

## **BADMINTON ASSOCIATION OF INDIA DOMESTIC TOURNAMENTS**

### **GUIDELINES:**

- i. Tournaments will be named as “YONEX-SUNRISE All India ..... Badminton Championship/Tournament”.(reference annexure 1)
- ii. The Sponsors shall be acknowledged as “Tournament Title Sponsor”;
- iii. Only Yonex brand shuttlecock and clothing for umpires/referees/line judges/volunteers/officials shall be used during the tournament.
- iv. YONEX-SUNRISE logo shall be mentioned on all Certificates, applications/registration forms, posters, newsletters, websites, and advertisement on television, electronic media, social media, backdrops, any apps related to tournament, event banners, press releases and all other printed materials that are applicable.”.(reference annexure 2)
- v. Yonex court mats shall be used during the tournament. BAI/Organizer shall hide/cover the logo of other brand court mat.
- vi. 18(Eighteen) A Board or 60% of the total nos. of A sign Boards whichever is higher and 2(Two) A Boards at 2<sup>nd</sup> Tier.”. (reference schedule 5)  
  
4 A boards per court on the base line (facing TV) and 2 A boards on the secondary baseline (2<sup>nd</sup> tier) within main camera view (Refer to attached schedule).If there is no 2<sup>nd</sup> tier, Sponsors will be having the rights to choose the most prominent location on the base line. The size shall be in accordance with the BWF Grade 3 – Level 4 specifications.
- vii. Fifty (50%) of the total number of skirting panels to be placed around the courts (reference schedule 5)
- viii. 30%Yonex-Sunrise banners of total banners to be placed in, around and outside the Tournament venue at the cost of Sponsors, where Yonex and /or Sunrise shall be given the first priority to select the most

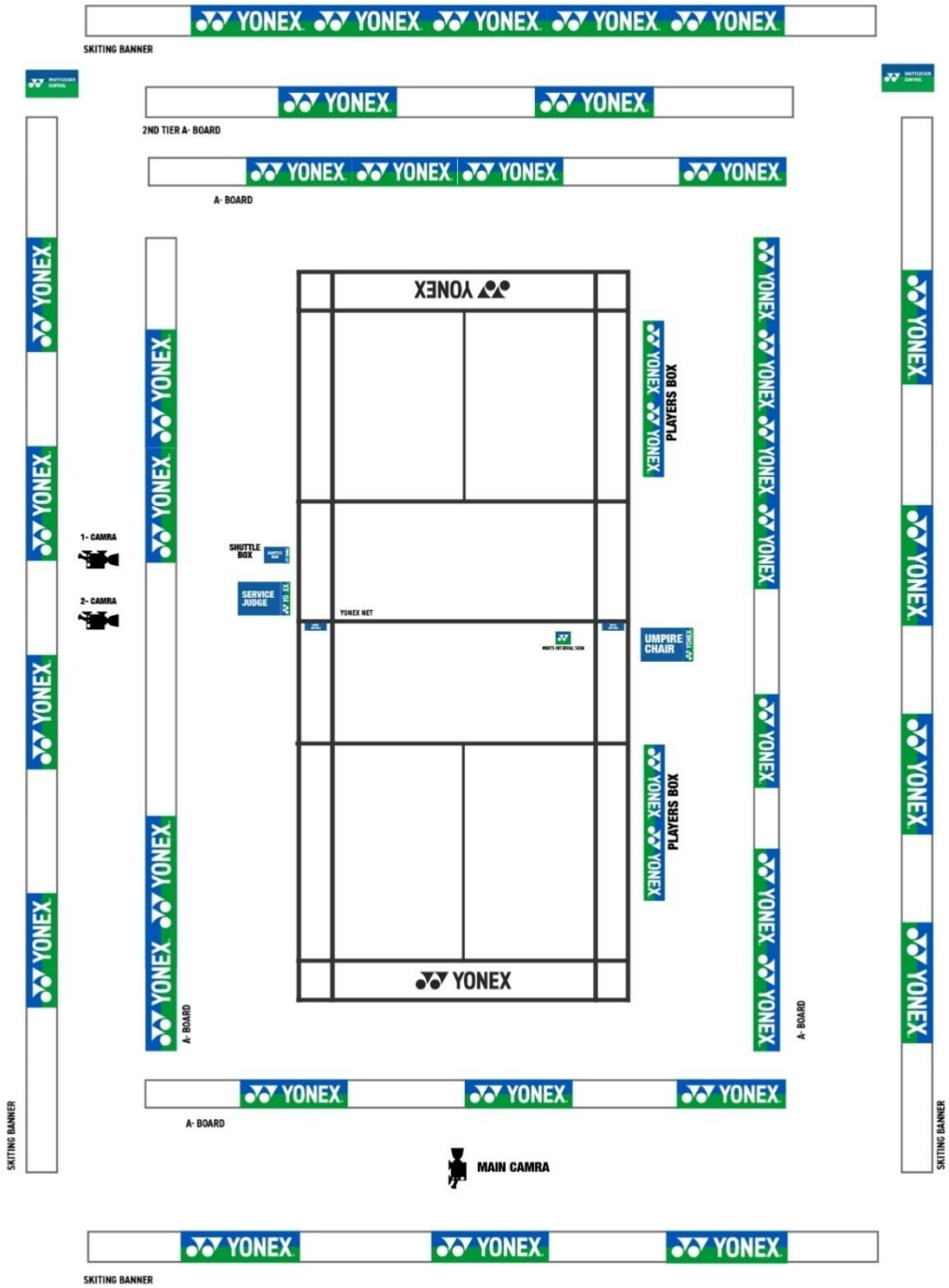
prominent placements.

- ix. One (1) shuttlecock box per court(reference schedule 5)
- x. One (1) 2-minute interval sign per court. (reference schedule 5)
- xi. Exclusive Sponsors logo on the Umpire Chair as per (reference schedule 5)
- xii. Exclusive Sponsors logo on all Service Judges' boxes(reference schedule 5)
- xiii. One (1) exclusive sales booth of Sponsors inside the playing arena or the entry foyer to the playing arena and no other booth for the sales and/or promotional activity for any competitors of Sponsors shall be allowed. Sunrise's sales booth shall be the sole and exclusive sales booth for Accessories, Clothing, Equipment, Racquets and other Products at the tournament venue and should be located within 500 meters of the stadium premises.
- xiv. One (1) corporate message in the souvenir Program.
- xv. One (1) Yonex color advertisement in the front inside cover and back outside cover of the souvenir magazine / program. Artwork to be supplied by Sponsors. There shall not be any other sports brand advertisement in the souvenir magazine.
- xvi. The Sponsors shall have the right to receive 30% branding opportunities by being acknowledged "Exclusive Equipment Sponsor" of BAI in the most prominent position at the top left corner along with the Sponsors logo and acknowledged as the sole and exclusive "Title Sponsor and Official Equipment Supplier for the Tournament "on the front cover of the souvenir, magazine, E magazine and/or program or digital program.
- xvii. A minimum of three (3) Sponsor's representatives to present main prize or a mock prize cheque at the presentation ceremony at each Tournament at the discretion of the organizer but with BAI recommendation.

- xviii. One (1) exclusive Yonex stringing stand within the playing arena at the most prominent location. (reference schedule 5)
- xix. Exclusive use of Yonex Clappers/Cheering sticks
- xx. One (1) hospitality room and 1 Storage room at tournament venue
- xxi. 2 Players' boxes on each side of the Umpire Chair per court (reference schedule 5)
- xxii. The Sponsors will have the right to use all the Tournament and mascot logos on its Products and for its marketing(physical; or through social media channels) and promotional activities.
- xxiii. No competing brands of any of the Sponsors are allowed to display or conduct any marketing(physical, virtual or through social media channels) and/or advertising materials , ambush marketing, within 500 meters inside and outside the perimeter or in the vicinity of the competition arena and venue.
- xxiv. Whenever tournaments or activities organized by BAI held in halls/venue sponsored by other sports brands, BAI will ensure the other sports brand logo are covered. In such case, BAI shall ensure that through Organizer such display is covered upto the Sponsors satisfaction and shop is closed during the duration of event/camp, if any. Expense of same covering the display/shop will be borne by Organizer/BAI.

# SCHEDULE - 5

## COURT LAYOUT FOR NATIONAL / DOMESTIC TOURNAMENTS



# ANNEXURE 1

## TOURNAMENT BACKDROP GUIDELINES

BAI LOGO HERE		ASSOCIATION LOGO, HERE
<b>YONEX-SUNRISE ALL INDIA SUB JUNIOR/JUNIOR/SENIOR RANKING/NATIONAL CHAMPIONSHIPS/TOURNAMENT 2025-26</b>		
DATE .....	VENUE .....	
POWERED BY	OTHER SPONSOR	OTHER SPONSOR


- FONT USED HERE IS **IMPACT** (FONT NAME)
- ALL FONT SIZES SHALL BE UNIFORM AND CONSISTENT THROUGHOUT
- KINDLY KEEP THE FORMAT SAME
- REST OF LOGOS CAN BE PLACED AT BOTTOM
- NO BLUE/GREEN COLOR SHOULD BE USED WHERE YONEX SUNRISE LOGO COMES TO AVOID CL LOGO COLORS
- DON'T USE ANY DESIGN ELEMENTS WHERE YONEX SUNRISE LOGO IS MENTIONED

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BAI LOGO HERE		ASSOCIATION LOGO, HERE
<b>YONEX-SUNRISE ALL INDIA SUB JUNIOR/JUNIOR/SENIOR RANKING/NATIONAL CHAMPIONSHIPS/TOURNAMENT 2025-26</b>		
CO SPONSOR		
DATE .....		VENUE .....
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IN THE MEMORY OF .....		
DATE .....	VENUE .....	
POWERED BY	OTHER SPONSOR	OTHER SPONSOR

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## ANNEXURE 2

LOGO WITHOUT SLOGAN (STATIONARY; SOCIAL MEDIA; WEBSITE; CERTIFICATE; EVENT BANNER)



LOGO WITH SLOGAN (ON VIDEO)

