



# National Badminton League 2010 Pro League July 26-31 Promoter Information



## **SUMMARY**

The National Badminton League (NBL) is a co-ed professional badminton league that will debut in the United States in 2010. During the inaugural season, four teams in four cities will compete for \$12,000 or more in prize money. Each team will play three matches.

## **NBL MATCH FORMAT**

An NBL match consists of a minimum of nine games: two games each in men's singles, men's doubles, women's singles, women's doubles, and at least one game of mixed doubles. A match is played on one court (with spectators seated on all four sides) and games follow a sequence of doubles, singles, doubles, singles, etc. Each game won is a point in a team's total score. The league features an Overtime Rule that allows the trailing team to attempt a comeback if it wins the final mixed doubles game. An NBL match typically lasts ninety minutes to two hours.

## **NBL MATCH PRESENTATION**

The NBL experience includes pre-match promotions and activities, energized team introductions, a fast-paced and easy to understand scoring system, fan involvement, music between games, half-time promotions and activities, an Overtime Rule that allows a trailing team to make a comeback, on-court coaching, and players seated at courtside cheering for their teammates.

## **VENUE REQUIREMENTS**

Facilities for NBL matches must have spectator seating of 500 to 2000. The ceiling must be at least 30 feet high, with no overhang or obstructions. Indirect lighting is preferred. Flooring must be wood or a portable badminton court laid over a cushioned surface (such as wood or a cushioned tennis court surface). Possible sites include civic centers, clubs, indoor tennis clubs, junior or senior high schools, or colleges and universities. There must be ample parking space and restrooms.

The court surface may be a portable badminton court or a wood floor, onto which temporary lines may be taped down.

## PLAYERS

Each team will have two men and two women, and they will include world-class badminton players who have won medals at the World Championships, Olympic or Pan-American Games, and/or who are national champions of their countries. Players will be recruited throughout 2009 and 2010, and will be assigned to teams by the league. For the inaugural 2010 season, world-class competitors from the United States, Canada and other nations will compete in the league.

## LEAGUE STRUCTURE

For 2010, the NBL will feature four West Coast teams. Target markets include Anaheim, Los Angeles, Pasadena and San Diego.

## NBL PRIZE MONEY DISTRIBUTION

Based on the prize money distribution listed below, a player can earn as much as \$1400: team wins first place (\$200 per player), individual wins singles (\$600), individual shares a doubles first place (\$300), individual shares a mixed doubles first place (\$300). The least a player can earn is \$400: team finishes in fourth place (\$50 per player), individual shares a doubles fourth place (\$150) and does not play in any other events. However, the league will guarantee that all players will make a minimum of \$500.

	First Place	Second Place	Third Place	Fourth Place
Team	800	600	400	200
Men's Singles	600	500	400	300
Men's Doubles	600	500	400	300
Women's Singles	600	500	400	300
Women's Doubles	600	500	400	300
Mixed Doubles	600	500	400	300

## MARQUEE PLAYERS

Current top-ranked players and former champions (i.e. Olympic and World medalists) who are unable to play all six league matches may request to enter the league under Marquee Player status. Marquee Players are limited to a team's three home matches, and are paid by the team promoter at a rate of \$200 per match. Marquee Players do not share in the team's prize money distribution, but do receive their percentage of individual prize money.

## TENTATIVE SCHEDULE

All matches are at 7:00 pm.

<b>Sun Jul 25</b> ANA @ SD	<b>Tues Jul 27</b> SD @ LA	<b>Wed Jul 28</b> SD @ PAS	<b>Thurs Jul 29</b> LA @ ANA	<b>Fri Jul 30</b> PAS @ LA	<b>Sat Jul 31</b> ANA @ PAS
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## **LICENSE FEE and TEAM EXPENSES**

The promotional license fee for the 2010 season is \$3000, which is based on an assessment of \$1000 per home match. For this amount, teams will keep 100% of their gate receipts and 100% of all local sponsorships.

Promoters have the option of paying a license fee of \$1500 for the 2010 season. With this option, teams will provide the league with 50% of gate receipts and keep 100% of all local sponsorships. Promoters have the option of paying no license fee and keeping 25% of the gate.

Each team is also responsible for:

**Coach Salary.** This amount is negotiated between the team and the coach. The coach may be one of the team's players. Coach responsibilities include determining the team's lineups, coaching during practices and matches, and driving team to matches.

**Marketing and Advertising** - Print, Radio, Television, Team Promotions, etc. *Teams should be able to find a local media sponsors (trade-out) to eliminate or reduce this expense.*

**Facility Rental** for home matches and practices. *Teams should be able to find a facility sponsor (trade-out) to eliminate or reduce this expense.*

### **Team Logo design**

**Ground Transportation** to transport home and visiting players between the hotel, venue and airport. A mini-van and driver would suffice for this.

**Personnel** – This will include personnel to take tickets, ushers, concessions and merchandise. Each match will require an MC, a music coordinator, one umpire, two line judges and one service judge. All teams must provide an athletic trainer and a doctor for all home matches. *Teams should be able to find local athletic trainer and doctor sponsors (trade-out) to eliminate or reduce this expense. In addition, many colleges and universities have Sport Management degree programs in which interns can be found.*

## **LEAGUE RESPONSIBILITIES**

The League will be responsible for the following items:

- Payment of players' prize money
- Players' air transportation to away matches
- Players' lodging during the season
- Players' meals during the season
- Umpire's stand for each team
- League patches to be worn by all players and coaches
- Liability insurance
- Shuttles for practices and matches
- Scoreboard

## TEAM INCOME OPPORTUNITIES

**Ticket Sales** – Teams may sell tickets as general admission, box seats, season tickets, and group sales. Teams may also partner with local organizations that want to fundraise (such as a local high school's badminton team) by letting them sell tickets at full price and keeping a percentage of the sales.

**Local Sponsors** - Teams will be able to pursue local sponsorships for cash or trade-outs, *as long as they are not in conflict with any national league sponsors*. Benefits to local sponsors may include:

- **Signage:** There will be space around the perimeter of the court for a maximum of 42 A-boards (2' tall and 4' in length). The league will reserve 12 A-boards for national sponsors. Teams will also have additional signage space on the PA table (front and each side) and other areas of the facility. Teams should include the cost of an A-board into the price of local sponsorships (contact the League office about this).
- Local sponsor will have their logo and link on your **Team Web Site**
- Teams may develop **Promotions**. While the League will encourage all teams to develop promotions that generate publicity and attendance, all promotions must receive prior League approval. Some possible team promotions include:
  - Contests
  - Acts/Performances
  - Celebrity Matches
  - Celebrity Appearances
  - Charity Discounts
  - Giveaways (i.e. first 200 admissions receive a free gift)
  - Teams may secure **Local Television Broadcasts** of matches, which will appeal to sponsors if their signage is visible

### **Merchandise and Concessions:**

- Teams may produce and sell their own **t-shirts**, but they must have League logo on left sleeve.

## COURT SET-UP

The NBL has specific requirements for the court set-up. The entire team match is played on one court, and this may be a portable (roll-out) court or a wood floor with taped lines. Around the perimeter of the court, on all four sides, there will be space reserved for sponsors' A-boards. Three will be a distance of eight (8) feet from the outside court lines to the A-boards, on all four sides. To the side of either portable net standard will be the umpire's platform (not a chair), which is 2' x 2' and 1'tall. On either side of the umpire's platform will be seating for the teams. This will be a maximum of seven (7) folding chairs: one chair for the coach, four chairs for the team, and (optional) two chairs for the local alternates.

Eight (8) feet behind the umpires platform (in line with the A-boards) will be a table, no more than six (6) feet long, which will be the station for PA, music, etc. Courtside seating will be around the perimeter of the A-boards. This setup will fit onto the main floor of a high school gym or (preferably) the main gym floor of a university. The bleacher seating of the gymnasium can be used for general admission seating. If the team uses tape on a wood floor (not a portable

court), the court may be laid out to one side of the gym if the school mascot/logo in the middle of the gym floor is a distraction. If the court is situated off to one side, there must be no overhanging structure (i.e. raised backboard) directly over the court boundaries.

## **OBLIGATIONS TO SPONSORS**

Teams are required to honor specific benefits that the League will give to national sponsors. Requirements will include:

### **Major Sponsor:**

- Eight (8) A-boards for each sponsor (provided by the League) around perimeter of court.
- A specified number of tickets to each match.
- Exclusive use of one 10' x 10' display area at all matches and will have the right to display or merchandise its products at all matches.
- Ticket discounts for anyone who provides product proof-of-purchase
- Public address announcements at each match

### **Associate Sponsors:**

- Four (4) A-boards for each sponsor (provided by the League) around perimeter of court.
- A specified number of tickets to each match.
- Exclusive use of one 10' x 10' display area at all matches and will have the right to display or merchandise its products at all matches.
- Ticket discounts for anyone who provides product proof-of-purchase
- Public address announcements at each match

*Additional requirements may be added as a result of negotiations with sponsors.*



## **NBL PROFESSIONAL LEAGUE MATCH FORMAT**

**Overview.** An NBL Professional Match is played entirely on one court. A *minimum* of nine games are played: **two games each** of men's singles, men's doubles, women's singles, women's doubles, and **at least one game** of mixed doubles. Additional games of mixed doubles are played in Overtime and Tiebreak, if required. Every game won is a point in a team's total score.

**Order of Games.** HOME will determine the order of games within the following sequence: doubles, singles, doubles, singles, doubles, singles, doubles, singles, mixed doubles (followed by Overtime and Tiebreak, if necessary).

**Choice of Ends.** AWAY gets choice of ends and remains on that end for the entire match.

**Serving Order.** AWAY will serve first in all games, including Overtime and Tiebreak. Each side will serve four points, beginning from the right court and alternating with the left court.

**Receiving Pattern.** In men's and women's singles, the receiver will begin receiving in the right court and alternate with the left court. In men's doubles, women's doubles and mixed doubles, the receivers will begin receiving in the right court and alternate with the left court. The receivers may use any pattern to receive serve as long as each player receives serve two times during the four-point receiving sequence.

**Game Format.** All games (with the exception of Tiebreak) are played to 17 points. If a game reaches 16-16, the next point ends the game. AWAY serves the final point at 16-16. In men's and women's singles, HOME gets choice of receiving courts (left or right). In men's doubles and women's doubles, AWAY gets choice of server and HOME gets choice of receiver and receiving courts (left or right). In mixed doubles, AWAY gets choice of server and HOME gets choice of receiving courts (left or right) and the serve must be received by the same gender as the server.

**Breaks.** There is a 10-second break after every four points in each game (after the server's fourth serve). There is a four-minute break between games. During this time, players in the upcoming game will warm-up. There is a 12-minute intermission after the fifth game of the match.

**Match Scoring.** After the completion of nine games, the number of games won by each team is totaled. If the leading team won the mixed doubles game, the match is over.

**Overtime.** If the trailing team won the mixed doubles game, the match will enter Overtime. Mixed doubles play continues until the leading team wins one game (which concludes the match), or the trailing team ties the score. All games won in Overtime will count in teams' scores.

**Tiebreak.** If the trailing team ties the score, a mixed doubles Tiebreak will decide the match: AWAY will serve 2 points (beginning from the right court, same player must serve both points), HOME will serve 2 points, etc., until 5 points is won by either side. If the score reaches 4-4, the next point ends the Tiebreak and the match. AWAY will serve at 4-4 and has choice of server. HOME gets choice of receiving courts (left or right) and the receiver must be the same gender as the server. The Tiebreak will count as one point in a team's total score. There are no breaks during the Tiebreak.

**Coaching.** Coaching is allowed throughout the match as long as it does not interfere with play. Team members are seated at courtside and are allowed to support their team.

**Substitutions.** The team coach may, at any time, substitute a player (same gender) into any game for any reason. Players who are removed from a game may not return in that particular game. In all substitutions, the original serving order may not be changed.

HOME Team Names		Score	x winner	Score	AWAY Team Names	
D						D
S						S
D						D
S						S
D						D
INTERMISSION					INTERMISSION	
S						S
D						D
S						S
MX						MX
<b>Games won</b>					<b>Games won</b>	
OT						OT
OT						OT
OT						OT
OT						OT
OT						OT
OT						OT
OT						OT
OT						OT
TB						TB
<b>Final Score</b>					<b>Final Score</b>	

## TEAM PROMOTER(S) INFORMATION

Name \_\_\_\_\_ Email \_\_\_\_\_  
Cell \_\_\_\_\_ Home \_\_\_\_\_ Work \_\_\_\_\_  
Address \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_  
Cell \_\_\_\_\_ Home \_\_\_\_\_ Work \_\_\_\_\_  
Address \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_  
Cell \_\_\_\_\_ Home \_\_\_\_\_ Work \_\_\_\_\_  
Address \_\_\_\_\_

## TEAM INFORMATION

Team Name \_\_\_\_\_  
Site \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
General Manager \_\_\_\_\_ Coach \_\_\_\_\_  
Public Relations: Name \_\_\_\_\_ Phone \_\_\_\_\_  
Phone number for Team/Ticket Information \_\_\_\_\_  
Team Colors \_\_\_\_\_

## NBL CONTACT INFORMATION

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