



July 20, 2011

Dear Marketing Director:

Enclosed is a sponsorship proposal from the National Badminton League. Since there is tremendous potential for the marketing of badminton in this country, I hope you will have interest in this proposal.

The NBL promotes recreational, middle school, collegiate and professional badminton leagues throughout the United States and Canada. The NBL Recreational League includes programs for youth and adults of ability levels at clubs, community centers, schools, YMCAs and other facilities. The collegiate component, known as the Intercollegiate Badminton Association (IBA), includes men's, women's and co-ed teams from nearly 100 colleges and universities.

The NBL Professional League features Olympic and World champions, and other world-ranked players who have won medals at major international events and/or who are national champions of their countries. In 2011, the league had teams in three cities: New York, Los Angeles, and Seattle. In 2012, pro league matches will be played in Chicago, Washington DC, Portland and San Francisco.

Sponsors of the NBL are helping to expose youngsters to an exciting and healthful activity in which they may wish to participate. Free admission is given at all NBL Pro League matches to anyone age 18 and under.

I look forward to receiving your feedback on this proposal, and I would be happy to consider any modifications or additions to this proposal that would result in a partnership with your company. Please feel free to contact me at (219) 629-3821.

Sincerely,

*Donn Gobbie*

Donn Gobbie  
National Badminton League, Inc.  
P.O. Box 11653  
Merrillville IN 46411



## 2012 SPONSORSHIP OPPORTUNITIES



**Contact:**

Donn Gobbie  
National Badminton League  
P.O. Box 11653  
Merrillville IN 46411  
219-629-3821  
650-PLAY-NBL  
dgobbie@iun.edu  
playnbl@yahoo.com  
www.playNBL.com

## NATIONAL BADMINTON LEAGUE

The National Badminton League (NBL) promotes badminton leagues for recreational (youth and adult), middle school, collegiate, and professional players throughout the United States and Canada.

### 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 2012. Since badminton is an interscholastic (high school) 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 IBA Regional Championships.

### NBL PROFESSIONAL LEAGUE

The NBL Professional League completed its first season in 2010 with three teams based in Southern California. In 2011, the league had teams in three cities: New York, Los Angeles, and Seattle. Players earn prize money based on individual and team results, and matches are played in venues that have seating for 500 to 2000 spectators. To help promote the sport, NBL gives free admission to anyone under 19 years old.



*Los Angeles Strings  
2011 NBL Pro League Champions*

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

## NBL PROFESSIONAL LEAGUE

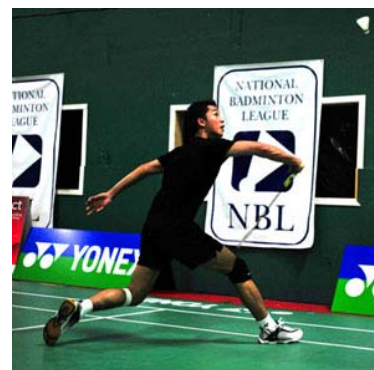
### FORMAT

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, mixed doubles and mixed triples (three versus three). 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 consist of Olympic medalists, World medalists and national champions. Prize money is earned based upon individual and team results. Players who have participated in NBL professional events include:

- Taufik Hidayat (Indonesia) – 2004 Olympic gold medalist
- Tony Gunawan (Indonesia) – 2000 Olympic gold medalist
- 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) – 13-time German national champion
- Richard Vaughan (Wales) – Commonwealth Games bronze medalist
- Andrew Dabeka (Canada) – Pan American Games gold medalist
- Brice Leverdez (France) – 2010 US Open and Canadian Open finalist
- Charmaine Reid (Canada) – Five-time Canadian national champion
- Michael Fuchs (Germany) – 2010 US mixed doubles champion



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

### 2012 NBL PRO LEAGUE SCHEDULE

<b>Western Conference</b>	<b>Eastern Conference</b>
July 2: Los Angeles @ San Francisco	July 3: Washington @ New York
July 3: San Francisco @ Seattle	July 5: Chicago @ Washington
July 5: Seattle vs Los Angeles (in Portland)	July 6: New York @ Chicago

The Eastern Conference Champions and Western Conference Champions will play in the NBL Finals on Sunday, July 8 in Los Angeles.



*(Left) Pasadena Racquets  
versus California Walnuts at  
San Gabriel Valley  
Badminton Club, 2010.*



*(Right) Team introduction of  
the Seattle Smash before their  
match against the New York  
Nets, July 2011.*

## NBL SPONSOR BENEFITS FOR 2012

	<b>\$7500</b>
Product category exclusivity	Yes
Number of courtside A-boards at NBL Pro matches*	4
Number of banners at NBL Pro matches*	4
Sponsor logo and link on NBL web site	Yes
Sponsor logo and link on IBA web site	Yes
Number of general admission tickets for each NBL Professional League match	50
Display booth at all NBL Professional League matches	Yes
PA announcements at all NBL Pro matches	Yes
First right of refusal for 2013 season	Yes
Advertisement in NBL Official Program (online)	1 full page
Sponsor logo on all promotional material	Yes
Sponsor listed in all news releases	Yes
Additional customized promotions**	Yes
Sponsor of NBL Recreational Leagues	Yes
Sponsor of NBL Middle School program	Yes
Sponsor of Intercollegiate Badminton Association	Yes

*\* A-boards are 20 inches high and 30 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.*

### CURRENT PARTNERS



Yonex is the world leader in golf, tennis and badminton equipment. Yonex badminton racquets are the choice of most top-ranked international badminton players. At the 2008 Olympic badminton competition, all gold, silver and bronze medals were won by players using Yonex racquets.



Badminton Warehouse, located in Chicago, Illinois, is one of the nation's largest online, mail-order badminton retailers. Badminton Warehouse offers a wide assortment of racquets, strings, shuttles and apparel, including the entire line of Yonex equipment.



USA Badminton, the recognized national governing body for the sport of badminton in the United States, oversees sanctioned tournaments nationwide, develops grassroots initiatives to foster increased participation in the sport, certifies and educates coaches and prepares the best players in the nation to excel in international competition, including the Olympic Games.

Promotional Poster from the 2011 NBL Pro League season:

# 2011 PRO LEAGUE



ADMISSION:

\$5.00

Free admission  
to members of  
CP Badminton  
Club (CPBC)

Friday, July 8th 8:00PM – 10:00PM

CP Badminton Club (CPBC)

20-24 119th Street, College Point NY 11356



## Seattle Smash



**Tony Gunawan**

2000 Olympic Champion  
2001 World Champion  
2001 All England Champion  
2005 World Champion



**Simone Prutsch**

13-time Austrian  
National Champion  
2008 Olympian



**Nicola Cerfontyne**

2011 English National  
Women's Singles  
Champion



**Alistair Casey**

Scotland's  
Highest Ranked Men's  
Singles Player  
2010 Tahiti Champion

# VS.

## New York Nets



**Howard Bach**

18-time US  
National Champion  
2005 World Champion  
2004/2008 Olympian



**Judith Meulendijks**

Five-time  
Dutch Champion  
Two-time  
German Champion  
2000 Olympian



**Johanna Goliszewski**

2010 Hungarian Champion  
2010 Welsh Champion  
2011 Slovenian Champion



**Petr Koukal**

Five-time Czech  
National Champion  
2008 Olympian

[www.playNBL.com](http://www.playNBL.com)