1.000*	2.000	2.000
<b>Competition courts</b>	The venue/-s must have appropriate space for the number of courts required for the specific event. The minimum number of competition courts are:	4	2	4	6	8	6	5-6	12-14	4
<b>Warm-up courts</b>	Where marked with "X" a minimum of two warm-up courts must be available:	X	X	X	X	X	X	X	X	
<b>Training courts</b>	The minimum number of required training courts during the event are:	4-6	2-4	4-6	4-6	4-6	4-6	-	-	-
<b>Seating capacity</b>	The venue must provide a minimum seating capacity, for the duration of the event, of:	2.000	1.000	1.000	500	500	500	500	750	500
<b>Referees</b>	The event requires the following amount of referees:	3	2	3	3	4	3	2	4-5	2
<b>Umpires</b>	The following amount of umpires (per court) will be appointed:	4	4	4	4	4	4	3	3	4
<b>Line Judges – first stage</b>	The following amount of Line Judges (per match) must be provided before the Quarter Finals:	4	6	4	2	2	2	2	2	2

<b>Area</b>	<b>Description</b>	<b>EC</b>	<b>EMTC</b>	<b>EMWTC</b>	<b>EJC</b>	<b><u>EJC + EU15C</u></b>	<b>EU17C</b>	<b>EU15C</b>	<b>ESC</b>	<b>ECC</b>
<b>Line Judges – final stage</b>	The following amount of Line Judges (per match) must be provided from the Quarter Finals onwards:	8	8	6	4	4	4	4	2	4
<b>Doctor</b>	The following amount of doctors / on-court treatment personnel are required:	1	1	1	1	1-2	1	1	1-2	1
<b>Physio</b>	The following amount of physios (can charge for treatment) are required:	2	1	1	1	1	1	1	1-2	1
<b>Flooring</b>	Where marked with "X", the venue must have wooden (sprung) flooring or other BEC/BWF approved suspended floor surface.	X	X	X	X	X	X	X	X	X
<b>Carpeting – streaming</b>	Where marked with "X" the floor surrounding the streaming court(-s) must be covered by carpet:						X	X	X	X
<b>Carpeting – arena</b>	Where marked with "X" the entire arena floor must be covered by carpet:	X	X	X	X	X				
<b>Playing area height</b>	The venue must allow a clear height above the complete playing clear of no less meters than:	12	12	12	9	9	9	9	9	9
<b>TV production</b>	Where marked with "X" a high class TV production is required:	X	X	X						
<b>Court lighting</b>	Where marked with "X" the venue must be specifically set up for a high class TV production. BEC requires lighting to be provided from a rig that focuses lights on each of the courts. There shall be a min. of 'horizontal luminance' level of 1200 lux to provide an even light over the whole surface and 1400-1600 to cover the main TV courts. The lighting rig should include robot light and show lights for presentation purposes. (* - pending contractual agreements)	X	X	X*						

<b>Souvenir t-shirt</b>	A souvenir t-shirt, including the event name and logo, shall be produced and one given to each participant free of charge:									X	
<b>Accreditation with event logo</b>	An official accreditation, including the event name and logo, as well as the name and country name of the participant, shall be produced and one given to each participant free of charge:									X	
<b>Post event celebration party</b>	An official post event celebration party shall be held, and each participant shall be entitled to take part at a maximum entry fee of 25€, which includes food and two drinks. BEC appointed Technical Officials shall be invited to take part free of charge. Additional drinks shall be charged for:									X	

\*To be approved by ADM in 2022, as part of the overall sanction fees

### ***Further requirements and responsibilities***

The following will give a further impression of the expected terms and conditions for staging the various Badminton Europe events. It is furthermore outlined which body is responsible for organizing and financing each area.

ORG = Organizing Committee  
BEC = Badminton Europe

<b><u>Area</u></b>	<b><u>Description</u></b>	<b><u>Responsibility to organize</u></b>	<b><u>Financial responsibility</u></b>
<b>Availability</b>	The venue must be available at minimum of 2 days before competition play starts until 1 day after the last day of play inclusive.	ORG	ORG
<b>Practice and Warm Up Courts</b>	The venue (augmented by one or more auxiliary venues, if required) must provide suitable practice facilities (as per section "Event details and requirements") for players for the period commencing at a minimum of one day before the event until the event completion. Two warm up courts should be provided in close proximity to the main competition field of play.	ORG	ORG
<b>Security</b>	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.	ORG	ORG
	Overall security and safety of the teams / team management, technical officials and organizing committee.	ORG	ORG

<b>Media Office</b>	An appropriately serviced media room must be set up and media seating reserved with a good view of all courts. Computing, copying, Internet and other equipment must be available for use in servicing the media and the BEC website during the event (further detailed documentation on requirements is available on request).	ORG	ORG
<b>BEC Office</b>	EC must have a dedicated office (secretariat) available in the venue with internet provision and power sockets.	ORG	ORG
<b>Meeting room</b>	Room for up to 50 persons must be available for team managers' meeting and umpire briefing on the night before the events starts.	ORG	ORG
<b>Information desk and/or pigeon holes</b>	An information desk and/or pigeon holes for each competing country shall be set up. Besides general tournament information, the information desk and/or pigeon holes shall serve as the pick-up station for team manager news.	ORG	ORG
<b>Refreshments</b>	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 and technical officials.	ORG	ORG
<b>Catering</b>	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.	ORG	ORG
<b>Equipment</b>	A suitable quantity of shuttlecocks, court mats, post and nets to be provided. These are provided by BEC's Badminton Court Equipment Sponsor.  Other appropriate court equipment to be provided.  The safekeeping and security of the shuttlecocks (as described above) must be arranged.	BEC  ORG  ORG	BEC  ORG  ORG

## ***Personnel***

<b><u>Area</u></b>	<b><u>Description</u></b>	<b><u>Responsibility to organize</u></b>	<b><u>Financial responsibility</u></b>
<b>Referees</b>	The BEC-appointed 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 BEC/ORG from the time of their appointment.  Referee's and Deputy Referees' travel will be arranged by BEC and paid for by BEC.  Referee's and Deputy Referees' accommodation (bed and full breakfast, in single rooms of minimum 3 star standard) must be arranged and paid for by ORG for not less days than from two days before the event starts until the day after the event has finished. BEC shall have final approval on the hotel(s) in which they are due to stay.	BEC  BEC  ORG/BEC	-  BEC  ORG



<b>Umpires</b>	Referee's and Deputy Referees' daily allowance will be paid by BEC (€60,00 per day).	BEC	BEC
	An appropriate number (3 or 4 per court) of BEC-appointed internationally-qualified badminton umpires will be present during the competition.	BEC	-
	International Umpires' travel will be arranged by and paid for by the Member Associations. BEC will support Member Associations with €200,00 for each umpire they are sending to the event. Local Umpires travel will be paid by the ORG.	MA/ORG/BEC	MA/ORG/BEC
	Umpires (international and local) accommodation (bed and full breakfast, sharing twin rooms and minimum 3 Star standard) must be arranged and paid for by ORG for not less days than from the day of the Umpire Briefing until the day after the event has finished.	ORG	ORG
<b>Doctor</b>	Umpires' (international and local) daily allowance will be paid for by ORG on the Umpire Briefing (€25,00 per day).	ORG	ORG
	A suitably qualified badminton doctor must be present during the event to be in charge of on-court injury treatment.	ORG	ORG
	Doctors' travel will be arranged by and paid for by ORG.	ORG	ORG
<b>Committee of Management</b>	Doctors' accommodation (bed and full breakfast, in single rooms of minimum 3 Star standard) must be arranged and paid for by ORG for not less days than from the day before the event starts until the day after the event has finished.	ORG	ORG
	2-3 persons from BEC will be part of Committee of Management.	BEC	-
	Committee of Management's travel (2-3 persons from BEC) will be arranged and paid for by BEC.	BEC	BEC
	Committee of Management's accommodation (bed and full breakfast, in single rooms and minimum 4 Star standard) must be arranged and paid for by ORG for not less days than from two days before the event starts until the day after the event has finished.	ORG	ORG
<b>BEC Support staff</b>	Additional BEC support staff, if needed, will be present immediately before and during the event.	BEC	-
	BEC support staff's (up to 3) travel will be arranged and paid for by BEC.	BEC	BEC
	BEC support staff's (up to 3) accommodation (bed and full breakfast, in single rooms and minimum 4 star standard) must be arranged and paid for by ORG for not less days than from two days before the event starts until the day after the event has finished.	ORG	ORG
<b>Line Judges</b>	A suitable number (as per section "Event details and requirements") of line judges at least 15 years of age must be available throughout the event.	ORG	ORG
	Sufficient numbers must be available to avoid unreasonable hours of work.	ORG	ORG
	Any costs for Line Judges (e.g. travel, accommodation and living expenses) must be arranged and paid for by ORG.	ORG	ORG

<b>Stringing personnel</b>	BEC has the right to provide stringing service for the event. Accommodation is paid for by BEC. ORG must provide transportation for the stringing personnel to/from the airport and to/from the playing venue on request. If BEC does not provide stringing service, the right is granted to ORG.	BEC	BEC
<b>Other personnel</b>	All other necessary personnel must be made available (e.g. for airport greeting, hotel liaison, media room service, match control, shuttle control, umpire scheduling, VIP room, venue stewarding, accreditation, transport, VIP catering staff).	ORG	ORG

### ***Other requirements***

<b><u>Area</u></b>	<b><u>Description</u></b>	<b><u>Responsibility to organize</u></b>	<b><u>Financial responsibility</u></b>
<b>Hotels</b>	ORG must select official event hotels ( <i>options of 3*-4* level for officials and options of 1*-4* level for visiting teams / players and supporters</i> ). Official event hotels (options of 3*-4* level) must be used to accommodate Referees and Deputy Referee, Umpires, Doctor, Committee of Management and BEC Support Staff. Accommodation for the above must be in single rooms except for Umpires and International Line judges who should be allocated accommodation predominantly sharing twin rooms wherever possible.	ORG	ORG
<b>Transport</b>	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 BEC 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) BEC President, 2) the Chairman for the Major Events Commission, 3) the General Secretary, and the 4) Refereeing team. 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.	ORG	ORG
<b>Medical service</b>	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 well in advance of the event.	ORG	ORG
<b>Physio service</b>	Visiting players must have access to a qualified physiotherapy service. ORG can charge for this service	ORG	ORG
<b>Ticketing</b>	The sale and distribution of tickets at the event must be organized, and income resulting will be included in the overall accounts for the event. BEC reserves the right to every day of the competition to have an agreed amount of free tickets.	ORG	ORG
<b>Programme</b>	A souvenir programme for the event must be produced under BEC's overall guidance and containing BEC-supplied-content. At least 50% of the programme content must be in English.	ORG	ORG

<b>Medals and trophies</b>	BEC will be responsible for providing and paying for a trophy (to the winning team in team events) and medals for those ranked 1, 2, and 3/4.	BEC	BEC
<b>Dope-testing</b>	All testing will be carried out in accordance with BWF regulations and procedures, and BEC will be responsible for deciding the number of tests to be conducted.  Costs for dope-testing shall be borne by ORG.	BEC  -	-  ORG
<b>TV production (if applicable)</b>	ORG is responsible for ensuring that the TV coverage of the Event meets the TV/BROADCAST – RIGHTS AND PRODUCTION set out in the Section “Rights”.	ORG	ORG
<b>Streaming, Website &amp; Internet Rights</b>	Any TV-signal must be made available for BEC to produce streaming.  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 BEC.	ORG  BEC	ORG  -
<b>Internet line</b>	ORG to provide BEC a dedicated internet line in the venue of no less than 100/100 mBit (up-and download) for the duration of the event.	ORG	ORG
<b>Match Control &amp; Results</b>	ORG to provide high quality results service for media and teams / participants. Results shall be published frequently in places where audience, players and team managers can easily see these.	ORG	ORG
<b>Live Score &amp; Scoring Software</b>	ORG to provide electronic scoring and Live Score services, unless otherwise agreed. Any travel costs, accommodation and professional fees to be paid for by ORG.	ORG	ORG
<b>Sports Presentation</b>	The ORG are responsible for arranging the event presentation, music, lighting, entertainment, special effects and medal presentations. The BEC however retain overall control of Sports Presentation and must approve all arrangements.	BEC/ORG	ORG
<b>VIP Support</b>	VIP hospitality (refreshments and snacks) to be provided from Quarter Finals onwards for BEC Board, BEC Guests, BEC Sponsors and BEC Staff (at least 100 VIP accreditations).  At least 100 VIP seats must be available at all sessions for BEC guests, BEC sponsors and all BEC Board members shall be entitled to a VIP seat for themselves and one guest each.  BEC shall have the opportunity to purchase additional VIP seats at mutually agreed rates.	ORG  ORG  ORG/BEC	ORG  ORG  BEC
<b>BEC Meetings</b>	If there is a BEC General Meeting (i.e. ADM and/or BEC Board) held alongside the event, BEC will require the necessary meeting rooms and accommodation and transport for BEC Board, delegates and support staff. Costs of meeting rooms to be borne by ORG. Accommodation costs for BEC Board will be borne by BEC.  Accommodation costs for delegates will be borne by Member Associations directly with the hotel.	BEC/ORG  ORG/MA	BEC/ORG  MA
<b>Site Visits</b>	ORG will pay for accommodation for 2 BEC representatives in connection with 1 site visit prior to the decision by BEC Board. Travel will be arranged and paid for by BEC.	BEC	BEC/ORG

<b>Post Event Report</b>	If the Event is granted to the ORG then the ORG will furthermore pay for accommodation for 2 BEC representatives in connection with 2 additional site visits before the Event. Travel will be arranged and paid for by BEC.	BEC	BEC/ORG
	ORG is responsible for preparing and sending to BEC a comprehensive post event report within 4 weeks of the conclusion of the event.	ORG	ORG

### 3. Rights

#### ***Introduction***

Prior to the staging of a Badminton Europe event agreement must be reached between Badminton Europe and a Member Association (Organizer) regarding the rights each party can exploit in relation to the event. The rights are initially owned exclusively by Badminton Europe and are made up of the:

- i) TV/Broadcast - rights and production*
- ii) Commercial rights*
- iii) Interactive rights*
- iv) Mobile rights*

Collectively these are known as the marketing rights to the event.

In negotiating with potential organizers regarding the organization of an event certain rights may be granted to the Organizer (ORG). The rights will be granted to an ORG based on competence, contacts, sales and marketing potential of the ORG and existing Badminton Europe commitments and strategies.

This part of the bidding document explains the details of the rights that typically can be exploited at Badminton Europe events. This part will also highlight which rights are restricted due to commitments Badminton Europe has with official providers.

#### ***TV/Broadcast - rights and production***

For the European Championships Badminton Europe (BEC) requires ORG to provide a full television production of 1 court of the event in high definition 16:9 with two audio tracks (1. English full mix / 2. International sound) including provision of the continuous live clean signal uplinked to a designated satellite. The live clean signal must include international sound and English language commentary. The production must include integration of BEC designed graphics.

The ORG and the ORG's host broadcaster should provide all facilities reasonably necessary to allow for 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, commentary position (for three commentators) and observer positions including phone 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 BEC Executive Producer shall supervise the ORG's host broadcaster's production of the World Feed. BEC has the final say of who shall be the director of the TV-production.

The **domestic television rights** (see below) can be granted to ORG if ORG is responsible for the television production. ORG can then use the domestic television rights to negotiate with potential host broadcasters to off-set the costs of the television production.

BEC shall retain the **international broadcast rights and news access rights** (see below) from the event at all times, and BEC shall be entitled to exploit these rights accordingly. ORG will retain the **domestic television rights** (see below) and shall be entitled to exploit these rights accordingly.

In case BEC decide to organize the television production then the domestic television rights will be retained by BEC.

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

### **Coverage and graphics from the event**

ORG will ensure that the host broadcaster provides a full television production to cover the main TV court for the last three (3) days of the event.

The minimum production standards that apply to the main TV court production are as follows:

High quality HD 16:9, 9 camera production (recommendation below), of which at least one camera is a super slow motion camera.



1. Main Camera (behind the court) (manned hard camera on tripod)
2. Floor Camera (by the net covering one half of the court) (manned hard camera with wheels)
3. Floor Camera (by the net covering the other half of the court) (manned hard camera with wheels)
4. ENG Camera to cover crowd shots, players, coaches, etc. (manned hand-held camera with operator)
5. Reverse (mainly used as slow camera) (manned hard camera on tripod)
6. Baseline camera
7. Net Camera (on the net to cover net play) (POV mini camera)
8. Baseline camera
9. Overhead camera

*Credit: BWF*

ORG shall provide the continuous live clean signal shall including graphics to "international standard" wholly in the English language and free of any advertising or logos, unless requested by BEC to include a sponsor in such graphics.

### ***Signal distribution***

ORG is responsible for the uplink delivery of the international signal to a satellite, as designated by BEC. The signal is to be produced in High Definition 16:9 with two audio tracks (1. English full mix / 2. International sound).

## ***Commercial rights***

The commercial rights means 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 Badminton Europe events. It explains which rights can be exploited by the ORG, and highlights the procedures that will be required by the ORG to gain approval from BEC in the form of sign-off prior to the event. Bidding Associations are requested to detail where there are local restrictions on advertising that can be displayed in and around the venue.

### ***Product categories for the host***

The following product categories are reserved for the ORG:

- Transportation
- Hotels
- Telecommunication
- Soft drinks, water
- Food

All other categories are reserved by BEC but can be released to the ORG upon request and approval by BEC if the category is not already unavailable or under negotiation. The Sports Equipment Category is exclusively reserved for BEC and cannot be released.

### ***Naming rights***

All naming rights to the event is retained by BEC. This includes sale of the title sponsorship of the event.

### ***Promotional material***

All promotional material produced by the ORG (including mandatory material specified in the events contract) must contain BEC sponsors in the correct position and proportion.

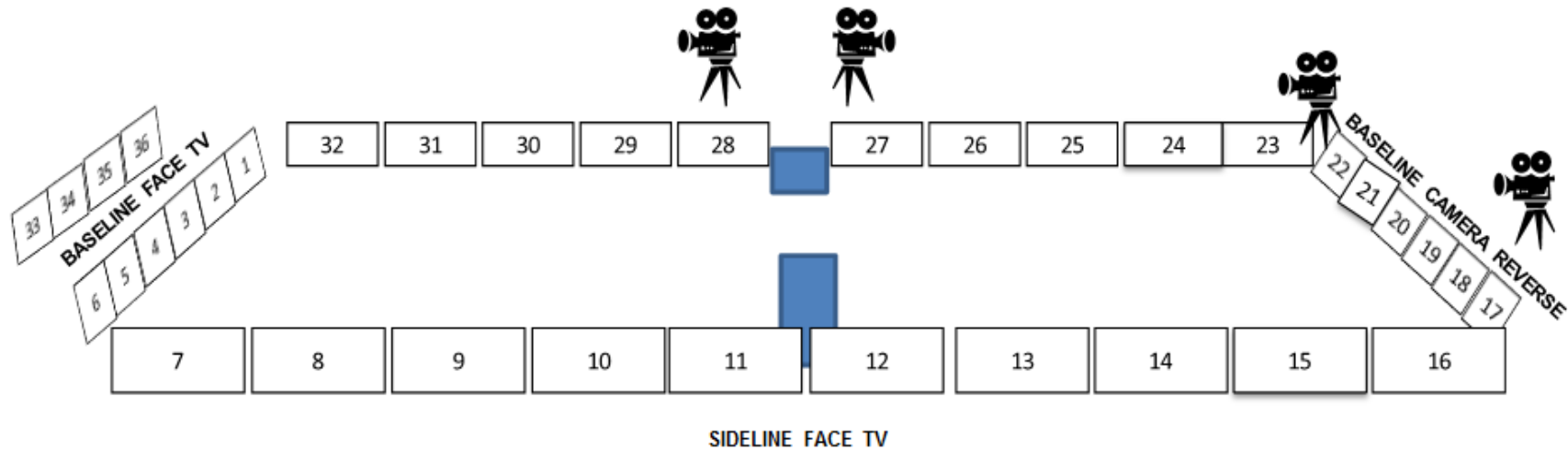
### ***Court side A-board***

-Number: A typical setup will allow 36 A-boards around one court – 32 first tier A-boards and 4 second tier A-boards. Normally 36 A-boards will be set up around the TV-court and 26-32 A-boards around the non-TV courts.

-Size: for BEC events the size shall be 160x70 unless otherwise agreed.

The following A-Boards will be available for ORG: Sponsor 1, 2, 3, 7, 8, 9, 12, 13, 17, 18, 19, 23, 24, 25, 28, 29, 33 and 34.

All other A-Boards are retained by BEC.



**Official provider status**

When providing certain services or products for the event, sponsors may be granted the status of “official provider for the event”. The following text can be used for official providers:

- <company>: Official provider of <service> to the <event title>

Badminton Europe shall approve such appointments.



### ***Other advertising/VIP benefits***

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

- Hospitality rights – The ORG can set up a hospitality area where hospitality packages can be sold. BEC has access to this area for BEC Board, guests and sponsors.
- 50% of the banner positions in the venue. BEC to approve final commercial setup in terms of numbers and positions.
- 50% of sales booth space can be sold by the ORG. BEC has the right to use the most prominent position for the tournament title sponsor and equipment sponsor. BEC to approve the final set up.
- Non-exclusive Merchandising rights. This is to be coordinated with BEC.

### ***Merchandising rights***

Included in this category are all the rights associated with the sale of products in connection with the event. These rights are non-exclusive for the ORG and should be coordinated and agreed with BEC.

### ***Interactive rights***

This group of rights concerns all information and data owned by BEC which is presented on the internet in any shape or form. It includes, but is not limited to:

1. Any moving pictures of the event including streaming
2. Live-scoring of matches at BEC events
3. The use of any URL associated with a BEC event
4. The right to give a website "official competition website" status

Badminton Europe retains all rights to the interactive rights, including but not limited to betting, but may grant rights to an ORG as part of the agreement.

### ***Mobile rights***

This group concerns all information and data owned by Badminton Europe which is presented on mobile devices in any shape or form. Badminton Europe retains the mobile rights.

## 4. Bidding

### ***Procedure***

The bidding procedure allows Member Associations to submit bids at any time. It will be possible to bid for events for several years/times in a row.

[For more information about Badminton Europe's bidding procedures – click here](#)

Interest to stage Badminton Europe events must be submitted in writing.

When making a formal application, the official application form must be used.

[Click here to download the official application form](#)

### ***To be considered for hosting an event***

Hosting a Badminton Europe event is attractive for several reasons:

First of all it is official recognized European Championships which in itself should give it status with governmental agencies, regional and city councils and sponsors.

Secondly the event will attract a reasonably large number of players, players' relatives, officials, court officials and also spectators. Everyone within European badminton talk about these events - before, during and after as media will cover the events.

Therefore interested organizers could attempt to convince the local community of the financial impact of bringing a Badminton Europe event to the region and possibly enter into partnerships to fund the event.

### ***Criteria and decision-makers***

A bid will be accepted by the Badminton Europe Board of Directors provided the bid fulfills the organizational criteria and meet the indicative rights fee for the event. Allocation of the event will be approved by the Board at its earliest convenience.

[Click here to see the indicative rights fee](#)

A bid may be accepted by the Badminton Europe Board of Directors provided the bid fulfills the organizational criteria, but does not meet the indicative rights fee for the event. If the bid is accepted by the Badminton Europe Board, a deadline of 3 months will be set for other Member Associations to make a competing bid for the event. Allocation of the event will be decided in the first following Board meeting after the 3 months deadline has expired.

The Badminton Europe Board of Directors reserves the right to allocate an event immediately, even if the indicative rights fee is not met, if the bid is submitted within 12 months from when the event is due to begin.

### ***Further details***

All bids or questions about hosting a Badminton Europe event should be addressed to:

Badminton Europe  
Brøndbytoften 14  
2605 Brøndby, Denmark  
E-mail: [brian.agerbak@badmintoneurope.com](mailto:brian.agerbak@badmintoneurope.com)  
Phone: +45 21 68 00 82

*Disclaimer: Badminton Europe is free to reject the received applications for the event should the content of the applications not meet the desired organizational or financial standards of an event of its kind. Badminton Europe can extend the deadlines given in the bidding papers and re-advertise the bidding should the received bids not be satisfactory and thus be rejected in the first instance. Badminton Europe will in any case of extension of deadlines or re-advertising of the bidding invitation inform the bidding parties of the reason for this action. Bidders who have had their bid rejected are free to participate in the re-advertised bidding process.*