

From
12
March

To
17
March

ORLÉANS MASTERS BADMINTON



2024 Partnership file

Take part of the region's biggest tournament

Orléans Masters Badminton presented by VICTOR

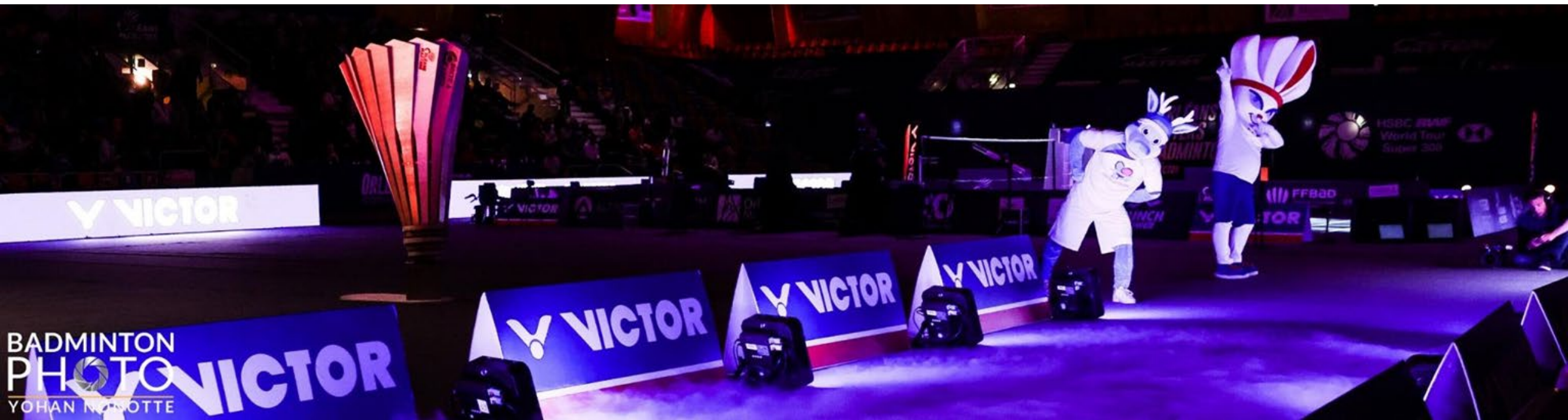
All emotions of Badminton

30th edition of the international badminton tournament



L'Orléans Masters Badminton presented by VICTOR

- **The Orléans Masters Badminton presented by VICTOR 2024**, organised by the Orléans Masters association under licence from the Badminton World Federation, has become a not-to-be-missed event on the international badminton circuit and is celebrating its 30th anniversary this year!
- This year, the players will be trying to win precious points in order to qualify for the **Paris 2024 Olympic Games**.
- For 6 days, the Palais de Sports welcomes 300 of the best international badminton players from 5 continents, over 10,000 spectators and 75 million television viewers in 21 countries (source Infront).
- Companies benefit from a tax reduction of 60% of their sponsorship for financial partnerships.



Key media coverage figures

1. TV

30 TV channels broadcast the Orléans Masters 2023

3. Countries

21 countries broadcast the Orléans Masters

5. Valuation

Advertising value through TV broadcasts is **\$43.4 million**



2. Number of spectator

75 millions potential viewers on 5 continents

4. YouTube

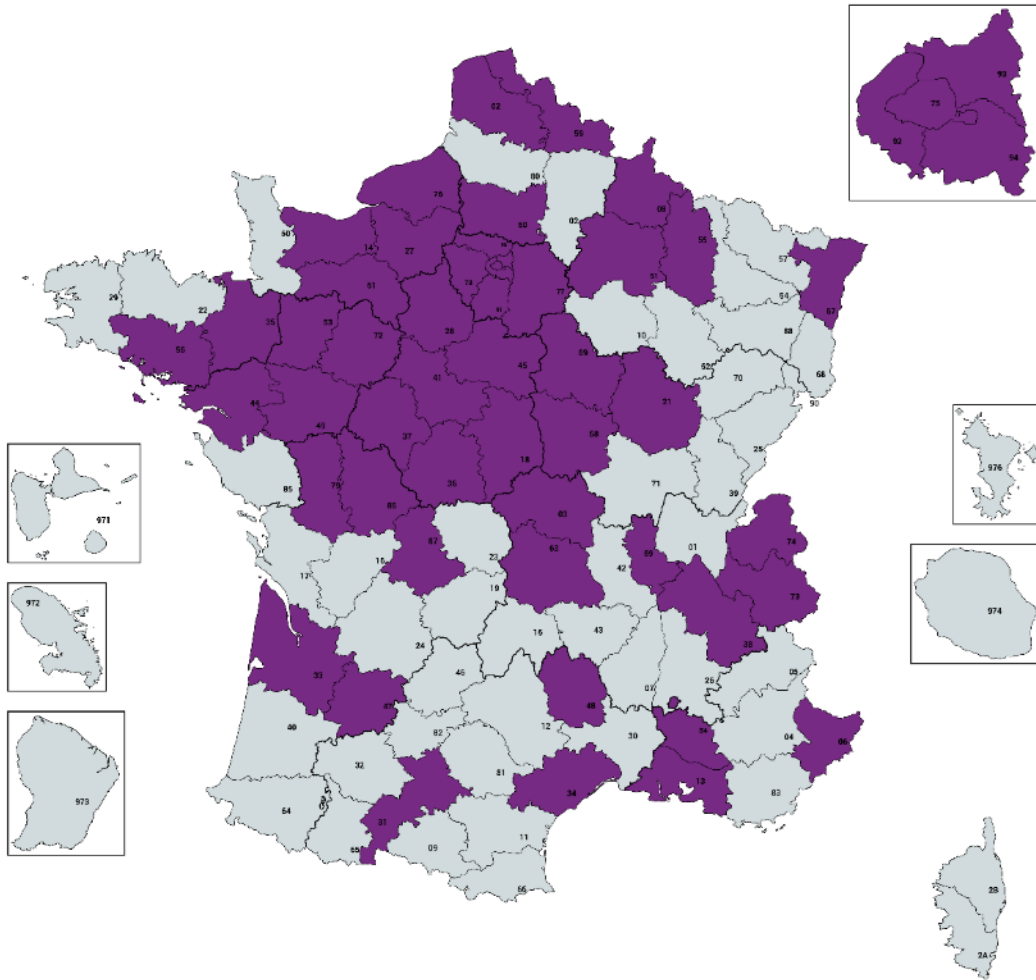
More than **10 million** people watched the matches on the BWF's YouTube channel.

6. TV Broadcast

786h 11m 53s of media distribution worldwide

All data taken from the Infront / Nelson report - TV rights manager for the BWF

Public origin



51
departments

Visibity guaranteed

- Akilux around the fields
- LED Panels
- Giant screen
- Website
- Posters
- Players vehicles
- Live Broadcast
- Visibility in the local press
- Stand



Orléans Masters Badminton presented by VICTOR - 12 to 17 march 2024 - All emotions of Badminton

Choose your pack !

For TV packs, a report is sent 3 months after the competition with audience figures and views of the brand logo around the world.

Pack 4

Pack TV Premium - 30 000€

*Put your company in the spotlight and watch a sporting spectacle throughout the week.
Why not let your future customers or partners enjoy the show?*



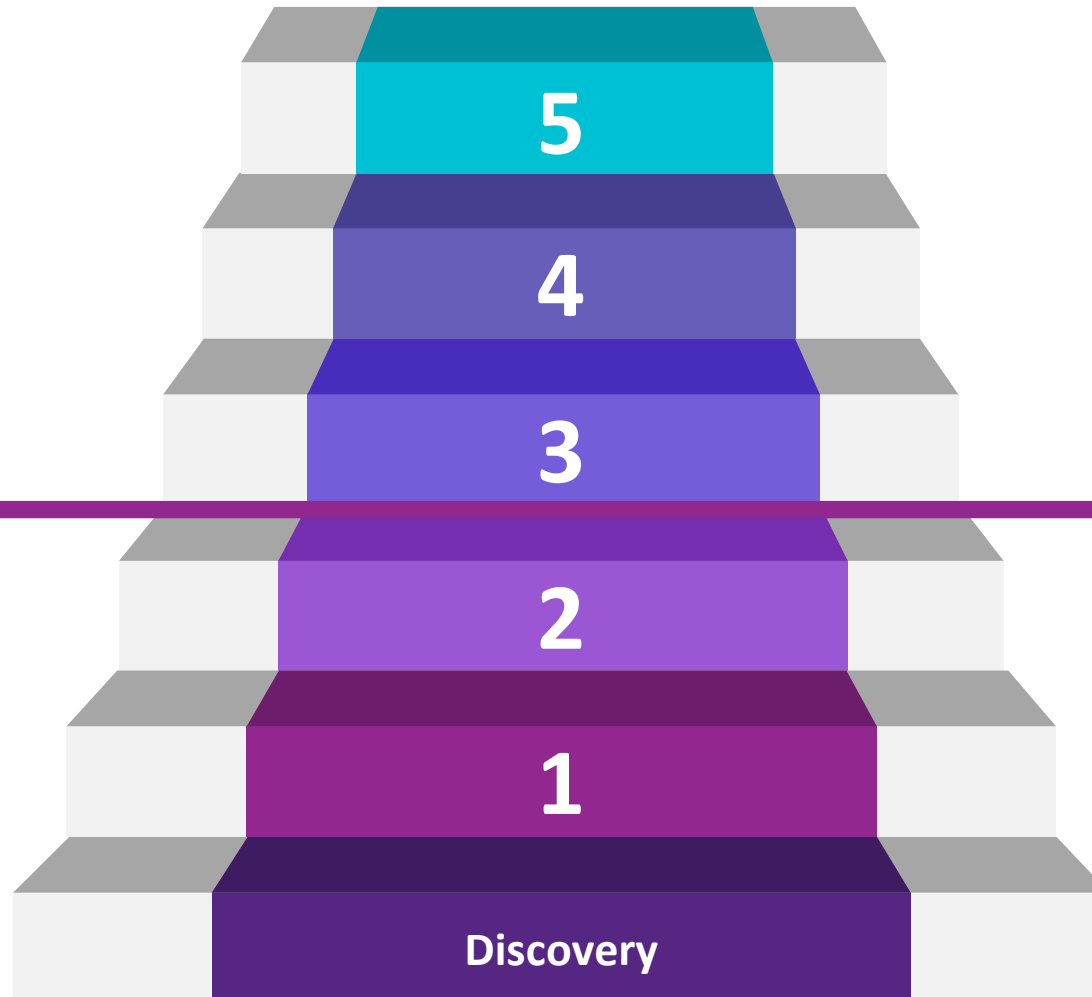
Pack 2

Partnership Pack– 6 000€

Would you like to support the Orléans Masters and take advantage of your partnership to attend international matches with your staff?.

Discovery pack - 1 000€

Discover all the excitement of badminton at the finals.



Pack 5

Pack TV Excelium – 50 000€

Benefit from privileged access and visibility throughout the week of the tournament.

Pack 3

Pack TV – 15 000€

Your company's logo will be featured on all the tournament's communication materials and you'll be raising your profile both locally and internationally.

Pack 1

Pack Starter – 2000€

Ideal for companies wishing to discover the Orléans Masters badminton throughout the week.

Invitations for partners

Ambassadors and partners evening

The competition opens with an evening of ambassadors and partners

Partners tournament

All the partners on the pitch on Saturday.

Presentation of the Draw

2 weeks before the competition, a presentation of the nations and seeded teams

Kick-off

In October, the tournament organisers present the new features and challenges of the competition.

Thanks to our partners

We would like to thank you for your support. (during June)



Our partner packages: Discovery Pack - €1,000

Places and services							Communication	
Type of place	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Giant screen	Website
VIP						2	✓	✓

Discovery Pack

Equivalent to the pack :
70 € (places & restoration)
1 250€ (advertising)
1,320 for a cost of €400*.

*subject to acceptance of the 60% tax deduction – only French companies

Our partner packages: Pack 1 - €2,000

Places et services							Communication	
Type of place	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Giant screen	Website
Category 2				3	3	3		
Category 1	3	3	3	3	3	3		
VIP	3	3	3	3	3	3		
Champagne Lounge	2 Bottles							
Restaurant	3 Meals						✓	✓



Equivalent to the pack:
1 425 € (places & restoration)
1 250 € (advertising)
2 675 € for a cost 800 €*

*subject to acceptance of the 60% tax deduction – only French companies

Our partner packages: Pack 2 - €6,000

Places et services							Communication		
Type of place	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Newsletter	Giant Screen	Website
Category 2				4	4	4			
Category 2	4	4	4	4	4	4			
VIP	4	4	4	4	4	4			
Champagne Lounge	4 Bottles								
Restaurant	4 Meals								
							✓	✓	✓



Equivalent to the pack :
1 960€ (places & restoration)
2 750 € (advertising)
4 710 € for a cost of 2 400€*

*subject to acceptance of the 60% tax deduction – only French companies

Our partner packages: TV package - €15,000

Places et services							Communication					
Type of place	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Newsletter	Giant screen	Website	Akilux length	Official Poster	T-Shirt –Line Judge
Category 2				6	6	6						
Category 1	6	6	6	6	6	6						
VIP	6	6	6	6	6	6						
Champagne Lounge	6 bottles											
Restaurant	15 Meals											
								✓	✓	1	✓	✓



Equivalent to the pack:
3 840 € (places & restoration)
312 950€ (advertising)
316 790€ for a cost of 6 000€*

*subject to acceptance of the 60% tax deduction – only French compagnies

Nos packages partenaires : Pack Premium TV – 30 000 €

Places et services

Type of place	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
Category 2				8	8	8
Category 1	8	8	8	8	8	8
VIP	8	8	8	8	8	8
Champagne Lounge	8 bottles					
Restaurant	30 Meals					

Communication

Newsletter	Giant Screen	Website	Akilux length	Akilux width	Official poster	T-Shirt Line judge
✓	✓	✓	1	1	✓	✓

PACK Premium TV

Equivalent to the pack :

5 120 € (places & restoration)

662 750 € (advertising)

667 870 € for a cost of 12 000€*

*subject to acceptance of the 60% tax deduction – only French companies

Nos packages partenaires : Pack Excelium TV – 50 000 €

Places et services

Type of place	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
Category 2				To be defined		
Category 1	To be defined					
VIP	10	10	10	10	10	10
Champagne Lounge	10 bottles					
Restaurant	40 Meals					

Communication

Newsletter	Giant Screen	Website	Akilux length	Akilux width	Official Poster	T-Shirt Line Judge	Stand	Private Evening	Logo on official cars
✓	✓	✓	2	2	✓	✓	✓	✓	✓

Pack Excelium TV

Equivalent to the pack :

6 000€ (places & restoration)

1 313 000 € (advertising)

1 319 000 € for a cost of 20 000 €*

*subject to acceptance of the 60% tax deduction – only French companies

Additional offers

Promotional roll-up spectator entrance

500 €

Bag bins around the weekly pitches

Court 1: 8000€ for 2 bins

Court 2: 6000€ for 2 bins

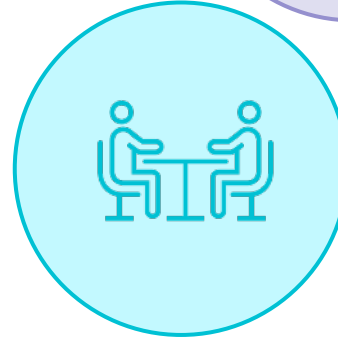
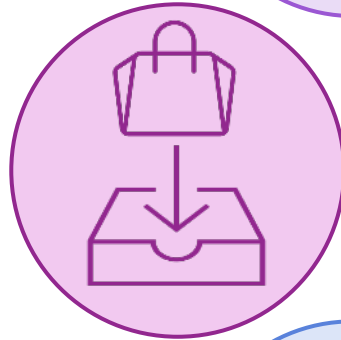
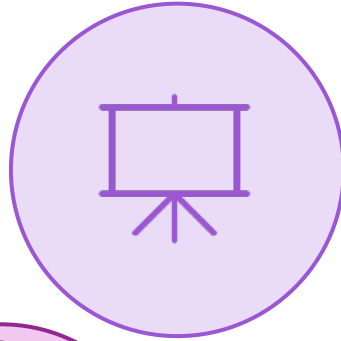
Court 3: 3000€ for 2 bins

Court 4: 2000€ per 2 bins

Referee chair in your company colours

4 000 € / service chair

Referee chair from 2000€ short 4



Newsletter article dedicated to your company and its activities

1 500 €

Visibility on official cars (10 vehicles)

1 000 €/ vehicles

Stands in the Palais des Sports

2 linear metres: €500

4 linear metres: €1000

All emotions of Badminton

Bin for players' bags

Bag boxes around the pitches

Court 1 : **8 000 €** for 2 bins

Court 2 : **6 000 €** for 2 bins

Court 3 : **3 000 €** for 2 bins

Court 4 : **2 000 €** for 2 bins

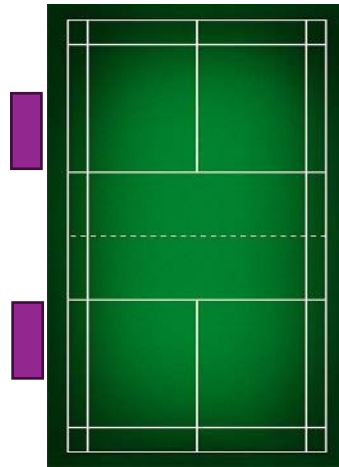
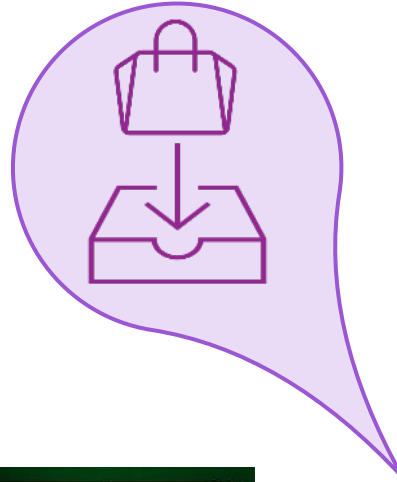
Estimated views :

29 943 views

Advertising value :

1 353 275 €

For this offer, a report is sent 3 months after the competition with audience figures and views of the brand logo around the world.



Your logo here

All emotions of Badminton

Referee chair in your company colours

Service referee (low chair) :

- Court 1 : 6 000 €
- Court 2 : 5 000 €
- Court 3 & 4 : 2 000 €

4 chairs available

Estimated number of views :

12 821

Advertising value :

966 654 €

Referee (high chair) :

- Court 1 : 12 000 €
- Court 2 : 6 000 €
- Court 3 : 3 000 €
- Court 4 : 2 000 €

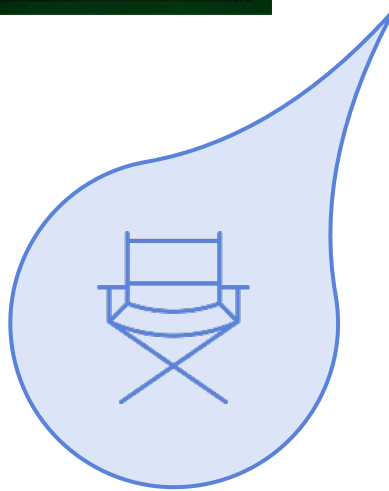
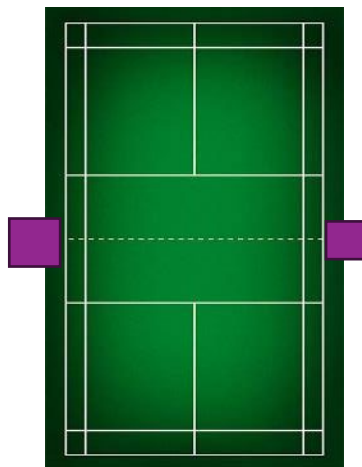
4 chairs available

Estimated number of views :

22 033

Advertising Value :

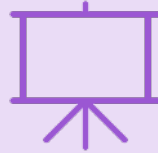
1 603 325 €



For this offer, a report is sent 3 months after the competition with audience figures and views of the brand logo around the world.

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Additional offers



Promotional roll-up for spectator entrance

500 € / Roll-up

10,000 spectators
Visibility for 6 days non-stop
Customised in your colours



ORLÉANS MASTERS BADMINTON
PRESENTED BY VICTOR

ALL EMOTIONS OF BADMINTON™
"WITH Les Amateurs by Badminton"

ORLÉANS MASTERS - BADMINTON - X **VOTRE CLUB**

DEVENEZ CLUB PARTENAIRE !
6
BÉNÉFICIEZ D'AVANTAGES EXCLUSIFS

TOUTES LES INFORMATIONS SUR :
ORLEANSMASTERS.COM

CONTACT :
INFO@ORLEANSMASTERS.COM

ORLÉANS MASTERS BADMINTON

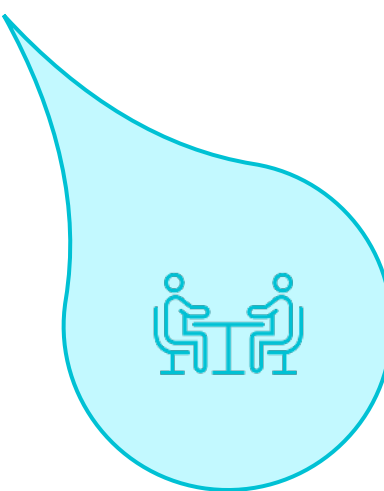
  

All emotions of Badminton

Your stand in the Palais des Sports



- Over 50 linear metres available
- 2 aisles available



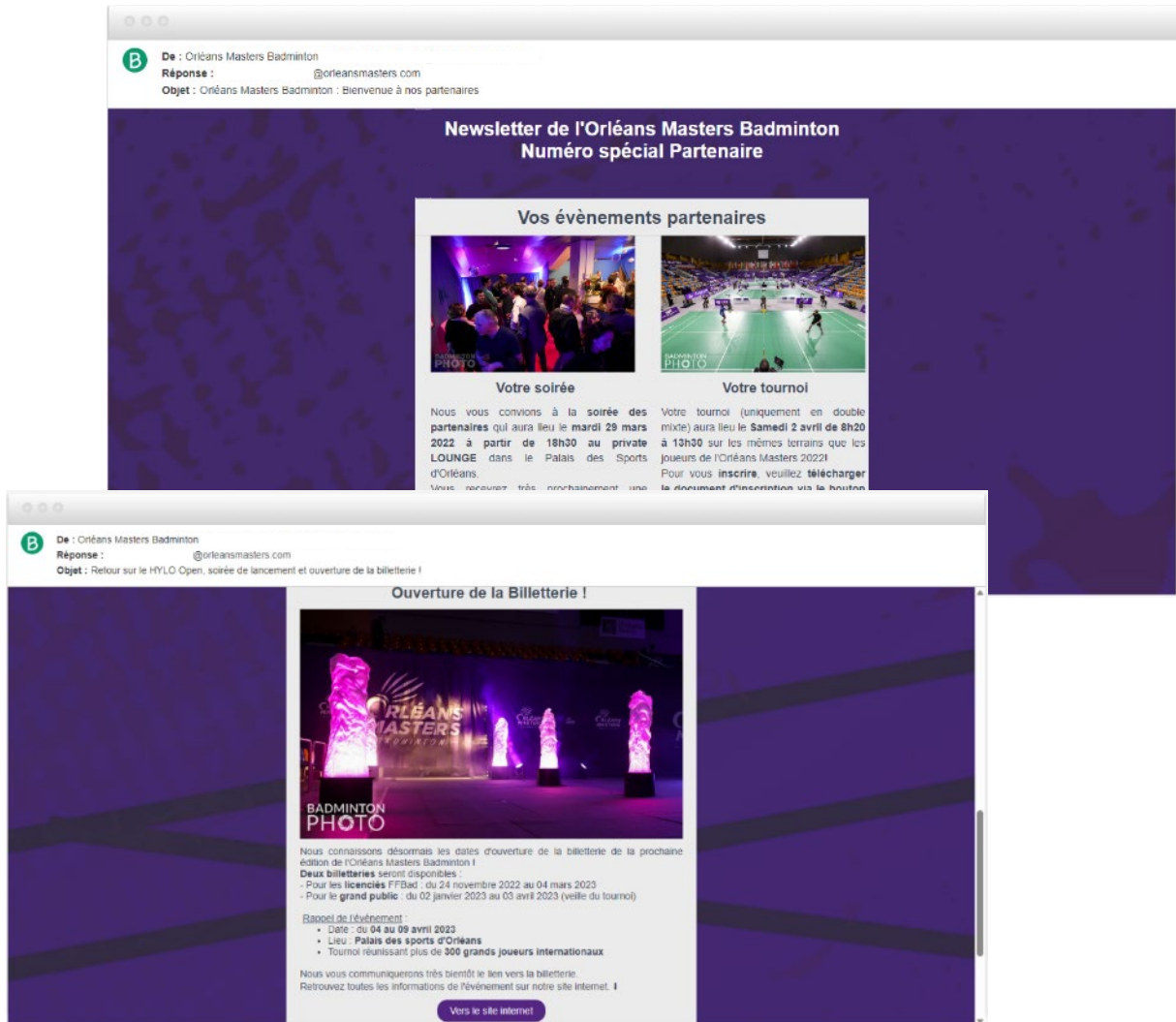
Stands in the Palais des Sports

2 linear metres 500 €
4 linear metres 1000 €

*If you are interested in a stand in the badminton village, please contact your contact person.

All emotions of Badminton

Newsletter



**Article newsletter
dedicated to your company
and its actions
1 500 €**

Over 9,000 leads
63% open rate

Add your own prospects to the
mailing list



All emotions of Badminton

Your logo on our shuttles

- Place your logo on one or more of the Orléans Masters badminton internal shuttles linking the official hotels, the training gym and the Palais des Sports,
- More than 1,000 people transported every day.



Visibility on official cars

10 vehicles available
(9-seater vehicle)
1 000 €/ vehicle

4000 km covered in one week
by the shuttles in Orléans city
centre

Several possible locations per
vehicle



All emotions of Badminton

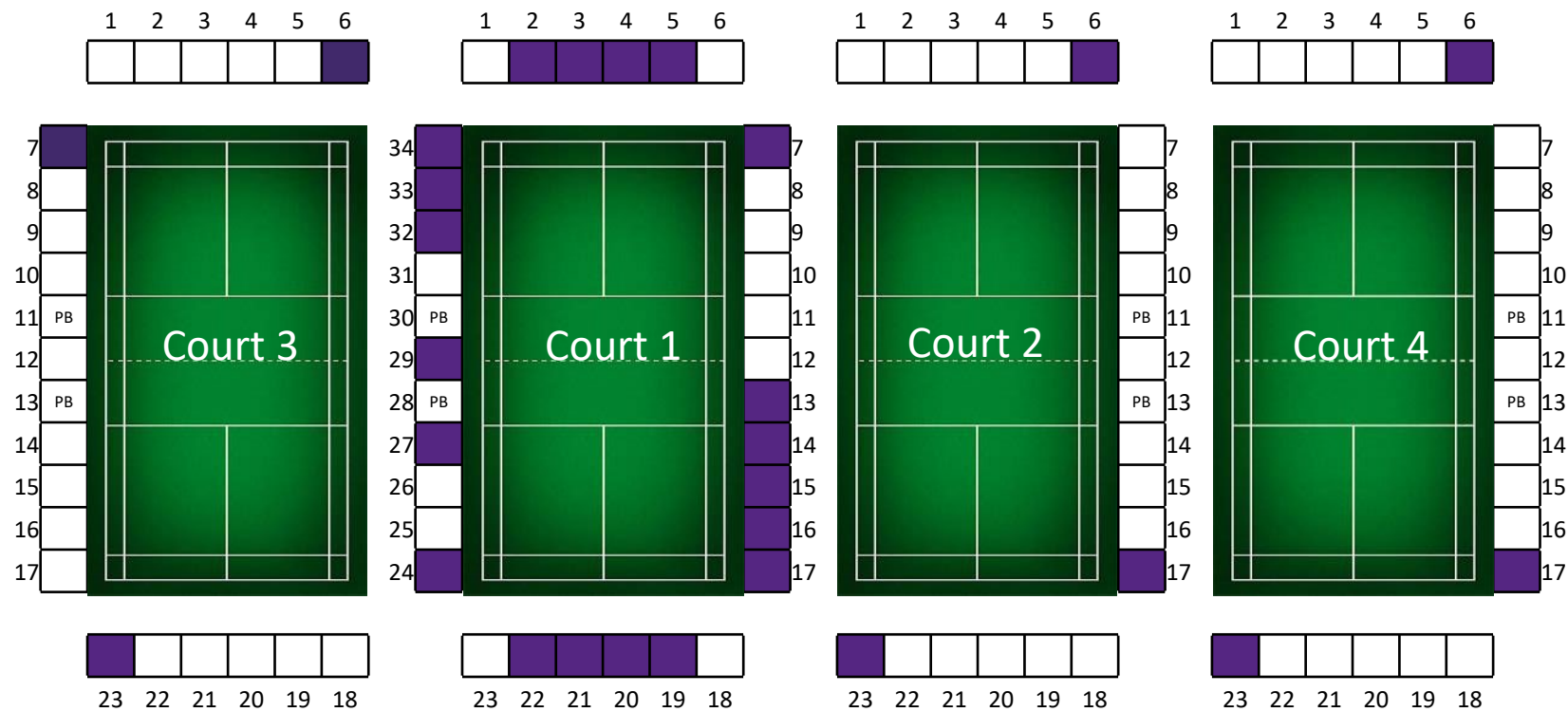
Additional A-board offer

- Do you want visibility around the pitches?
- Choose a pitch OR a specific pitch (pitch + pitch) (see next page)!
- If you don't choose a pitch, the A-Boards will be allocated according to the number of partners and the size of the partnership (see pack).

	Court 1 (6 days price)	Court 2 (4 days price)	Courts 3 & 4 (3 days price)
A board length	13 475 €	9 240 €	5 775 €
A board width	8 025 €	4 760 €	3 725 €

Additional A-board offer

	Estimated views	Advertising Value
A board length	As a minimum 4 000	As a minimum 120 000€
A board width	As a minimum 6 000	As a minimum 160 000€



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PB : Players box
■ Reserved space

Let your staff or customers discover all the excitement of badminton

Breakfast

20€/person

Minimum of 15 people

- Equipment available for organising your meetings
- Breakfast in a private room
- 1 VIP seat / person valid all day

Private lunch

50€/person

Minimum of 10 people

- Equipment available for organising your meetings
- Cocktail reception or lunch in a private room
- 1 VIP seat / person valid all day

Restaurant « Le Masters »

100€/person

Minimum of 4 people

- Meal at "Le Masters" restaurant
- 1 VIP seat / person valid all day
- 1 glass of champagne (or soft drink) at BAC
- Souvenir gift

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Calendar

October 2023

Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Réception du contrat ou convention

November 2023

Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2023

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

December 31 maximum - Contract signed
Keep it precisely no invoice will be sent to you

January 2024

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Maximum 3 months before the event

For new companies or new logos

Sending logos to the address of the partner referent

February 2024

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

Receipt of your tickets

You will receive your tickets as soon as payment for your partnership has been received.

March 2024

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1 week before the event *Depending on pack chosen

T-shirts supplied by the company to be delivered to the Palais des Sports



Contact

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Sports association governed by the law of 1 July
1901 and the decree of 16 August 1901