

DU

4

Mars

AU

9

Mars

Presentation of the Orléans Masters Badminton

Orléans Masters Badminton
presented by VICTOR

All emotions of Badminton

31st International Badminton Tournament





Presentation

L'Orléans Masters Badminton presented by VICTOR 2025

- **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!
- This year, the Orléans Masters will be welcoming **players who won medals at the Paris Olympic Games**.
- For 6 days, the Palais de Sports Jean Ros welcomes 300 of the best international badminton players from 5 continents, over 10,000 spectators and 23 million television viewers in 30 countries (source Infront).



Audiences from all over France

80% of linesmen at the
Paris Olympics

186
Matches

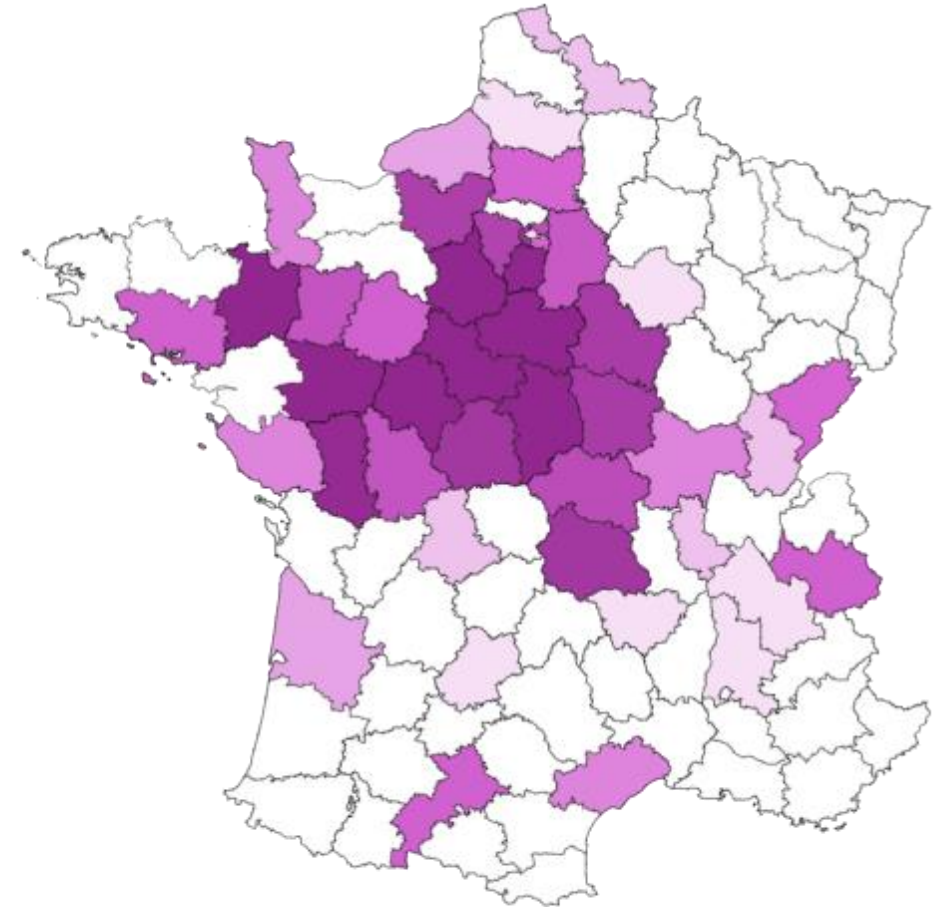
38
Partner
clubs

6617
schoolchildren welcomed

36 partner companies
and local authorities

11954
Spectors

47 departements



All emotions of Badminton

See you in 2025



from Tuesday 4 to Sunday 9 March 2025

Tournament	Prize Money	Category	City
Orléans Masters 2025	240 000 \$	HSBC BWF World Tour Super 300	Orléans



All emotions of Badminton

Les Français qualifiés aux JO de Paris sont tous venus à Orléans



Women's singles:

Qi Xuefei

N°46 BWF World Rankings

7 singles entries in Orléans:
2024, 2023, 2022, 2021,
2019, 2018, 2017

Men's singles:

Toma Junior POPOV

N°19 BWF World
Rankings

7 singles entries in
Orléans: 2023, 2022,
2021, 2019, 2018, 2017,
2016

Paris 2024: 8th finals



Men's doubles:

Toma Junior and Christo
POPOV

N°36 BWF World Rankings

4 participation of the pair in
Orléans: 2023, 2022, 2021, 2019

Mixed doubles:

Delphine DELRUE and
Thom GICQUEL
N°11 BWF World Rankings

1 participation of the
pair in Orléans in 2019



Women's doubles :

Anne TRAN and Margot
LAMBERT

N°15 BWF World Rankings

3 participations by the pair in
Orléans: 2024, 2023, 2022



Orléans Masters Badminton presented by VICTOR

Key media figures

01 | TV

30 TV channels broadcasted
The Orléans Masters 2024

06 | TV broadcasting time

390h hours of media coverage
world

05 | Valuation

The advertising value through TV
broadcasts is
11.2 Million de \$



02 | Number of spectators

23 million potential TV viewers
and 270 million streaming viewers

03 | Country

26 countries broadcast the
Orléans Masters
10 live

04 | Youtube Broadcast

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

All emotions of Badminton

Guaranteed visibility on all our media

- Visibility in the local press
- A-Board around the pitches
- Live broadcasting
- Player vehicles
- LED signs
- Website
- Giant screen
- Poster
- Stand



Orléans Masters Badminton presented by VICTOR

Local media coverage

Orléans Masters Badminton
Gagnez vos places pour le tournoi
Inscrivez-vous maintenant




Quiz
Advertising spots broadcast throughout the region




Matinale on 14 march




Digital front page
Daily article on the sports page during the week of the tournament

actuOrléans



Back cover




Broadcast and rebroadcast of the finals












Ambassade d'Indonésie



Quiz
Post on social networks
Advertising spots
Broadcast on « médias et visibilité des minorités dans le sport »

Broadcast and rebroadcast of the finals



All emotions of Badminton

International press coverage

Orleans Masters 2024: Malvika Bansod, Kiran George Bow Out Early; Anupama, Satish Progress

By Mykhel Staff
Published: Thursday, March 14, 2024, 12:23 (IST)

Indian shuttlers Kiran George and Malvika Bansod faced an early exit following defeats in their respective opening round games, but Anupama Upadhyaya and Satish Kumar Karunakaran progressed to the second round in Orleans Masters 2024.

Inde **mykhel**

Orleans Masters concludes amidst Asian dominance

Date: 31/03/2024 11:10 PM
Published by: Sara Gonzalez-Morrice (BBC)

Last week, we were treated not only to the All England Open, but also to the Orleans Masters Badminton presented by YONEX OPEN, which showcased a strong performance from Asian players.

Despite the final being dominated by Asian athletes, some European players did lift their spirits by reaching medals in the doubles categories. Denmark's pair, Anders Søgaard and Jesper Toffi and Aleks Sviyeganski and Christine Bech, were the winners. Another European pair, Gabor Bence and Peter Eibler, were runners-up.

For the full list of the tournament's winners, click here.

The European leg of the WPTour continues. The YONEX Swiss Open 2024 starts tomorrow, followed by the Madrid Open Masters 2024 the next week.

Badminton Europe 

HON JIAN-MUHAMMAD HAIKAL BAG ORLEANS MASTERS 2024 TITLE

Date: 18/03/2024 12:03 AM



Badminton Association of Malaysia - BMA ID

KUALA LUMPUR, March 17 (Bernama) — The country's top men's doubles pair, Choong Hon Jian, Muhammad Haikal Haikal secured their first title of the season at the Orleans Masters 2024 in France today.


Haikal's brother, Hon Muhammad Haikal, edged past sixth-seeded duo from Indonesia, Sabar Karyaman, Choongy-Hui Hsu and Hsu Hsueh-wei 2-0, 21-16, 21-16 in the final during the final night of the badminton sports, Orleans.

The current world number 40 pair walked away with prize money of US\$15,000 (RM70,042) while the Indonesian pair took US\$7,500 (RM37,521) as runner-up of the super 300 tournament.

Malaisie 

Meilysa/Rachel Juara Orleans Masters 2024


CNN Indonesia
Tanggal: 17 Mar 2024 22:07 WIB




Jakarta, CNN Indonesia — Ganda putri Indonesia Meilysa Trias Puritasari/Rachel Alyssa Prita Luthail menjadi Juara Orleans Masters 2024.

Kepercayaan itu dibayar saat pasangan Indonesia itu mengalahkan ganda putri Jepang, Fui Hirose and Yana Sato 2-0, 21-18 yang merupakan pasangan favorit dalam laga final Orleans Masters 2024 yang digelar di Palais des Sports, Thiais, Minggu (17/3) malam WIB.

Meilysa/Rachel sempat dominan di awal gim pertama. Pasangan Indonesia itu berhasil memimpin sejak awal hingga akhir pertandingan gim pertama.

Indonésie 

Orleans Masters 2024: Updated schedule, fixtures, results, live streaming details





Kiran George and MR Arjun/Dhruv Kapila will lead India's challenge.

BWF 300+ Orleans Masters 2024 is set to start on March 12 and will run until March 17. The inaugural edition of the tournament was held in 2012 as a BWF Super 100 series. In 2013 season it was upgraded to BWF Super 300.

Kiran George will lead India's challenge in men's singles and is also looking for a better performance with Par of MR Arjun/Dhruv Kapila will look to better their last edition quarter-final finish.

Inde **KHELNOW**

 390 hours of broadcasts
30 chainees

 11,159,951 QI MEDIA VALUE

 270 million potential viewers



Link Live Streaming Orleans Masters 2024: Empat Wakil Indonesia Berlaga di Perempat Final



JAKARTA, KOMPAS.TV — Empat wakil Indonesia akan berlaga di babak perempat final Orleans Masters 2024, Jumat (15/3/2024).

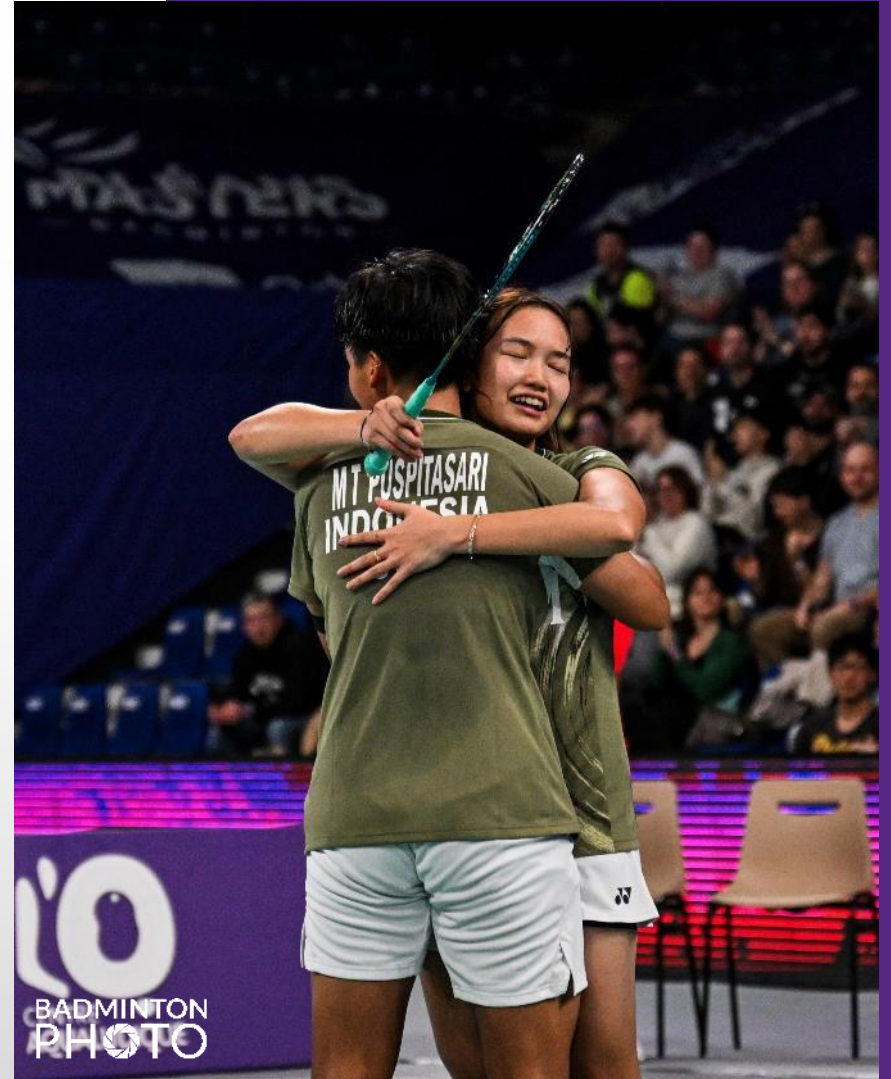
Pertandingan perempat final Orleans Masters 2024 akan diawakirakan di Palais des Sports, Orleans, Prancis, mulai pukul 19.00 WIB.

Ganda campuran Rivalriva/Hariniqwas Mentari yang menjadi unggulan teratas akan bertemu wakil Jepang, Hiroki Nishikawa/Akari Sato.

Indonésie **KOMPAS.TV**

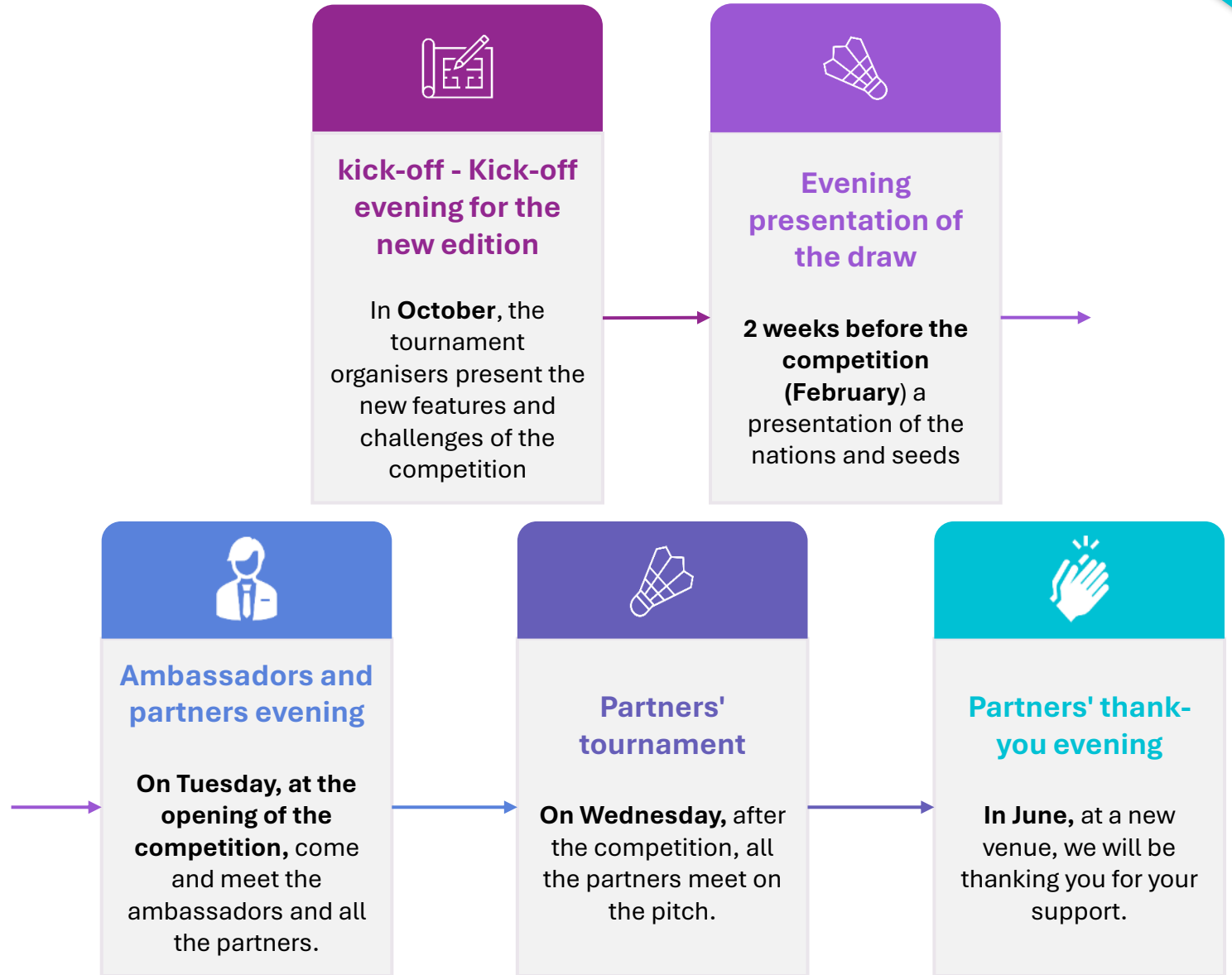
All emotions of Badminton

Offers

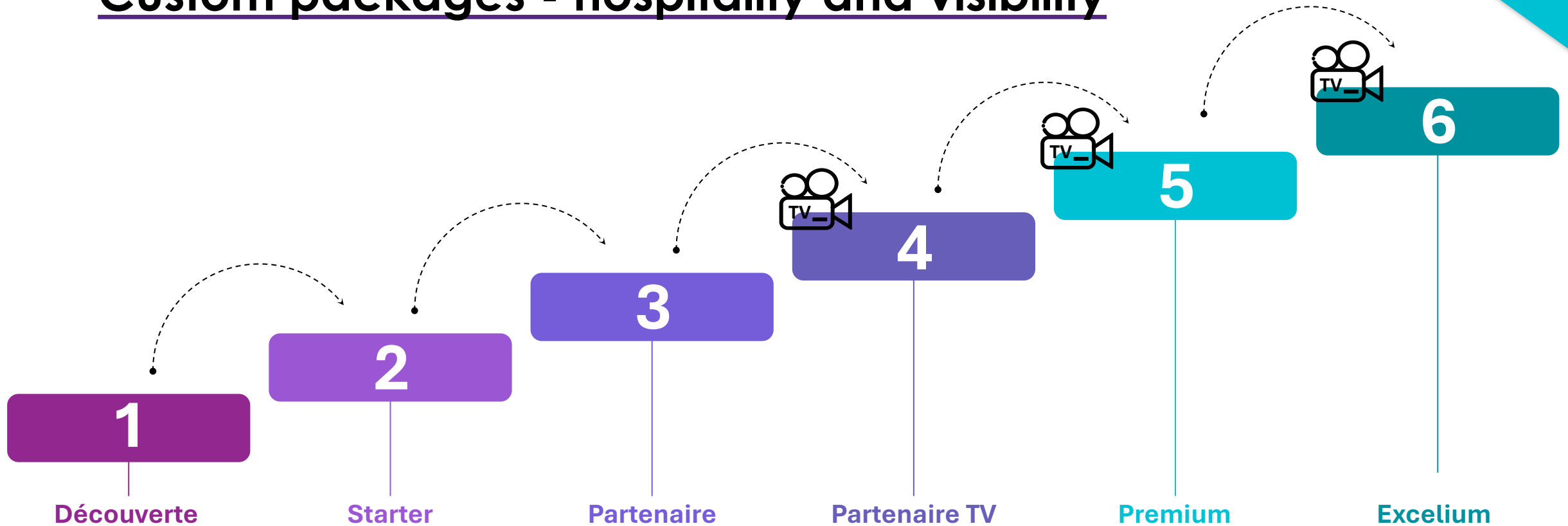




Invitation to all partners



Custom packages - hospitality and visibility



All packs include an **automatic invitation** to partner evenings.

From Pack 4 onwards, a report sent 4 months after the competition with audience figures and views of the brand logo around the world.

Contact us for more details!

Supplementary offers



**Volunteers / line judge T-shirt
(200 T-shirts)**



Bag bins around the weekly fields
Numerous locations available



**Promotional roll-up for spectator
entrance**



**Photocall backdrop podium and/or
corridor**

Select and add an offer to
promote your company



**Visibility on official cars
(10 vehicles)**



**Newsletter article dedicated to your
company and its activities**




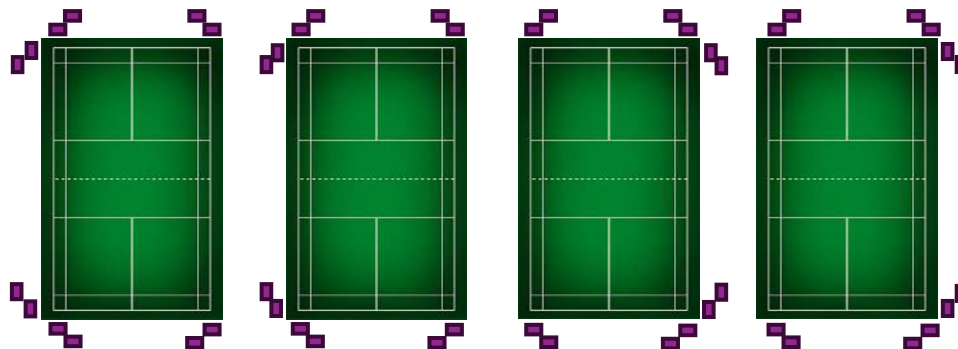
**Referee chair in your company
colours**
Referee chair
Service referee chair





Stands in the Palais des Sports
2 to 4 linear metres

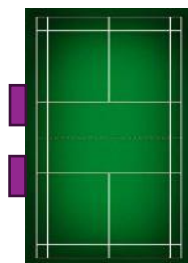
Overview of different offers

 Volunteer T-shirts / line judge
(200 T-shirts)



Your Logo here


 Bag bins around the weekly fields
Numerous locations available



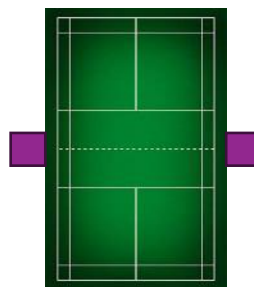
All emotions of Badminton

Overview of different offers



Referee chair in your company colours

Referee chair
Service referee chair



Chaise arbitre



Chaise arbitre de service



Votre Logo ici



Visibility on official cars (10 vehicles)

- **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 are transported around the city every day.



Let your staff or customers discover all the emotions of badminton

Petit-déjeuner

25€/person

Minimum of 15 people

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

Private lunch

60€/person

Minimum of 10 people

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

Restaurant « Le Masters »

110€/person

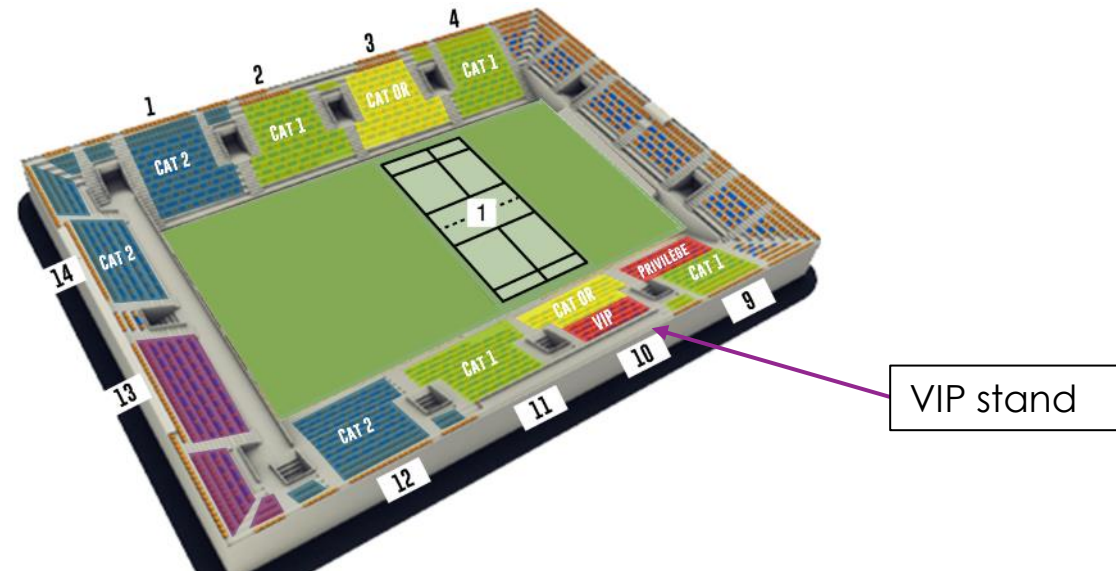
Minimum of 4 people

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

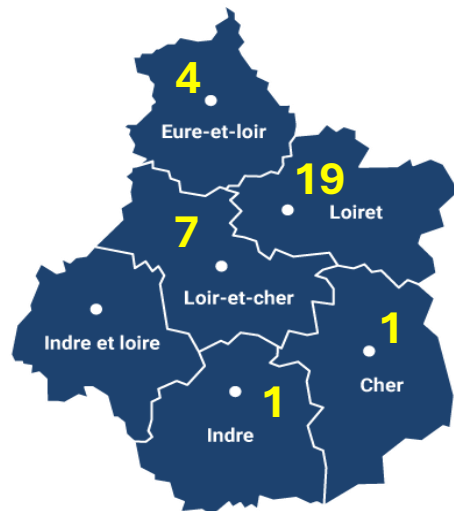
All emotions of Badminton

Informations

- All partners are invited to the 5 partner meetings. (see above)
- You can create your own **pack from A to Z** or personalise it. Don't hesitate to ask for more information.
- **To take part in the partners' tournament** send your wish to take part in the organisation.

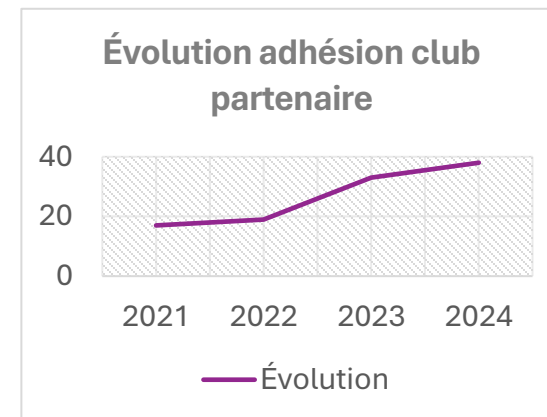


Partner Clubs



Other departement : 6

17 in 2021
 19 in 2022
 33 in 2023
 38 in 2024



- Double the number of clubs since 2021
- Creation of Clubs Week! Daily and connected activities



They supported us in 2024, why not you in 2025?

Institutional



Social



Federal



Media



Premium



Partenaires



All emotions of Badminton

Contact

Orléans Masters
1 boulevard de Québec
45000 Orléans

Franck LAURENT
06.60.53.49.25

franck.laurent@orleansmasters.com
www.orleansmasters.com

N°Siret : 834 866 741 00012
Association sportive régie par la loi du 1er juillet
1901 et le décret du 16 août 1901

