



## **SPONSORSHIP OPPORTUNITIES**

### **NBL OVERVIEW**

The National Badminton League (NBL) began as the American Badminton League (ABL) in 1998. The ABL promoted events for colleges and universities in the midwestern United States, featuring a unique, co-ed team format. The name was changed to National Badminton League in 2008, and programs were expanded to include a professional league, recreational leagues for all ages and abilities, and a middle school league. The National Badminton League is incorporated in the State of California and has offices in Indiana and California.

### **NBL PROFESSIONAL LEAGUE**

The NBL Professional League will debut in July 2010. Teams will be based in four U.S. and Canadian cities, with target markets including Los Angeles, San Francisco, San Diego, Portland, Seattle and Vancouver. Players will earn prize money based on individual and team results. Each team will have three home matches and three away matches in the inaugural season. NBL Professional League matches will be played in venues that have seating for 500 to 2500 spectators.

Teams will consist of Olympic and World medalists and national champions. Players who have participated in previous NBL professional events include Taufik Hidayat (2004 Olympic gold medalist), Tony Gunawan (2000 Olympic gold medalist), Howard Bach (2005 World Champion and 15-time US national champion), Halim Haryanto Ho (2000 World Champion), Anna Rice (2008 Olympian and three-time Canadian champion), and Eva Lee (2008 Olympian and five-time U.S. national champion).

### **Presenting Sponsor of the NBL Professional League (cash sponsorship):**

- League will be known as "NBL Professional League presented by (sponsor)"
- Negotiated number of courtside A-boards will be displayed at all NBL Professional League matches
- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Professional League
- Sponsor will receive a negotiated number of general admission tickets to all NBL Professional League matches
- Sponsor will receive a negotiated number of courtside seats to all NBL Professional League matches
- Negotiated number of advertisements will appear in the NBL Professional League Official Program (available on the NBL web site)
- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Professional League matches
- Public address announcements, acknowledging sponsor, will be made at all NBL Professional League matches
- A national news release, will be created and disseminated announcing the partnership of NBL and sponsor
- Sponsor will be permitted a one-year agreement (with first right of refusal for an additional two years at the conclusion of the 2010 season)
- Sponsor will receive product category exclusivity for NBL Professional League
- NBL is willing to offer customized promotions that maximize sponsor's visibility
- NBL is willing to negotiate an affordable sponsorship package

### **Associate Sponsors of the NBL Professional League (cash sponsorships):**

- Negotiated number of courtside A-boards will be displayed at all NBL Professional League matches
- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Professional League
- Sponsor will receive a negotiated number of general admission tickets to all NBL Professional League matches
- Sponsor will receive a negotiated number of courtside seats to all NBL Professional League matches
- Negotiated number of advertisements will appear in the NBL Professional League Official Program (available on the NBL web site)
- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Professional League matches
- Public address announcements, acknowledging sponsor, will be made at all NBL Professional League matches
- A national news release, will be created and disseminated announcing the partnership of NBL and sponsor
- Sponsor will be permitted to enter a one-year agreement (with first right of refusal for an additional two years at the conclusion of the 2010 season)
- Sponsor will receive product category exclusivity for NBL Professional League
- NBL is willing to offer additional customized promotions that maximize sponsor's visibility
- NBL is willing to negotiate an affordable sponsorship package

## **Products and Services Sponsors of the NBL Professional League (in-kind sponsorships):**

- The NBL is seeking sponsorships in the categories of Official Court Surface, Official Shuttle, Official Airline, Official Hotel, Official Apparel and Official Sports Drink
- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Professional League
- Sponsor will receive a negotiated number of general admission tickets to all NBL Professional League matches
- Sponsor will receive a negotiated number of courtside seats to all NBL Professional League matches
- Negotiated number of advertisements will appear in the NBL Professional League Official Program (available on the NBL web site)
- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Professional League matches
- Public address announcements, acknowledging sponsor, will be made at all NBL Professional League matches
- A national news release, will be created and disseminated announcing the partnership of NBL and sponsor
- Sponsor will be permitted to enter a one-year agreement (with first right of refusal for an additional two years at the conclusion of the 2010 season)
- Sponsor will receive product category exclusivity for NBL Professional League
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## **NBL RECREATIONAL LEAGUES**

NBL Recreational Leagues offer league opportunities for youth, adults and seniors of all playing abilities. Each league division lasts approximately six months. Winning teams from all leagues have the opportunity to progress to state and province playoffs, regional playoffs, and ultimately the NBL national championships. NBL Recreational League matches are played at clubs, community centers, YMCAs, schools, colleges and universities - any facility that has at least one or two badminton courts.

### **Presenting Sponsor of the NBL Recreational Leagues (cash sponsorship):**

- League will be known as "NBL Recreational League presented by (sponsor)"
- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Recreational League
- Negotiated number of sponsor banners will be displayed at NBL Recreational League state and province playoffs, regional playoffs, and NBL national championships
- Sponsor logo and company description will appear on sponsor page of NBL Recreational League Director Handbook (available on the NBL web site)
- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Recreational League state and province playoffs, regional playoffs, and NBL national championships
- A national news release, will be created and disseminated announcing the partnership of NBL and sponsor
- Sponsor will be permitted a one-year agreement (with first right of refusal for an additional two years at the end of 2010)
- Sponsor will receive product category exclusivity for NBL Recreational Leagues
- NBL is willing to offer customized promotions that maximize sponsor's visibility
- NBL is willing to negotiate an affordable sponsorship package

### **Associate Sponsors of the NBL Recreational Leagues (cash sponsorships):**

- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Recreational League
- Negotiated number of sponsor banners will be displayed at NBL Recreational League state and province playoffs, regional playoffs, and NBL national championships
- Sponsor logo and company description will appear on sponsor page of NBL Recreational League Director Handbook (available on the NBL web site)
- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Recreational League state and province playoffs, regional playoffs, and NBL national championships
- A national news release, will be created and disseminated announcing the partnership of NBL and sponsor
- Sponsor will be permitted a one-year agreement (with first right of refusal for an additional two years at the end of 2010)
- Sponsor will receive product category exclusivity for NBL Recreational Leagues
- NBL is willing to offer customized promotions that maximize sponsor's visibility
- NBL is willing to negotiate an affordable sponsorship package

## **Products and Services Sponsors of the NBL Recreational League (in-kind sponsorships):**

- The NBL is seeking sponsorships in the categories of Official Racquet, Official Shuttle, Official Airline, Official Apparel, and Official Sports Drink
- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Recreational League
- Negotiated number of sponsor banners will be displayed at NBL Recreational League state and province playoffs, regional playoffs, and NBL national championships
- Sponsor logo and company description will appear on sponsor page of NBL Recreational League Director Handbook (available on the NBL web site)
- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Recreational League state and province playoffs, regional playoffs, and NBL national championships
- A national news release, will be created and disseminated announcing the partnership of NBL and sponsor
- Sponsor will be permitted a one-year agreement (with first right of refusal for an additional two years at the end of 2010)
- Sponsor will receive product category exclusivity for NBL Recreational Leagues
- NBL is willing to offer customized promotions that maximize sponsor's visibility
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## **NBL MIDDLE SCHOOL LEAGUES**

NBL Middle School Leagues offer co-ed team competition for middle school students in the United States and Canada. Middle school team contact information will be listed on the NBL web site, and teams will schedule home and/or away matches with other schools in their areas. Teams will report results to the NBL, and results and rankings will be posted on the NBL web site. The NBL Middle School League season runs throughout the entire school year, and teams may play at any time during the school year (i.e. fall, Christmas break, spring). At the end of the school year, all teams will be invited to participate in state and province playoffs. Winners from these playoffs will advance to regional playoffs, and ultimately the NBL Middle School League Championships.

The NBL will provide an online curriculum guide designed for coaches, teachers and parents who want to organize a team at their school. The NBL is also currently producing an online video designed for coaches, teachers and parents who want to start teams.

### **Presenting Sponsor of the NBL Middle School League (cash sponsorship):**

- League will be known as "NBL Middle School League presented by (sponsor)"
- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Middle School League
- Negotiated number of sponsor banners will be displayed at NBL Middle School League state and province playoffs, regional playoffs, and NBL national championships
- Sponsor logo and company description will appear on sponsor page of NBL Middle School League curriculum guide (available on the NBL web site)
- Negotiated number of company banners will be displayed in the NBL Middle School League curriculum video
- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Middle School League state and province playoffs, regional playoffs, and NBL national championships
- A national news release, will be created and disseminated announcing the partnership of NBL and sponsor
- Sponsor will be permitted a one-year agreement (with first right of refusal for an additional two years at the end of 2010)
- Sponsor will receive product category exclusivity for the NBL Middle School League
- NBL is willing to offer customized promotions that maximize sponsor's visibility
- NBL is willing to negotiate an affordable sponsorship package

### **Associate Sponsors of the NBL Middle School League (cash sponsorships):**

- League will be known as "NBL Middle School League presented by (sponsor)"
- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Middle School League
- Negotiated number of sponsor banners will be displayed at NBL Middle School League state and province playoffs, regional playoffs, and NBL national championships
- Sponsor logo and company description will appear on sponsor page of NBL Middle School League curriculum guide (available on the NBL web site)
- Negotiated number of company banners will be displayed in the NBL Middle School League curriculum video

- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Middle School League state and province playoffs, regional playoffs, and NBL national championships
- A national news release, will be created and disseminated announcing the partnership of NBL and sponsor
- Sponsor will be permitted a one-year agreement (with first right of refusal for an additional two years at the end of 2010)
- Sponsor will receive product category exclusivity for the NBL Middle School League
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**Products and Services Sponsors of the NBL Middle School League (in-kind sponsorships):**

- The NBL is seeking sponsorships in the categories of Official Racquet, Official Shuttle, Official Airline, Official Apparel and Official Sports Drink
- Sponsor logo and link will appear on the NBL home page and on all pages pertaining to the NBL Middle School League
- Negotiated number of sponsor banners will be displayed at NBL Middle School League state and province playoffs, regional playoffs, and NBL national championships
- Sponsor logo and company description will appear on sponsor page of NBL Middle School League curriculum guide (available on the NBL web site)
- Sponsor will have the right to display and/or merchandise its goods/services at all NBL Middle School League state and province playoffs, regional playoffs, and NBL national championships
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**CONTACT INFORMATION**

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