



# INFORMATION PACK



**BWF**

# INTRODUCTION



Badminton is a **Sport for All** enjoyed by millions of people globally, both socially and competitively. Aside from the numerous health benefits, badminton provides many opportunities to bring people together of all ages, ability levels and backgrounds.

World Badminton Day aims to unite the global badminton community, while also providing opportunities for new participation in a sport which is accessible, easy to play and fun!

This Information Pack provides recommendations and ideas of how you can participate in World Badminton Day. Should you have any questions relating to the celebration, please contact [wbd@bwf.sport](mailto:wbd@bwf.sport)



“In line with our motto that badminton is a sport for all, we are committed to providing avenues of participation for everyone, everywhere. World Badminton Day provides a unique opportunity for us to simultaneously celebrate and promote the sport we love. I am excited to follow the various World Badminton Day activities and to observe their impact on our sport globally.”

**Poul-Erik Høyer**

President of the Badminton World Federation

# WHAT IS WORLD BADMINTON DAY?



World Badminton Day brings people and communities together to experience fun and inclusive badminton, through a variety of active, engaging, and innovative badminton events. These events will take place globally over the same period of time. While events may range in size, location, and focus; the common theme to celebrate and promote badminton will be shared by all.

# WHEN IS WORLD BADMINTON DAY?



## 05 JULY

The International Badminton Federation (IBF), as it was originally named (now Badminton World Federation – BWF), was established on **05 July 1934** with nine founding Member Associations. In recognition of this significant date in badminton's history, World Badminton Day will be celebrated annually on 05 July, with activities and events delivered throughout this week.



# WHO CAN TAKE PART?



Everyone is encouraged to take part in World Badminton Day, either through attending a World Badminton Day event, or why not register and organise your own World Badminton Day event!

The following groups may consider hosting a World Badminton Day event:

- › Badminton players & enthusiasts
- › Schools
- › Badminton Clubs
- › Colleges & Universities
- › National Badminton Federations
- › Para Sport Clubs
- › Special Olympics Programmes
- › Cities
- › Badminton Fans
- › NGOs
- › Continental Confederations
- › Other....



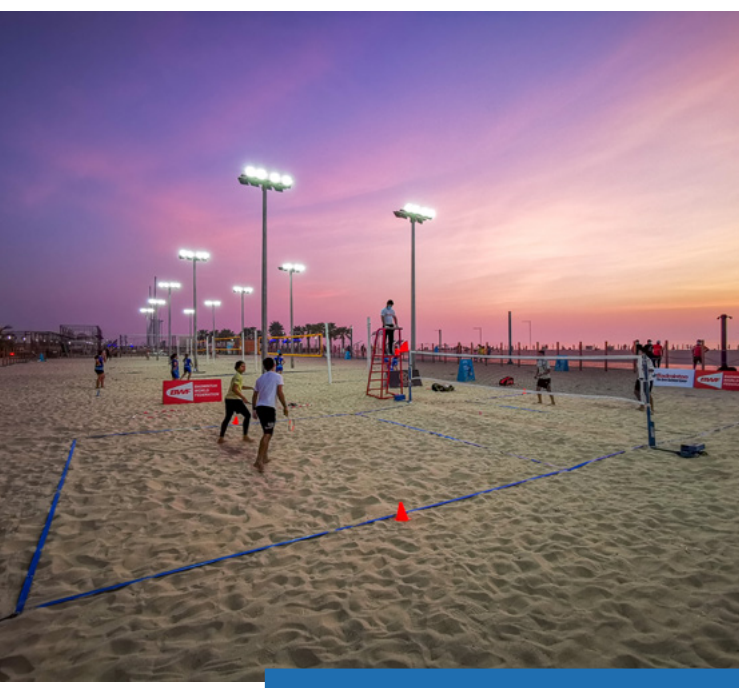
# HOW TO CELEBRATE WORLD BADMINTON DAY



World Badminton Day provides an opportunity to engage new and existing badminton participants. Events may bring badminton and other themes together, including culture, music, food, art, other sports. The list is endless.

Some ideas of badminton events to celebrate World Badminton Day may include;

- › Shuttle Time Courses or Competitions
- › Come and Try Events
- › AirBadminton Activations
- › Fun Competitions
- › Free Badminton Lessons
- › Exhibitions
- › Badminton Festivals
- › Coaching Courses
- › Inclusive Badminton
- › World Record Attempts
- › Community Events



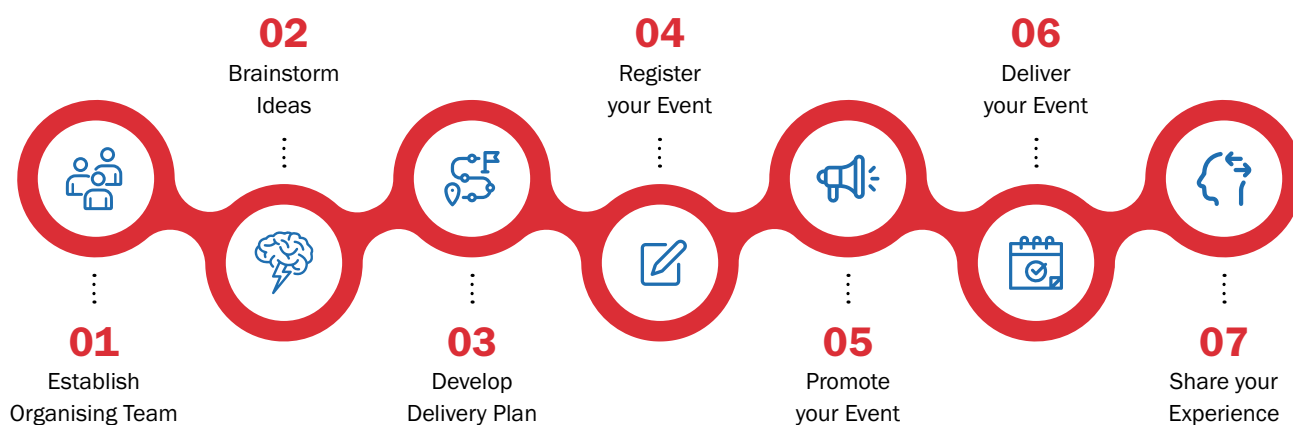
# WHERE CAN WORLD BADMINTON DAY EVENTS TAKE PLACE?



- › Parks
- › Beaches
- › Green spaces
- › Iconic Landmarks
- › Schools
- › Universities
- › Shopping Malls
- › Streets
- › Any workplace such as offices
- › Stadiums
- › Halls
- › Tourist attractions



# WHAT ARE THE STEPS TO GET INVOLVED?



## ESTABLISH ORGANISING TEAM

This is the group of people that will be responsible for the planning, delivery and reporting of your World Badminton Day Event. We recommend an organizing team of at least three people. This will ensure the workload can be shared and all aspects can be covered.

## BRAINSTORM IDEAS

Consider the type of event you would like to deliver. Who do you hope to target and what are your goals? What would you consider to be a successful event? Be creative!

## DEVELOP DELIVERY PLAN

You may want to consider the following areas, when developing your delivery plan:

- › Where – location
- › When – date/time
- › Who will be your target audience?
- › What type of activities will you offer?
- › Promoting your event
- › Equipment
- › Branding
- › Media/Communications
- › VIPs
- › Key Partners – Venues/ Government/Sponsors/ Equipment Suppliers etc.
- › Timeline leading up to the event
- › Volunteers
- › Allocation of roles/tasks
- › First Aid/Medical
- › Contingency Plan
- › Budget required?
- › Other....

## REGISTER YOUR EVENT

Once you have planned your event, please register it with us. We will then share with you a World Badminton Day Branding Toolkit and other supporting information. Register your Event: <https://forms.office.com/r/M6SSCM8zMe>

## PROMOTE YOUR EVENT

Promote your event to your target audience:

- › Social Media
- › TV/Radio
- › Website
- › E-Newsletter

## DELIVER YOUR EVENT

It's the big day! Remember to take photos/videos and to share your World Badminton Day Event activities with the world using the following social media handles and hashtags #worldbadmintonday.

## SHARE YOUR EXPERIENCE

Don't forget to tell us about your World Badminton Day event and share your experience with the world using your social media channels. Complete the online reporting form and send us your photos and video content.

Bwfbadminton bwf.official

# BRANDING TOOLKIT



These guidelines provide information and ideas of how you can use the World Badminton Day logo: <http://tiny.cc/hj2ruz>

## WORLD BADMINTON DAY TIMELINE

MARCH / APRIL

Start Planning

APRIL - JUNE

Register your Event

APRIL - JULY

Promote your Event

WEEK OF 05 JULY

World Badminton Day Events

BEFORE END OF JULY

Complete Reporting

## CONTACT US



Please feel free to reach out to us with any questions, using the following email address: [wbd@bwf.sport](mailto:wbd@bwf.sport)



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