



**Request for Proposal (RFP)**

**BWF Bidding Document**

**BWF WORLD SENIOR CHAMPIONSHIPS  
&  
WORLD SENIOR FESTIVAL**



## **Chapter 1 – Introduction**

### **WORLD SENIOR CHAMPIONSHIPS**

#### **HISTORY - PREVIOUS EVENTS & FORMATS**

The BWF World Senior Championships determines who are the World Champions in each of the five disciplines, men's and women's singles, men's and women's doubles and mixed doubles in age categories as follows:

Over 35, Over 40, Over 45, Over 50, Over 55, Over 60, Over 65 and Over 70

The first World Senior Championships was held in Sofia, Bulgaria in 2003 and the second immediately following in 2004 before becoming a biennial event.

The BWF World Seniors Championships is an individual event and each Member Association is invited to enter up to four players or pairs in each of the five events in each age category. A third/fourth place play off determines who wins the bronze medal, the runner up receives a silver medal and the winner a gold medal and title 'World Champion' in that age category.

#### **PREVIOUS HOSTS**

2003 Sofia (BUL)

2004 Kuala Lumpur (MAS)

2007 Taipei (TPE)

2009 Punta Umbria (ESP)

2011 Vancouver (CAN)

2013 Ankara (TUR)

2015 Helsingborg (SWE)

2017 Cochin (IND)

#### **FUTURE HOSTS**

2019 Katowice (POL)

#### **STATUS OF THE EVENT**

The BWF World Senior Championships is a prestigious event for players and to become crowned World Champion in the various age categories is the pinnacle for many competitors Badminton careers.

#### **SPECIFIC DETAILS - World Senior Championships (Below does not include requirements for World Senior Festival)**

Preferred Dates	:	to be agreed with hosts
Number of Competition Courts	:	12 or more (depending on entry)
Number of Training Courts	:	10-12
Number of Umpires	:	36

Number of Referees	:	4
Number of Doctors	:	3
Number of days of play	:	8-10 (depending on entry)

### **THE EVENT FORMAT**

The Championships consists of five events in each of the 8 age categories each with a straight knock out draw, with competitors progressing from preliminary rounds to the quarter finals, then semi-finals and then to the finals. Entries vary according to demand from Member Associations but each Member Association is limited to four players or pairs in each event age category.

### **NEW CONCEPT – INAUGURAL BWF WORLD SENIOR FESTIVAL**

In addition to hosting the World Senior Championships BWF are inviting hosts to deliver a new concept symbiotic with the World Senior Championships – the BWF World Senior Festival. This would be a mass participation event aimed at low level senior players from across the globe to take part in a fun competitive event without the pressure or high playing standard required by entry into the World Senior Championships. BWF see a synergy between the high level event and the Festival event, where the World Senior Championships would become a viewing attraction for other participants in the Festival, but where all the players would enjoy a larger scale event and possibly with an augmented social/tourism offering to all player target groups connected to the higher number of participants.

BWF want to work with hosts to develop this concept and the bidder should describe their ambitions for the festival including available venue, number of courts, transport, accommodation availability, and additional attractions to generate entries and make a memorable experience for senior players which will ensure a growing festival concept for the future.

It is important that the World Senior Championships is presented as the prominent part and in the centre of the overall combined tournament (World Seniors Championships together with the World Senior Festival). This should include the World Senior Championships being played within a high level setup (court mats, prime location within the venue structures, higher level of technical officials etc.). The World Senior Festival can be implemented through a different and lower level playing setup, although the playing conditions delivered should always be appropriate and safe.

This RFP offers a description of the requirements for the World Senior Championships, while the requirements for the World Senior Festival are to be developed between the Host and BWF. The World Seniors Festival may also require additional competition days, but the total number of competition days of the World Seniors Championships should not be influenced by the Festival setup. BWF will provide guidance and be closely involved in the development of the concept, but the host would be expected to provide a funding model around the World Seniors Festival.

**It is not mandatory for hosts to bid for the World Seniors Festival** alongside the World Seniors Championships but BWF are keen to work with hosts to start the festival concept which could generate substantial additional economic impact benefits if a large participation entry can be achieved. BWF is however also aware that such a World Senior Festival would require significant additional venue/court availability, which may not be possible for all potential hosts to provide. So bids only for the World Seniors Championships will also be considered.

## **Chapter 2 - Making a Bid**

Key stages in the Process: Timetable, criteria & decision-makers

### **Bidding Timetable**

The bidding process and timetable will be as advised by BWF from time to time.

### **SELECTION CRITERIA**

The following provides the main criteria the BWF Council uses in evaluating bids:

**Finance** – ensuring all appropriate costs are met by the Organising Committee (LOC), 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 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 organizational 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;

**Marketing** – how the event being hosted would be marketed to maximize exposure for the sport.

**World Senior Festival** – In connection with bids to also host a World Senior Festival alongside the World Senior Championships, the host should provide overall considerations around the event concept and demonstrate that key resources (venue, courts, logistical setup, accommodation requirements etc.) to deliver the overall event is available.

**Development** – how the event will encourage more people to play Badminton in the hosting Member Association and region.

### **DECISION MAKERS – CONTACT DETAILS**

The final decision on 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 2631 9688**  
Tel: **+603 2631 9188**

**Badminton World Federation,  
Unit No 1, Level 29 Naza Tower  
No 10 Persiaran KLCC  
50088 Kuala Lumpur  
Malaysia**

## Chapter 3 - Facility Provision (only related to World Seniors Championships – not World Senior Festival concept)

### Organisation and obligations

Outlining what is needed to run the event, to what standard, and who is responsible.

This section details the requirements needed to run the **World Senior Championships** event and outlines the body responsible for organizing and financing each area (the two right-hand columns of the table). Host = Host Organising Committee.

This section does not describe the requirements for hosting the World Senior Festival. Many of the areas described in detail in this section should however be considered also for the World Senior Festival, but with a different level of delivery in terms of setup and numbers.

#### 1. Venue: technical specifications

Area	Description	Responsibility to organise	Financial responsibility
<b>Size of arena (usable floor space)</b>	The venue must have appropriate space for the number of courts required (see specific event detail). Please note that the minimum number of competition courts to host these Championships is 12 but more maybe required depending on entry.	HOST	HOST
<b>Seating capacity</b>	The venue must provide a minimum seating capacity of 700 for competitors and their entourage for the duration of the event.	HOST	HOST
<b>Court lighting</b>	The venue must comply with BWF's lighting specifications – see BWF Statutes.	HOST	HOST
<b>Playing area height</b>	The venue must allow a clear height of 12 metres above the complete playing area.	HOST	HOST
<b>Flooring</b>	The venue must have wooden (sprung) flooring or other approved suspended floor surface.	HOST	HOST

## 2. Venue: other important features

Area	Description	Responsibility to organise	Financial responsibility
<b>Availability</b>	The Venue must be available a minimum of 2 days before competition play starts and one day after the last day of play.	HOST	HOST
<b>Practice</b>	The venue (augmented by one or more auxiliary venues, if required) must provide suitable practice facilities for players for the period commencing at minimum two days before the event until the event completion.	HOST	HOST
<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.	HOST	HOST
	Overall security and safety of the teams / team management, technical officials and Organising committee.	HOST	HOST
<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 and other equipment must be available for use in servicing the media and the BWF website during the event (further detailed documentation on requirements is available on request).	HOST	HOST
<b>BWF Office</b>	BWF must have a dedicated office available in the venue which includes good internet connection.	HOST	HOST
<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.	HOST	HOST

<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.	HOST	HOST
<b>Equipment</b>	A suitable quantity of shuttlecocks, court mats, post and nets to be provided by the hosts or the hosts court equipment sponsor.	HOST	HOST
	Other appropriate court equipment to be provided.	HOST	HOST
	The safekeeping and security of the shuttlecocks (as described above) must be arranged.	HOST	HOST

### 3. Personnel

Area	Description	Responsibility to organise	Financial responsibility
<b>Referees</b>	The BWF-appointed badminton 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 HOST from the time of their appointment.	BWF	-
	Referee's and Deputy Referees' travel will be arranged by BWF and paid for by BWF.	BWF	BWF
	Referee's and Deputy Referees' accommodation (bed and full breakfast, in single rooms for a minimum of 12 nights) must be arranged and paid for by HOST. BWF shall have final approval on the hotel(s) in which they are due to stay.	HOST	HOST

	Referee's and Deputy Referees' living expenses will be paid for by HOST (US\$80 per day).	HOST	HOST
<b>Umpires</b>	An appropriate number of BWF-appointed internationally-qualified badminton umpires will be present during the competition to be in charge of matches at the event.	BWF	-
	Umpires' travel will be arranged by BWF and paid for by HOST (BWF will pay for travel but HOST will reimburse BWF).	BWF	HOST
	Umpires accommodation (bed and full breakfast, sharing twin rooms) must be arranged and paid for by HOST.	HOST	HOST
	Umpires' living expenses will be paid for by HOST (US\$60 per day).	HOST	HOST
<b>Doctors</b>	Three suitably qualified badminton doctors will be present during the event to be in charge of on-court injury treatment and dope-testing. One should be a locally qualified doctor able to prescribe as required.	BWF	HOST
	Doctors' travel will be arranged and paid for by HOST (BWF will pay for the travel but HOST will reimburse BWF).	BWF	HOST
	Doctors' accommodation (bed and full breakfast, in single rooms for a minimum of 12 nights) must be arranged and paid for by HOST.	HOST	HOST
	Doctors' living expenses, to include two days before and one day after their arrival/departure will be paid for by HOST (US\$80 per day).	HOST	HOST
<b>Media Officer</b>	The BWF Media Officer may be present immediately before and during the event.	BWF	-

	BWF Media Officer travel will be arranged and paid for by BWF.	BWF	BWF
	BWF Media Officer accommodation (bed & breakfast, in single room) will be arranged & paid for by HOST.	HOST	HOST
	BWF Media Officer living expenses (USD 80 per day) will be paid for by BWF.	BWF	BWF
<b>BWF Official Photographer</b>	The BWF Official Photographer may be present immediately before and during the event.	BWF	BWF
	BWF Official Photographer's travel will be arranged and paid for by BWF.	BWF	BWF
	BWF Official Photographer accommodation (bed and full breakfast, in single room) will be arranged and paid for by HOST.	HOST	HOST
<b>BWF Support Staff</b>	Additional BWF support staff, if needed, will be present immediately before and during the event.	BWF	BWF
	BWF support staff travel will be arranged and paid for by BWF.	BWF	BWF
	BWF support staff accommodation must be arranged and paid for by HOST.	HOST	HOST
	BWF support staff living expenses will be paid for by HOST.	HOST	HOST
<b>Line Judges</b>	A suitable number (minimum 4 per match) of local line judges at least 16 years of age must be available throughout the event. Sufficient numbers must be available to avoid unreasonable hours of work.	HOST	HOST
	In addition 10 international linejudges will be appointed by BWF.	BWF/HOST	-

	Any costs for local Line Judges (eg travel, accommodation and living expenses) must be arranged and paid for by HOST.	HOST	HOST
	International Linejudges accommodation & living expenses (\$USD 60 per day) will be met by the HOST. Their travel will be met by the Linejudges themselves.	HOST	HOST/LJ
<b>Other personnel</b>	All other necessary personnel must be made available (eg 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).	HOST	HOST

#### 4. Other requirements

Area	Description	Responsibility to organise	Financial responsibility
<b>Hotels</b>	HOST must select official event hotels ( <i>options of 4* and 3* level for visiting teams / players and supporters</i> ). 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 4* level. Accommodation for the above must be in single rooms except for Umpires and International Linejudges who should be allocated accommodation predominantly sharing twin rooms wherever possible.	HOST	HOST
<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,	HOST	HOST

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	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.		
<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.	HOST	HOST
<b>Physio. service</b>	Visiting players must have access to a qualified physiotherapy service, for which a charge may be made provided this is agreed in advance with BWF and then clearly documented to all visitors.	HOST	HOST
<b>Ticketing</b>	The sale and distribution of tickets at the event can be organised, and income resulting will be included in the overall accounts for the event.	HOST	HOST
<b>Programme</b>	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
<b>Medals</b>	BWF will be responsible for providing and paying for medals for those ranked 1, 2, and 3/4.	HOST	HOST
<b>Dope-testing</b>	All testing will be carried out in accordance with BWF regulations and procedures, and BWF will be	BWF	HOST

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	responsible for deciding the number of tests to be conducted. Costs shall be borne by HOST to an agreed budget.		
<b>TV Production</b>	TV production is not required. If it is provided the HOST must use best endeavours to ensure coverage of the Event meets the TELEVISION DELIVERY REQUIREMENTS set out in the Hosting & Sponsorship Agreement.	HOST	HOST
<b>Website &amp; Internet Rights</b>	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 BWF.	BWF	HOST
<b>Match Control &amp; Results Reporting</b>	HOST to provide high quality results service for media and teams/participants.	HOST	HOST
<b>Live Score &amp; Scoring Software</b>	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
<b>VIP Support</b>	VIP hospitality (refreshments and snacks) to be provided on days VIP's (BWF or HOST'S own) attend	HOST	
<b>Post Event Report</b>	HOST is responsible for preparing and sending to the BWF a comprehensive post event report within 4 weeks of the World Senior Championships finishing.	HOST	

## Chapter 4 - Marketing Rights

### INTRODUCTION

Within 60 days of the BWF decision on who is hosting the event the BWF and the successful Host Member Association (HOST) will sign a Hosting and Sponsorship Agreement.

The agreement between them will include 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) TV/Broadcast – Rights and Production
- b) Commercial Rights
- c) Merchandising Rights
- d) Interactive Rights

Collectively these are known as the **Marketing Rights** to the event. In negotiating with potential hosts regarding the organisation of an event, BWF grants specific rights to the Host Organising Committee (HOST). The rights granted to a HOST depend largely on the competence, contacts, sales and marketing potential of the HOST, and existing BWF commitments, strategy and policy.

This section explains the rights that are typically exploited at BWF events and details where there are restrictions on the sale of these rights – due either to forward commitments that BWF has with official providers, or where BWF requires certain rights for generic event branding to reinforce the brand and to ensure a consistent look and feel to the tournament over time. BWF requires 'sign-off' on all aspects of the arena dressing to ensure this consistent look and feel.

### TV RIGHTS

For the World Senior Championships BWF do not expect prospective HOST's to provide TV production / broadcast. If a bidding HOST is able to provide TV production full details should be contained in the bidding documentation submitted to BWF.

Should the HOST wish to provide TV production (for example to gain exposure on a domestic basis), BWF will usually grant the **Domestic Television Rights** (see below) to the HOST. The HOST can then use the Domestic Television Rights to negotiate with potential host broadcasters to off-set the cost of TV production.

Whilst there is no requirement to stage TV production / broadcast of this event, BWF reserves the right to place minimum standards on any planned TV production. BWF shall retain the **International Broadcast Rights and News Access Rights** (see below) from this event at all times, and should the HOST proceed to provide a TV production of the event, BWF shall be entitled to exploit these rights accordingly, but BWF will share 50% of any net-revenues with the host coming from the distribution of the International Broadcast Rights. The

HOST will retain only the **Domestic TV Rights** (see below) and shall be entitled to exploit these rights accordingly.

**'Domestic TV Rights'** shall mean the exclusive right to distribute, broadcast, exhibit and reproduce the broadcast for exhibition on any form of media including without limitation any form of television, cable, DBS, satellite, MMDS, SMATV, NVOD, Pay TV, Pay-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 to 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 the HOST'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, Pay-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 to 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 HOST's territory.

**'News Access Rights'** shall mean the right of access to excerpts from any broadcast not exceeding three (3) minutes in aggregate duration per broadcast, for the purpose of producing news coverage to be broadcast strictly within 72 hours of the occurrence of the relevant day's play as part of a regularly scheduled, bona fide, news programme by all means of vision media including the Internet and on-line services in all territories. The 'News Access Rights' remain the property of the BWF or its Licensee at all times who may authorise their use to any BROADCASTER globally.

## **COMMERCIAL RIGHTS, RESTRICTIONS & ARENA DRESSING**

By 'Commercial rights', BWF mean the advertising and sponsorship rights associated with the event, in other words the right to sell advertising in the arena and the right to sell title sponsorship to the event. This section introduces the main commercial rights that are available for the Host at BWF events, it explains where there are restrictions (due to rights reserved for BWF, or due to contractual forward commitments), 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.

## **COURTSIDE A-BOARDS**

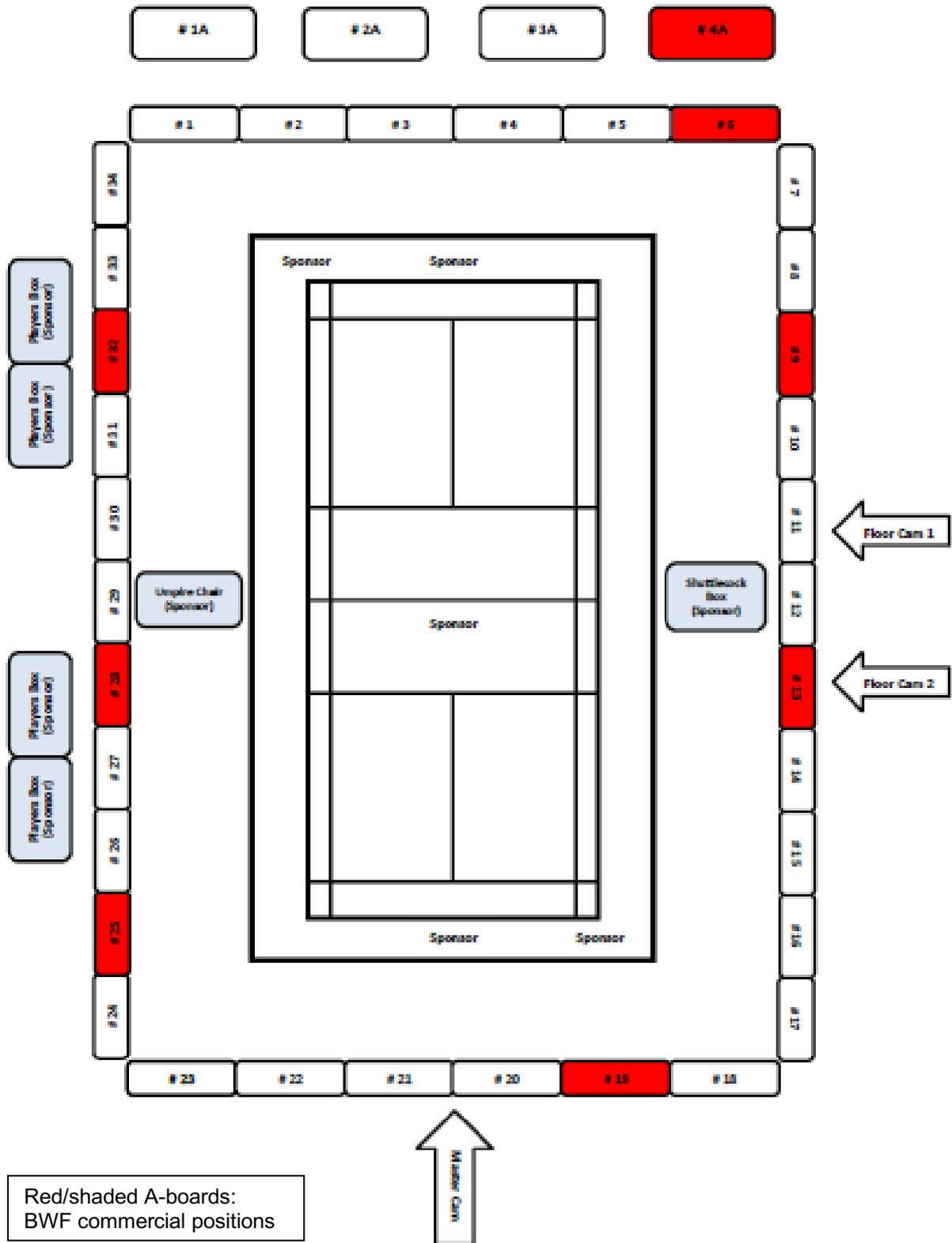
- **Content:** each panel may contain messages or commercial advertising (in any language) apart from advertising that promotes tobacco products and alcohol or products or services which are illegal within the host country.
- **Number:** The total number of courtside A boards that can be displayed is subject to the type of set-up that is used. A typical set-up will use

minimum 28 around one court.

- **Size:** For BWF events, A Boards must be of a size 185 cm in length by 70 cm in height on the base lines and 160 cm in length by 70 cm in height on the side lines.
- **Arrangement:** A Boards must be placed at least two metres away from the outer lines of the court.

## **ON-COURT ADVERTISING**

- **Definition:** 'on-court' advertising means any advert that is affixed to, projected on to, or superimposed on the court surface (including a two metre area around the outside of the outer lines of the court).
- **Content:** each panel may contain messages or commercial advertising (in any language) apart from advertising that promotes tobacco and alcohol.
- **Number & Size:** a maximum of five 'on-court' adverts can be used at BWF events. These are governed by the following regulations and are illustrated in the following diagram. There is no restriction on the shape of the advertisements.
- **BWF reserved commercial positions:** The BWF reserve the right to the positions as shown in below image.



## **OTHER ADVERTISING/ VIP BENEFITS**

Other promotional opportunities, in and around the courtside and arena, could include the following:

- Officials' clothing including line-judges and moppers
- Display of large promotional items in arena, where space permits (eg car)
- Large banners/ backdrops in the arena
- Advertising on the press conference back-drop
- Branding of the winners' podium
- Advertising on VIP concourse and inside VIP lounge
- Advertising on official event material, eg posters, accreditation
- Right to distribute branded giveaways to crowd
- Right to set up promotional booths on public concourse
- VIP tickets for all sessions (including semi-finals and finals)
- VIP car-park passes
- Access to VIP lounge
- Invitations to official functions held alongside the event
- Sponsors' participation in the prize-giving ceremonies

Should the commercial rights to the event be retained by the HOST, these additional opportunities will be approved by BWF on a case-by-case basis.

## **NAMING RIGHTS**

BWF allows the sale of the title sponsorship of its events, but only in specific formats. In all cases, any proposed title to be used in publicity must be submitted in writing in advance to BWF for prior approval. The following structures are allowed for BWF event title sponsorship:

*'<company> BWF World Senior Championships 20XX'*

*Or*

*'BWF World Senior Championships 20XX presented by <company>'*

As long as these basic rules are adhered to, there is a degree of flexibility regarding the actual title of the event. In all cases, any proposed title to be used in publicity must be submitted in writing in advance to BWF for prior approval.

BWF currently has no forward commitments regarding the sale of title sponsorship to the BWF World Senior Championships.

## **OFFICIAL PROVIDER STATUS**

Through the provision of certain services in the production of the event, sponsors may be granted the status of 'official provider' to the event. Sponsors granted this right can use the following text:

'<company>: Official Provider of <service> to the <event title>'

Categories of this service might include drinks, transport, catering, lighting, etc. In each case, companies can only be granted this status with the prior written approval of BWF.

## **BWF RIGHTS RESTRICTIONS AND REQUIREMENTS**

- Any advertisement carried on the clothing of a participating player or team must be accepted by the Host if these follow the BWF Regulations.

## **BWF BRANDING**

Outside of those rights reserved by the BWF as described above, BWF will retain a specified amount of the arena branding for its own use as owners of the event – and this may be simply BWF branding or logo placement (non-commercial).

The total amount of these rights will be negotiated within the totality of the event branding offered to sponsors and advertisers.

## **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, to include:

1. Totality of all visible sponsorship/advertising/branding
2. 'Sign-off' approval on inclusion of each individual sponsor/advertiser

## **MERCHANDISING RIGHTS**

Included in this category are all rights associated with the sale of product in connection with BWF events.

Currently there are two ways in which merchandising rights are exploited in relation to BWF events:

1. BWF retains the non-exclusive rights to produce merchandising from the Event with BWF branding. Such rights can also be licensed to BWF sponsors.
2. The HOST also retains non-exclusive merchandising rights to the event. However, in this case it must make available to BWF or its agents, at best trade prices, any goods or product made in connection with the event. Each item of product and its design must be approved by BWF and must carry,

where practicable, any logo that the BWF requires.

### **INTERACTIVE RIGHTS**

This group of rights concerns all and any presence of information and data owned by BWF that appears on the internet in any shape or form. It includes but is not limited to:

1. Any moving pictures of the event including video (webcasting) from the event or its environs
2. Historical data about players which is contained in databases compiled and owned by BWF
3. So-called "live" scoring of matches at BWF events
4. The use of any URL associated with an BWF event eg World-champs.com
5. The right to give a web site "official competition web site" status.

BWF retains all rights to the Interactive category but may grant certain rights to a HOST as part of its agreement to allocate the event to that HOST. For example, in certain circumstances, language rights to operate a website from the event in the language of the HOST only may be granted.

## Chapter 5 - Financial Overview

Explaining budget possibilities

### OVERVIEW

In all cases, the Organising Committee 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 hosting contract 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** as described more fully in Section 4, to include the production of an international- standard signal from all days of play, and delivered at the nearest international gateway.

**Media facilities and support** to include the provision of an international-standard event media room with full technical capabilities (further details can be obtained on request from BWF)

**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.

**World Seniors Festival** – to include all additional estimated costs and revenues connected with the concept and facilities needed to stage a World Seniors Festival (if included in the bid).

### MARKETING RIGHTS

BWF is the owner of all rights in connection with its event, but will transfer rights for the exploitation of the Host as described in this document.

Over and above the costs of organising the event, the Organising Committee may wish to exploit marketing rights at the event. Bidding organisations should make clear their intentions in this regard at the time of bidding. For avoidance of doubt, the International Broadcast Rights will be retained by BWF.

## **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).

## Chapter 6 - 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 World Senior Championships 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.

<b>BWF Event</b>	<b>BWF World Senior Championships</b>
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**Are you also bidding to host the BWF World Senior Festival? YES/NO**

### 1. Association Contact Details

<b>BWF Member Association making application</b>	
<b>Name of Contact</b>	
<b>Title</b> (eg Secretary General)	
<b>Email Address</b>	
<b>Phone Number</b>	
<b>Fax Number</b>	
<b>Mobile Phone Number</b>	
<b>Address</b>	
<b>Other Contact information, if any.</b>	

**2. Goals for hosting the event, i.e. "a good fit", development, legacy, motivation.**

**What are the goals for your association in bidding for the BWF World Senior Championships? –**

**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?**



<p><b>What other relevancy facilities are there at the stadium?</b> (eg: restaurant, space for exhibitors in foyer, weight-training facilities, swimming pool)</p>	
<p><b>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</b></p>	
<p><b>Can there be three or four beds to a room?</b> (if so, indicate likely cost)</p>	
<p><b>Is there a possibility of self-catering accommodation</b> (if so, give details)</p>	
<p><b>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?</b></p>	
<p><b>How long would a bus journey take from the intended tournament hotel(s) to the venue</b> (state worst and best, if variable)</p>	

<p><b>Which international airport(s) will participants be met at? What is the proposed method and duration of transfer from each airport to the hotels to be used?</b></p>	
<p><b>Please supply typical climatic figures</b> (humidity levels, minimum &amp; maximum temperatures and general weather)</p>	
<p><b>What assistance can be given with visa?</b></p>	
<p><b>What commitments can be made regarding the entry of players from all BWF Member Associations to the event (any visa restrictions)?</b></p>	

**4. World Senior Festival**

**(if bidding to stage the BWF World Senior Festival alongside the World Senior Championships please complete section below).**

<p><b>Concept and objectives for World Senior Festival</b></p>	
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<b>Additional legacy outcomes?</b>	
<b>Proposed Venue and location (if not the same as for the World Seniors Championships)?</b>	
<b>Size of Area available for courts</b> (metres)	<b>m      x      m</b>
<b>Anticipated number of courts</b>	
<b>Has badminton been played there before?</b> (List main events)	
<b>Height of hall at lowest point over playing area</b>	
<b>Seating Capacity</b> (permanent)	
<b>Is there air conditioning?</b>  <b>Does this affect air movement over the field of play?</b>	
<b>Additional Hotel offerings?</b>	

<b>Additional Transport offerings?</b>	
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**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. If also bidding to host the first BWF World Senior Festival please include this in your budget.

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**

<b>Area</b>	<b>Note</b>	<b>Budget</b>	<b>Your Comment</b>
<b>Ticket Sales</b>	1		
<b>Sponsors</b>	2		
<b>Local, state or national government support</b>	3		

<b>Programme sales and advertising</b>	4		
<b>Other (specify)</b>	5		
<b>Note</b>	<b>Comments</b>		
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.

<b>Area</b>	<b>Note</b>	<b>Budget</b>	<b>Your Comments</b>
<b>Stadium – rental, staffing, utilities (electricity etc), venue staff/security</b>	A		
<b>Transport</b>	B		
<b>Referee, umpires, doctors and medical services Transport</b>	C		
<b>Line Judges</b>	D		
<b>Other Personal</b>	E		
<b>Promotion &amp; Marketing</b>	F		

<b>Media Support</b>	G		
<b>Hospitality &amp; Catering</b>	H		
<b>Administration</b>	I		
<b>TV Production</b>	J		
<b>Other (Please specify)</b>	K		
<b>Note</b>	<b>Comments</b>		
A	<p>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.</p> <p>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.</p>		

B	<p>Include hire of vehicles, any payments necessary to drivers, vehicle running costs (including insurance, petrol, parking fees, road tolls, etc.).</p> <p>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.</p>
C	<p>Include cost of accommodation, national travel and any daily allowance</p> <p>- for Referee and Umpire travel budget; use a working assumption of USD\$ 1200 per person. This may be revised down word, 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</p>
D	<p>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.</p>
E	<p>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.</p>
F	<p>Indicate forms of promotion &amp; marketing envisaged: e.g. posters, press/TV/radio adverts, circulars to club, etc.</p>
G	<p>Include all equipment required to support the international press: e.g. 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)</p>
H	<p>Include for VIPs, and welcome receptions, drinking water and snacks for personnel, players etc. (if not already included in another category)</p>
I	<p>Include all costs involved in preparing for event; consider meeting costs; communications (phone/faxes); overtime paid staff; supplies (stationery, etc.); etc.</p>
J	<p>TV production costs can be high if not bartered for national terrestrial rights. Please seek further guidance from BWF if necessary.</p>
K	<p>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</p>

## 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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