



2010 SPONSORSHIP OPPORTUNITIES



Contact:
Donn Gobbie
National Badminton League
P.O. Box 11653
Merrillville IN 46411
219-629-3821
dgobbie@iun.edu
playnbl@yahoo.com
www.NBLbadminton.com

NATIONAL BADMINTON LEAGUE

The National Badminton League (NBL) promotes badminton leagues for recreational, collegiate and professional badminton players in the United States and Canada. Originated as the American Badminton League in 1998, the company name was changed to National Badminton League in 2008 and is incorporated in the State of California.

NBL RECREATIONAL LEAGUES

NBL Recreational Leagues offer healthful, competitive and social opportunities for youth, adults and seniors of all playing abilities. NBL Recreational Leagues are played at clubs, community centers, YMCAs and any other facility that has space for at least one badminton court. Winning teams have the opportunity to advance to state, regional and national competitions.



*Winning team from the
2009 NBL California State Playoff*

NBL MIDDLE SCHOOL LEAGUES

NBL Middle School Leagues is a new program that will be developed in 2010-2011. Since badminton is an interscholastic sport in California, Illinois, Arizona and Minnesota, those states will be the initial target markets for the middle school program.



*University of Pennsylvania
won the 2009 IBA Mixed Team
Championships*

INTERCOLLEGIATE BADMINTON ASSOCIATION (IBA)

NBL developed the Intercollegiate Badminton Association (IBA) in 2007, with club teams from approximately 100 colleges and universities participating. Teams schedule their own matches, and results and rankings are maintained on the IBA web site. In 2009, the IBA partnered with USA Badminton, the national governing body of badminton in the United States. Each spring, the top-ranked teams qualify for the IBA Championships.

NBL PROFESSIONAL LEAGUE

The NBL Professional League will debut in July 2010. Teams will be based in four California cities: Anaheim, Los Angeles, San Francisco, and San Diego. 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 2000 spectators.



*Nicole Grether in action
during the 2009 NBL Pro Classic*

Please see the following page for more information on the NBL Professional League.

NBL PROFESSIONAL LEAGUE

FORMAT

NBL Professional League matches are played entirely on one court and consist of games in men's singles and doubles, women's singles and doubles, and mixed doubles. Each game won is a point in a team's total score. NBL matches feature halftime contests and music breaks for a fun and exciting spectator experience.

PLAYERS

NBL Professional League teams will consist of Olympic and World medallists and national champions. Prize money is earned based upon individual and team results. Players who have participated in previous NBL professional events include:

- Taufik Hidayat (Indonesia) – 2004 Olympic gold medallist
- Tony Gunawan (Indonesia) – 2000 Olympic gold medallist
- Howard Bach (United States) – 2005 World Champion
- Halim Haryanto Ho (Indonesia) – 2001 World Champion
- Anna Rice (Canada) – Four-time Canadian national champion
- Eva Lee (United States) – Five-time U.S. national champion
- Nicole Grether (Germany) – Three-time German national champion
- Richard Vaughan (Wales) – Commonwealth Games bronze medallist
- Andrew Dabeka (Canada) – Pan American Games gold medallist
- Charmaine Reid (Canada) – Five-time Canadian national champion
- Grace Peng (United States) – 2008 US mixed doubles champion



*2004 Olympic champion
Taufik Hidayat
at the 2009 NBL Pro Classic*

2010 NBL SCHEDULE

Twelve NBL Professional League matches will be played in four California cities, from July 26 through July 31. At least seven of the twelve matches will be recorded and posted on the NBL web site in order to reach a worldwide audience.

| | | |
|--|---|---|
| Monday, July 26 Anaheim at San Francisco San Diego at Los Angeles | Tuesday, July 27 San Diego at San Francisco Los Angeles at Anaheim | Wednesday, July 28 Los Angeles at San Francisco Anaheim at San Diego |
| Thursday, July 29 San Francisco at Anaheim Los Angeles at San Diego | Friday, July 30 San Francisco at San Diego Anaheim at Los Angeles | Saturday, July 31 San Francisco at Los Angeles San Diego at Anaheim |



(Left) Team introductions at the 2009 NBL Pro Classic.

(Right) Andrew Dabeka reaches for a shot at the 2009 NBL Pro Classic.



NBL SPONSOR BENEFITS FOR 2010

| | \$1000 products or services | \$2000 cash, products or services | \$3000 cash | \$4000 cash |
|--|---|--|-----------------------|-----------------------|
| Product category exclusivity | Yes | Yes | Yes | Yes |
| Number of courtside A-boards at NBL Pro matches* | 1 | 2 | 3 | 4 |
| Number of banners at NBL Pro matches* | 1 | 2 | 3 | 4 |
| Number of banners at IBA Championships* | 1 | 2 | 3 | 4 |
| Sponsor logo and link on NBL web site | Yes | Yes | Yes | Yes |
| Sponsor logo and link on IBA web site | Yes | Yes | Yes | Yes |
| Number of general admission tickets for each NBL Professional League match | 10 | 20 | 30 | 40 |
| Display booth at all NBL Professional League matches | Yes | Yes | Yes | Yes |
| PA announcements at all NBL Pro matches | Yes | Yes | Yes | Yes |
| First right of refusal for 2011 season | Yes | Yes | Yes | Yes |
| Advertisement in NBL Official Program (online) | ½ Page | 1 Page | 1 ½ Pages | 2 Pages |
| Sponsor logo on all promotional material | Yes | Yes | Yes | Yes |
| Sponsor listed in all news releases | Yes | Yes | Yes | Yes |
| Additional customized promotions** | Yes | Yes | Yes | Yes |

** A-boards are 18 inches high and 36 inches long. A-boards and banners are provided by the sponsor, or NBL will have signage produced at the sponsor's expense, if desired.*

*** NBL will work with your company to develop a customized sponsorship program that will meet your marketing goals.*

DEMOGRAPHICS

Badminton is a significant American pastime. According to a study conducted by American Sports Data, Inc., more than 9.2 million Americans play badminton annually. Of these participants, 760,000 call badminton their favorite sport, 4.8 million earn more than \$50,000 per year, and 7.1 million are between the ages of 12 and 44. The sport is especially popular among Asian-Americans, one of the most affluent segments of the U.S. population.

CONTACT INFORMATION

Donn Gobbie

National Badminton League

P.O. Box 11653

Merrillville IN 46411

219-629-3821

dgobbie@iun.edu

playnbl@yahoo.com

www.NBLbadminton.com

www.IBAbadminton.com