

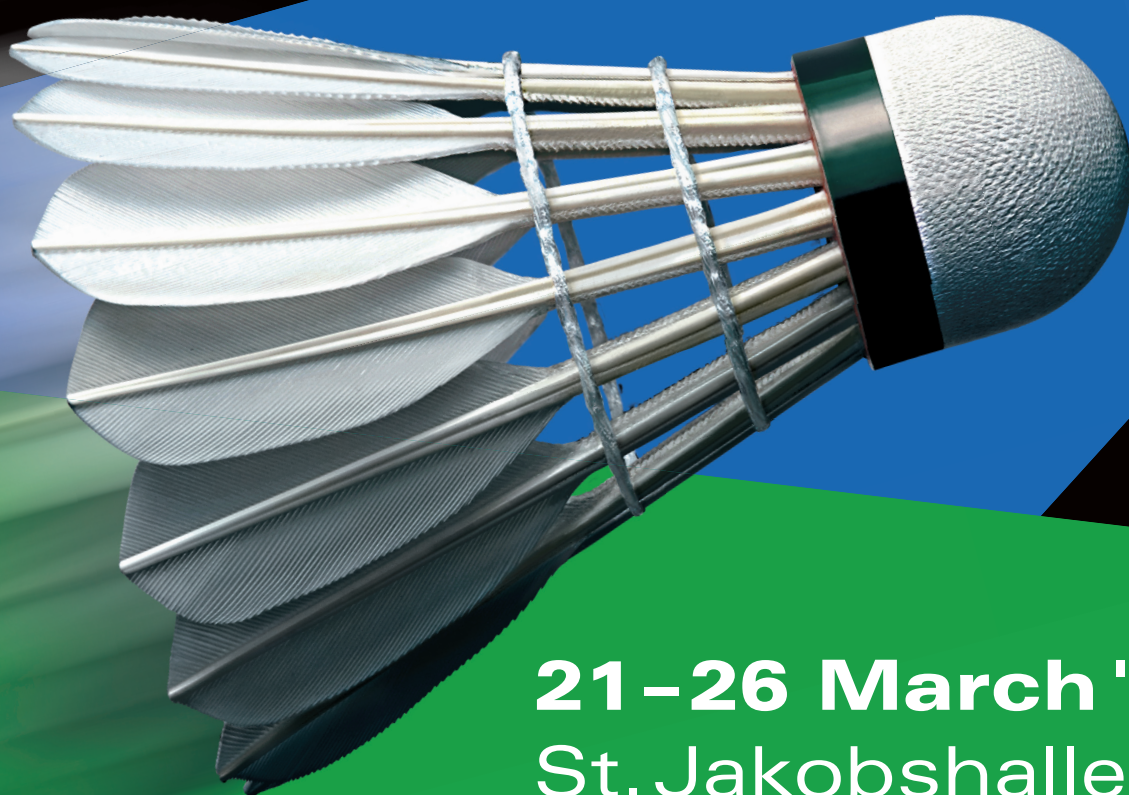
YONEX SWISSOPEN²⁴

Part of the **HSBC BWF**
World Tour Super 300

www.swissopen.com



HSBC BWF
World Tour
Super 300



21–26 March '23
St. Jakobshalle
Basel

Sponsoring

YONEX SWISS OPEN

INTERNATIONAL TOP EVENT IN BASEL

The YONEX SWISS OPEN is one of the exclusive international tournaments under the patronage of the International Badminton Federation (BWF). The results count for the world rankings and thus for World Championship qualifications and every 4 years for Olympic qualifications.

Alongside the All England Championships, the French Open, the Danish Open and the German Open, the Basel tournament is one of the most important tournaments in Europe. The YONEX SWISS OPEN has been part of the HSBC World Tour tournament series since 2015. The sporting event attracts around 15,000 spectators every year and receives a great deal of national and international media attention. TV stations in Europe, Asia and the USA broadcast the event to over 200 million households.

Badminton is one of the few sports where all disciplines are still played at the same event: Women's and Men's Singles, Women's and Men's Doubles and Mixed Doubles. The sport of badminton thus appeals to both men and women, which can be highly interesting for partner companies.



SWISSTOPSPORT
Vereinigung der bedeutendsten Sportveranstaltungen



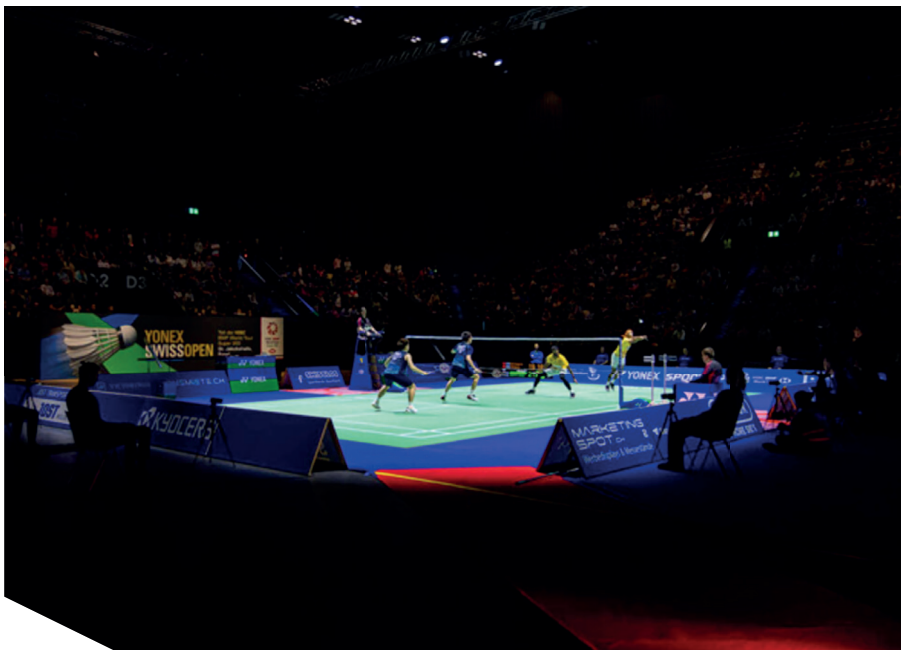
YONEX SWISS OPEN

A GREAT EVENT – ALSO FOR SPONSORS

The YONEX SWISS OPEN is an international WorldTour tournament with prize money of 210 000.

This makes the YONEX SWISS OPEN an event that offers sponsors extraordinary opportunities to make their mark at the venue of a dynamic sporting event with a focus on Switzerland and Asia. The organising committee therefore invites nationally and internationally active companies to support the further development of the YONEX SWISS OPEN as sponsors.

You can choose between smaller, medium and larger commitments. One thing remains the same in all cases: you receive an attractive return for the sum invested.



Member of

SWISSTOPSPORT

Vereinigung der bedeutendsten Sportveranstaltungen

YONEX SWISS OPEN LONGER TERM IN BASEL

The YONEX SWISS OPEN, the Swiss Badminton Federation and the St. Jakobshalle Basel have contractually agreed that the event will remain firmly in Basel for many years.

The YONEX SWISS OPEN organisation, title sponsor YONEX, the Swiss Badminton Association and the St. Jakobshalle Basel have settled the basis for holding the event in Basel for many years. 2024ff. are fixed and allow for a multi-year planning of the international sporting event in Basel. The partners can plan for many years.



SWISSTOPSPORT
Vereinigung der bedeutendsten Sportveranstaltungen

Mia Blichfeldt (DEN) &
Pornpawee Chochuwong (THA),
Finalists Women's Singles 2023

YONEX SWISS OPEN

VERVIEW OF SPONSORING AND ADVERTISING OPPORTUNITIES

6	Title Patronat (occupied)	CHF 150 000.–
7	Presenting Patronat	CHF 100 000.–
8	Co-Sponsoring	CHF 25 000.–
9	Advertising on the Centre Court	Top on Court: CHF 50 000.– Logo on Court: CHF 25 000.–
10–16	Other sponsorship and advertising opportunities	

Conditions

Sponsorship fees plus 7.7% VAT. Payments are due: 50% upon conclusion of the contract and 50% 10 days after the end of the event. Production costs (e.g. TV bands, films, etc.) shall be borne by the sponsor.



Contact addresses

YONEX SWISS OPEN

c/o Christian Wackernagel, Merkurstrasse 91, CH-4123 Allschwil

www.swissopen.com

Organising Committee

Christian Wackernagel, Tel. +41 79 426 26 43, wacki@swissopen.com

Julien Tissot, Tel. +41 79 367 47 96, jt@swissopen.com

List of sponsoring commitments

TITLE PATRONAT (occupied)

Our services

„XYZ“ Badminton SWISS OPEN on all printed matter (posters, advertisements, etc.)

Logo on both sides behind the court on all courts

4 units of TV stands (70 × 200 cm) in a prime location around centre court

Referee's chairs (boards) and linesmen's chairs

50 business seats (whole week/incl. catering) and 100 season tickets

1 stand in the foyer (double stand 2 × 10 running metres)

Back side in the presale flyer

Logo with link on the Swiss Open Homepage

Invitation to Apéros

Exclusivity in the event sector

Your commitment

CHF 150 000.–



Semi-finalists
Men's Doubles 2023:
Ben Lane &
Sean Vandy (ENG)

List of sponsoring commitments

PRESENTING PATRONAT

Our services

„...“ presents the YONEX SWISS OPEN on all printed matter (posters, advertisements, etc.)

2 units of TV boards (70 × 200 cm) in a prime location around the centre court

Referee chairs (boards) and linesmen chairs

50 business seats (whole week/incl. catering) and 100 season tickets

1 stand in the foyer (double stand 2 × 10 running metres)

Logo with link on the Swiss Open homepage

Invitation to aperitifs

Exclusivity in the event area

Your commitment

CHF 100 000.-



Winner Men's Singles 2023:
Koki Watanabe (JPN)

List of sponsoring commitments

CO-SPONSORING

Our services

Company logo on all printed matter (posters, advertisements, etc.)

2 units of TV hoardings (70 × 200 cm) around the centre court

25 business seats and another 50 season tickets

1 stand in the foyer (double stand 2 × 10 running metres)

Logo with link on the Swiss Open homepage

Invitation to aperitifs

Exclusivity in the event area

Your commitment

CHF 25 000.–



Winner Mixed 2023:
Jiang Zhen Bang / Wei Ya Xin (CHN)

List of sponsoring commitments

BANNER ADVERTISING ON THE PITCH 3 AREAS

1. PERMANENTLY IN THE TV AREA

Our services

unit of perimeter advertising on the pitch, permanent in the TV area (format 70 × 200 cm)

10 season tickets, free admission to the business lounge, invitation to all sponsors' aperitifs

Your commitment

CHF 25 000.– (incl. production costs)

2. IN THE TV PANNING AREA

Our services

1 unit of perimeter advertising on the pitch, temporarily in the TV area (format 70 × 200 cm)

10 season tickets, free admission to the business lounge, invitation to all sponsors' aperitifs

Your commitment

CHF 10 000.– (incl. production costs)

3. ORIENTATION TOWARDS GRANDSTAND (NOT TV AREA)

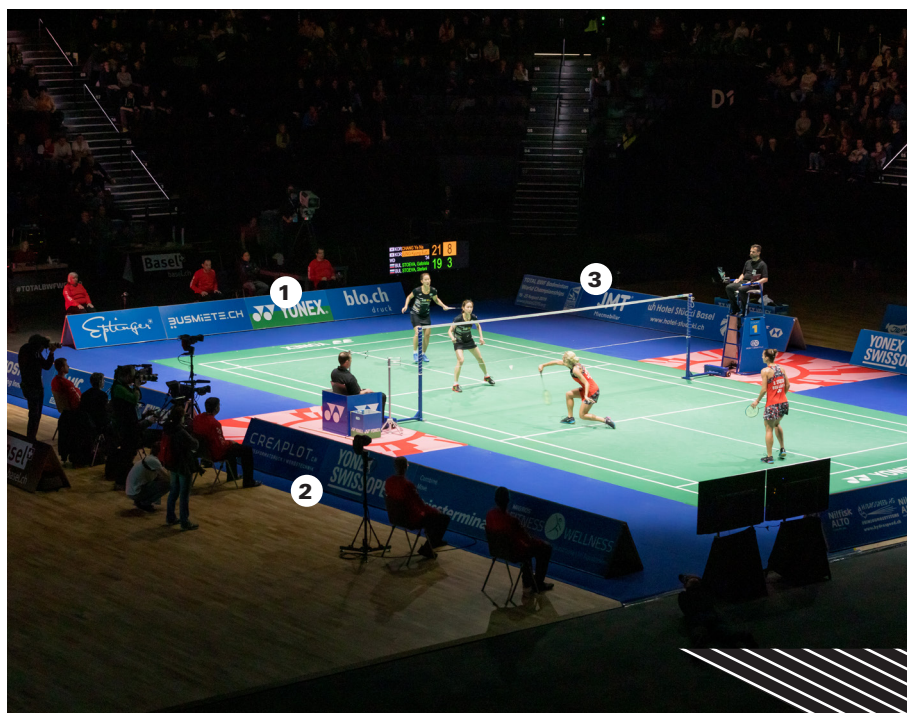
Our services

1 unit of perimeter advertising on the pitch, not in the TV area (format 70 × 200 cm)

5 season tickets, free admission to the Business Lounge

Your commitment

CHF 5000.– (incl. production costs)



3 areas
Ribbon advertising

List of sponsoring commitments

SALES AND PRESENTATION STAND

SALES AND PRESENTATION STAND IN THE FOYER

Our services

Construction and dismantling of your stand (walls, counter, carpet, power supply) by an exhibition construction company commissioned by us (1 unit).

Size: 2 × 5 running metres

5 season tickets

2 free entries to the Business Lounge

Your commitment

CHF 2000.–



Example for presentation
stand units

List of sponsoring commitments

1. TICKET SPONSOR

2. BUSINESS SEATS

3. BUSINESS LOUNGE FOR CUSTOMER EVENTS

1. TICKET SPONSOR

Our services

Reservation of seats according to your order (contingent)

Your commitment

Purchase of tickets at **80%** of the normal price

2. BUSINESS PLACES

Our services

Business space behind the Centre Court

Free access to the Business Lounge and free consumption in the Business Lounge on all days

Invitation to the sponsors' aperitifs

Your commitment

CHF 590.- per 2 seats

3. BUSINESS LOUNGE FOR CUSTOMER EVENTS

Our services

Business lounge for company aperitifs (clients/employees).

Duration: max. 2 hours

reserved seats in the business sector behind the centre court

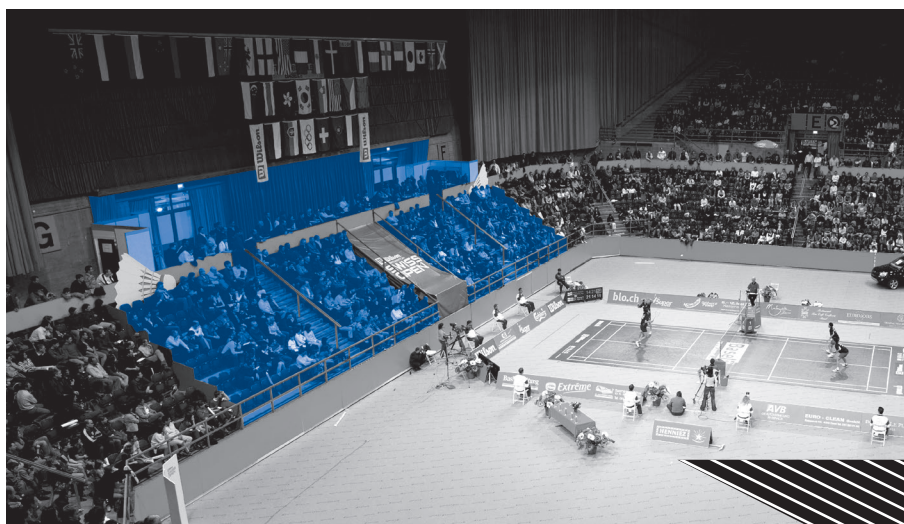
Business lounge furnishings

Staff/Service Business Lounge

Your commitment

CHF 1000.- (rent of business lounge), aperitif according to consumption

CHF 90.- per person for a seat in the business sector (full day)



Reservation of seats
through ticket sponsorship

List of sponsoring commitments

1. PLAYER SPONSORSHIP

2. OFFICIAL TITLE

3. BANNER/LINK HOMEPAGE

1. PLAYER SPONSOR

Our services

We try to engage world class players from the country of your choice for the YONEX SWISS OPEN.

Organisation of meetings in the VIP room or autograph sessions at your stand in the foyer (if booked).

Your commitment (for flight, train, first class hotel, meals and pocket money)

CHF 3500.– per player, Europe

CHF 4500.– per player, Asia

2. OFFICIAL TITLE

Our services

Title „official..." on various printed matter

5 season tickets

Your commitment

CHF 10000.–

Examples: official match ball, official hotel, official transport service, official beverage supplier, official font painter (boards), official playing surface, official radio, official air service, official plant supplier, etc.

3. BANNER/LINK HOMEPAGE

Our services

Logo or link on the homepage www.swissopen.com

5 business places

Your commitment

CHF 5000.–

The image shows a screenshot of the official website for the YONEX SWISS OPEN 2024. The top banner features a large image of a badminton shuttlecock and the text "YONEX SWISS OPEN 24". To the right, it states "Teil der HSBC BWF World Tour Super 300", "Preisgeld USD 140 000.–", and "19.–24. März 2024, St. Jakobshalle Basel". Logos for SWISS SPORT, badminton, and HSBC BWF World Tour are visible. Below the banner is a navigation bar with links: Aktuell, Zuschauer, Partner, Organisation, Geschichte, Kontakt, Medien, and language options (deutsch, english). The main content area is titled "HAUPTSPONSOR DER YONEX SWISS OPEN" and displays the YONEX logo. Below this, it lists "Co-Sponsoren" with logos for AUDIOPORT, SWISSLOS, Sportfonds Basel-Stadt, SPORTTIP, copartner, USMIETECH, and ALTIUS. At the bottom, it lists "Radio-, Presse- und TV-Partner" with logos for SRF, BASILISK, and Nau.ch.

Logo and link on the Website www.swissopen.com

List of sponsoring commitments

INTERNET PARTNER

Our services

1 TV band each around the centre court

4 business seats each Tuesday to Sunday

50 guest/sponsor tickets each Friday to Sunday

per logo/poster/brochures

Your commitment

1. an exclusive provider partner % Technical installations	CHF 10000.- CHF 2000.-
2. an exclusive trade partner % Webmastering	CHF 10000.- CHF 2000.-
3. an exclusive hardware Partner % Sponsoring hardware	CHF 10000.- CHF 2000.-
4. an exclusive telecommunications partner % Telephone services/fees	CHF 10000.- CHF 2000.-



Finalists Women's Doubles 2023:
Yuki Fukushima & Sayaka Hirota (JPN),
Rena Miyaura & Ayako Sakuramoto
(JPN/Winners)

OVERVIEW OF SPONSORING AND ADVERTISING OPPORTUNITIES

Ribbon advert. in the TV sector	CHF	5000.–	up to CHF 25 000.–
in the non-TV sector	CHF	2500.–	
Stand in the Foyer	CHF	2000.–	
Banner/link on the homepage	CHF	5000.–	
Player sponsor	CHF	2500.–	Europe
	CHF	5000.–	Asia
Cup sponsor	CHF	5000.–	
Business seats	CHF	590.–	in the sponsoring sector
Ticketsponsor			Friday/Saturday/Sunday 20% discount
Official title	CHF	10 000.–	
Supplier	CHF	10 000.–	Dressing OK (10 persons)
	CHF	15 000.–	Trainers Linesmen (150 persons)
	CHF	10 000.–	Sweatshirts Helpers (150 persons)
	CHF	10 000.–	Indoor sports shoes Helpers (150 persons) (or own contribution)
Conditions	Sponsorship contributions plus 7.7% VAT. Payments are due 10 days after the end of the event. Production costs (e.g. TV bands, films, etc.) shall be borne by the sponsor.		

Contact addresses

YONEX SWISS OPEN

c/o Christian Wackernagel, Merkurstrasse 91, CH-4123 Allschwil

[www. swissopen.com](http://www.swissopen.com)

Organising Committee

Christian Wackernagel, Tel. +41 79 426 46 43, wacki@swissopen.comJulien Tissot, Tel. +41 79 367 47 96, jt@swissopen.com

Yonex Swiss Open

TV, PRESS, RADIO, SPECTATORS AND INTERNET

SRF

15 hours livestreaming Saturday and Sunday

TeleBasel

Various editorial contributions

TV worldwide

Approximately 250 million house calls and TV stations annually in Asia, Pan-America and Oceania (including China, Japan, Thailand, Malaysia, Indonesia, Korea, India, Vietnam, Denmark, England, Spain, etc.).

Print media

Annual press review can be requested (media monitoring)

Radio

Various regional and national reports

Spectators

Around 15000 spectators per year

Internet

current results and info:

swissopen.com

facebook.com/yonexswissopen

twitter.com/yonexswissopen

