



BADMINTON ACT

SPONSORSHIP PROSPECTUS



Building Community and Health
through Badminton in the Australian
Capital Territory

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ABOUT US

Badminton ACT (BACT), established in the early 1980s, has long been committed to advancing badminton as a premier sport of choice in the Australian Capital Territory (ACT). Our mission is to increase participation at all levels, particularly at the junior level, and to enhance the overall stature of the sport through community engagement and high performance.

Since our inception, we've seen tremendous growth in both player participation and club memberships. This particularly reflects the growing population of the ACT from people with cultural backgrounds where badminton is one of the top three sports played, such as China, India and Indonesia. Having approximately 350 players in fewer than ten clubs about a decade ago, we have expanded to nearly 1,200 players across 25 clubs today. This growth underscores not only the increasing popularity of badminton in the region but also the potential for even greater expansion and impact.



OUR MISSION

OUR STRATEGIC GOALS ARE FOCUSED ON SEVERAL KEY AREAS:

Build the Community:

Increase the number of BACT clubs and actively grow memberships, including through engagement with schools to promote the sport amongst the youngest cohort.

Always High Performing:

Support and develop pathways for both juniors and seniors that foster high performance.

Support Capacity and Capability:

Improve the infrastructure and capabilities of our clubs and personnel to better serve our community including through the support of the public and private sectors in the construction of the ACT's first dedicated badminton facility.

Elevate Business and Profile:

Enhance our visibility and influence through strategic marketing and partnerships, thereby increasing our business and promotional opportunities.

Through these efforts and the support of sponsors, we aim to build a robust community that not only plays badminton but lives it, promoting the sport as a part of daily life in the ACT.



WHY SPONSOR US

BACT offers a unique and compelling opportunity for sponsors looking to engage with a dynamic and rapidly growing sports community in the ACT. Through sponsorship, organisations can enjoy significant brand visibility and direct interaction with our diverse and continually expanding membership base.



Brand Visibility and Engagement

Rapid Growth: As BACT has grown from 350 to nearly 1,200 players over ten years, our community events, tournaments, and social media platforms, such as Facebook and Instagram, have seen increased visibility, offering sponsors excellent exposure across multiple channels. This growth will increase more rapidly once the ACT has its first dedicated badminton facility, envisaged to occur by 2027.

Diverse Audience: Our community is incredibly diverse, spanning a wide range of ages, cultural backgrounds, and skill levels, from recreational players to competitive athletes. Sponsoring BACT allows for targeted engagement with this varied group, enhancing brand recognition and loyalty.

Supporting Development and Competition

Junior Development: By sponsoring us, you contribute to vital junior development programs that nurture the next generation of players. These programs, including within schools, are designed to promote skill development, sportsmanship, and healthy competition among youth.

Club Growth: Your support also helps us increase club memberships and enhance the infrastructure of local clubs, making badminton more accessible and enjoyable for all.

Enhanced Competitions: Sponsors enable us to host higher-quality competitions with better facilities, more substantial prizes and increased media interest, which attract top talent, including from interstate, and elevate the overall level of play within the region.

Community Health and Well-Being

Social and Physical Benefits: Aligning with our mission, sponsoring BACT contributes to the social and physical well-being of the community. We emphasise the sport's health benefits, particularly amongst juniors, which include improving physical fitness, mental health, and fostering a sense of community.

Business Networking: Sponsorship includes opportunities for business networking, connecting your brand with other local businesses and stakeholders, such as the media, involved in our events. This provides additional avenues for professional growth and community engagement.

Key Value Proposition

Sponsoring BACT not only aligns your organisation with a thriving sport but also demonstrates a commitment to health, wellness, and community development. It is an investment in a sport known for its accessibility and inclusivity, offering broad-reaching benefits that extend far beyond the badminton court.



SPONSORSHIP OPPORTUNITIES

At BACT, we understand the importance of flexibility and visibility in sponsorship, which is why we offer tiered sponsorship opportunities designed to meet diverse marketing goals and budgets. Each tier provides valuable benefits and helps foster the growth of badminton in the region.



GOLD SPONSORSHIP

(\$5K-\$10K)

Naming Rights: As a Gold sponsor, your organisation will have naming rights for major events, such as the ACT Open, providing significant brand exposure, including local media that may be attending the events.

Advertisements: Enjoy extensive advertising across all BACT media, including event stands, banners, newsletters, and official websites and social media, ensuring high visibility in the community.

Special Access: Receive special access to events, including VIP seating and exclusive behind-the-scenes tours, offering unique experiences to engage with key players and guests. This includes seating at the President's table at the end of year Gala Dinner & Awards night at which you will be given the opportunity to address the badminton community.

Additional Perks: Gold sponsors can also avail of opportunities for branded content creation, which can be used in your marketing campaigns to further enhance brand association with community health and sport.

SILVER SPONSORSHIP

(\$2K-\$5K)

Trophy Rights: Silver sponsors receive trophy rights, which includes the opportunity to present awards at competitions, linking your brand with excellence and achievement in the sport.

Promotional Opportunities: Benefit from promotional opportunities at events, with your logo displayed during the event and mentioned in related press releases.

Digital Recognition: Gain recognition on BACT's digital platforms, including our website and social media channels, which serve as key communication tools with our community.

VIP Tickets: Silver sponsors will receive VIP tickets to major events, including the end of year Gala Dinner & Awards night, providing an excellent way to entertain clients or reward employees.



BRONZE SPONSORSHIP

(\$1K-\$2K)

Prize-Money Rights: This tier focuses on prize-money rights, allowing your brand to be associated with the financial awards given to winners, supporting athletes directly.

Event Publications: Receive acknowledgment in event publications, such as programs and flyers, ensuring your brand is recognized among participants and attendees.

Event Invitations: Bronze sponsors will be invited to special functions, providing networking opportunities with community leaders and other businesses, including at the end of year Gala Dinner & Awards night.

Visibility at Events: Although this is our entry-level sponsorship, it guarantees brand visibility at our events, aligning your company with a community-centric and health-focused sport. By choosing to sponsor BACT, your organisation will not only enhance its visibility and brand reputation but also contribute significantly to the development of badminton and the well-being of the community in the ACT. Each sponsorship tier is designed to provide meaningful engagement opportunities and demonstrate your commitment to supporting local sports and community values.

PERSONALISED SPONSORSHIP PLANS

We offer customisable sponsorship plans to match your organisation's specific interests and goals. Let's design a partnership that maximises your visibility and impact.





PARTNER WITH US

BACT is committed to partnering with organisations that share our vision for growth and excellence in sport. By sponsoring BACT, you will be directly contributing to the community's health and vitality, supporting a sport that fosters discipline, teamwork, and fitness. Aligning with BACT not only enhances your brand's presence in a thriving sports community but also opens up networking opportunities that can lead to significant business advantages. We appreciate your interest in supporting our mission and contributing to the development of badminton in the ACT.

We encourage you to contact us at your earliest convenience to explore how we can work together to promote and support badminton in the ACT. Your support is crucial in helping us continue to offer and expand our programs, making badminton accessible to everyone in our community.

Thank you for considering a partnership with BACT. We look forward to discussing the exciting possibilities ahead and welcoming you to our community of sponsors.



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