



February 19, 2015

Dear Marketing Department:

I would like to invite your company to consider sponsorship opportunities with the following badminton programs:

- The **World Professional Badminton League**, features Olympic and World Championship athletes playing in six North American cities.
- The **National Badminton League**, a recreational league for juniors and adults of all ability levels, with a mixed (co-ed) season in the fall and a gender-separate season in the spring.
- The **Intercollegiate Badminton Association**, which includes men's, women's and mixed team matches throughout the year and culminates with the IBA Championships each spring.

I look forward to receiving your feedback on this proposal, and I would be happy to consider any modifications or additions that would result in a partnership with your company. Please feel free to contact me at (219) 629-3821.

Sincerely,

*Donn Gobbie*

Donn Gobbie  
World Professional Badminton  
National Badminton League  
Intercollegiate Badminton Association  
P.O. Box 11653  
Merrillville IN 46411

# 2015 SPONSORSHIP OPPORTUNITIES



*Los Angeles Strings*



*Los Angeles Strings*



*San Diego Admirals*



*Indiana Racquets*



*Vancouver Velocity*

## **Contact:**

Donn Gobbie  
P.O. Box 11653  
Merrillville IN 46411  
(219) 629-382  
dgobbie@iun.edu

## Properties and Partnerships



*Vancouver Velocity  
World PBL  
2014 Champions*

### **WORLD PROFESSIONAL BADMINTON LEAGUE**

The World Professional Badminton League started in 2010 with three teams in Southern California. Since then, additional teams have been based in New York, Chicago, Seattle, Orlando and Vancouver. All team members are world-ranked players who have competed at the Olympics and World Championships. This year's league will have teams in New York, Los Angeles, Orlando, Calgary, Toronto and San Juan. [www.WorldPBL.com](http://www.WorldPBL.com)

### **NATIONAL BADMINTON LEAGUE**

NBL leagues provide healthful, competitive and social opportunities for youth, adults and seniors of all playing abilities. NBL matches are played at clubs, community centers, YMCAs and any other facility that has space for at least one badminton court. Winning teams have the opportunity to advance to state, regional and national competitions. The 2015 NBL National Championships will be held in Los Angeles in early December. [www.ibabadminton.com](http://www.ibabadminton.com)



*PBCA Green Team celebrates  
during the 2012 NBL Invitational*



*University of Washington  
2013 IBA Mixed Team Champions*

### **INTERCOLLEGIATE BADMINTON ASSOCIATION**

The Intercollegiate Badminton Association began in 2007, with teams from approximately 100 colleges and universities participating. Teams schedule their own matches, and results and rankings are maintained on the IBA web site. In 2015, the season-ending championships for men's teams, women's teams and mixed teams will be held in Orlando in late November. [www.playNBL.com](http://www.playNBL.com)

### **USAB COLLEGIATE NATIONAL/REGIONAL CHAMPIONSHIPS**

IBA has partnered with USA Badminton, the national governing body of badminton in the United States, to develop a comprehensive collegiate program that includes IBA team matches, USAB Collegiate Invitationals, USAB Regional Championships, and the USAB Collegiate National Championships. For the first time, national collegiate rankings will be established for the 2014-2015 school year, based on points won by competitors in IBA team matches and USAB tournaments. The 2015 USAB Collegiate National Championships will be held in Orlando in conjunction with IBA team championships.



# WORLD PROFESSIONAL BADMINTON LEAGUE

## FORMAT

WORLD PBL matches are played entirely on one court and consist of games in men's singles and doubles, women's singles and doubles, and mixed doubles. Each game won is a point in a team's total score. WORLD PBL matches feature a unique scoring system, a substitution rule, halftime contests and music breaks for a fun and exciting spectator experience.

## PLAYERS

WORLD PBL teams consist of Olympic medalists, World medalists and national champions. Prize money is earned based upon individual and team results. Some of the world-class players who have participated in the WORLD PBL include:



**Brice Leverdez**  
France  
Los Angeles Strings  
3-time French Champion  
2012 Olympian



**Eva Lee**  
United States  
San Diego Admirals  
12-time US Champion  
2008 Olympian



**Edwin Ekiring**  
Uganda  
Los Angeles Strings  
2010 All-Africa finalist  
2008, 2012 Olympian



**Michelle Chan**  
New Zealand  
San Diego Admirals  
2010 Oceania Champion



**Howard Bach**  
United States  
San Diego Admirals  
2005 World Champion  
2004, 2008, 2012 Olympian



**Sabrina Jaquet**  
Switzerland  
Los Angeles Strings  
4-time Swiss champion  
2012 Olympian



**Kevin Cordon**  
Guatemala  
Los Angeles Strings  
2012 Olympian



**Simone Prutsch**  
Austria  
Seattle Smash  
2012 Olympian



**Joachim Persson**  
Denmark  
Manhattan Beach Breeze  
2012 Czech Int'l Champion



**Rena Wang**  
United States  
Los Angeles Strings  
2012 Olympian



**Christian Lind Thomsen**  
Denmark  
San Diego Admirals  
2010 Norway Int'l Champion



**Paula O'Banana**  
United States  
San Diego Admirals  
3-time US Champion



**Petr Koukal**  
Czech Republic  
New York Nets  
2008, 2012 Olympian



**Karin Schnaase**  
Germany  
Manhattan Beach Breeze  
German Uber Cup Team



**Taufik Hidayat**  
Indonesia  
Los Angeles Strings  
2004 Olympic Champion

## 2015 WORLD PBL SCHEDULE

<p>Sunday, June 14 – San Juan @ New York          Sunday, June 14 – Los Angeles @ New York          Sunday, June 21 – Orlando @ Calgary          Sunday, June 21 – New York @ Calgary          Thursday, July 9 – Calgary @ Toronto          Thursday, July 9 – San Juan @ Toronto</p>	<p>Sunday, November 30 – Los Angeles @ Orlando          Sunday, November 30 – New York @ Orlando          Sunday, December 6 – Orlando @ Los Angeles          Sunday, December 6 – Toronto @ Los Angeles          Tuesday, November 10 – Toronto @ San Juan          Tuesday, November 10 – Calgary @ San Juan</p>
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*(Left) Seattle Smash at Indiana Racquets, Whiting Community Center, July 2013*



*(Right) Team introduction of the Seattle Smash before their match against the New York Nets, July 2011.*

## CURRENT PARTNERS



**BADMINTON WAREHOUSE**, located in Chicago, Illinois, is the nation's largest online, mail-order badminton retailers. Badminton Warehouse offers a wide assortment of racquets, strings, shuttles and apparel.



**BIOFREEZE** contains the active ingredient menthol and provide cooling comfort to sore muscles and muscle sprains; back, shoulder and neck pain; and painful ankle, knee, hip and elbow joints and helping to lessen effects of muscular strains. Biofreeze provides quick, effective pain relief without the use of prescription drugs.



**THERA°PEARL** is the doctor-designed, drug-free way to relieve pain and inflammation associated with muscle strains and sprains, swelling from surgery, spa treatments and allergies, and a host of other pain-producing conditions.



**SKINNY POP**, the simply delicious guilt-free snack, starts with a premium popcorn kernel, sunflower oil and the perfect amount of salt. From there, "No Artificial Anything" says it all. Our popcorn has no GMOs, gluten or preservatives, making SkinnyPop a tasty, guilt-free snack.

## SPONSOR CATEGORIES AND BENEFITS FOR 2015

<b>GOLD SPONSOR</b> <b>\$4,000</b>  (cash/product)	<b>SILVER SPONSOR</b> <b>\$3,000</b>  (cash/product)	<b>BRONZE SPONSOR</b> <b>\$2,000</b>  (cash/product)
Official Sponsor for <b>one</b> product category in <b>all of</b> the following properties:	Official Sponsor for <b>one</b> product category in <b>any two</b> of the following properties:	Official Sponsor for <b>one</b> product category in <b>any one</b> of the following properties:
<ul style="list-style-type: none"> <li>• WORLD PBL</li> <li>• NBL Recreational League</li> <li>• IBA Collegiate League</li> </ul>	<ul style="list-style-type: none"> <li>• WORLD PBL</li> <li>• NBL Recreational League</li> <li>• IBA Collegiate League</li> </ul>	<ul style="list-style-type: none"> <li>• WORLD PBL</li> <li>• NBL Recreational League</li> <li>• IBA Collegiate League</li> </ul>
Choice of one, two or three year agreement	Choice of one, two or three year agreement	Choice of one, two or three year agreement
Product category exclusivity	Product category exclusivity	Product category exclusivity
Company logo on all print materials and web site	Company logo on all print materials and web site	Company logo on all print materials and web site
Signage at sponsored events	Signage at sponsored events	Signage at sponsored events
Product display table or booth at sponsored events	Product display table or booth at sponsored events	Product display table or booth at sponsored events
Twenty (20) front row seats at all World PBL matches	Fifteen (15) front row seats at all World PBL matches	Ten (10) front row seats at all World PBL matches
PA announcements at all World PBL matches	PA announcements at all World PBL matches	PA announcements at all World PBL matches



*All of the players in the World Professional Badminton League are happy to endorse World PBL products at no extra cost to the sponsor, and photos may be used on your web site. At left, 2015 Pan American gold medal winners Paula O'Banana and Eva Lee (Orlando Lightning) endorse and use TheraPearl Knee Wraps.*

*Promotional Poster from the 2014 World PBL season:*



**Tuesday  
October 21  
Free Admission**



**7:00 pm: ORLANDO LIGHTNING vs Vancouver Velocity**

**8:00 pm: ORLANDO LIGHTNING vs New York Netters**

**COLLEGE PARK COMMUNITY CENTER**

**2393 Elizabeth Avenue, Orlando FL 32804**

**ORLANDO LIGHTNING**



**HOCK LAI LEE**  
2014 Boston Open  
2014 Dallas Open  
2010 US National  
Men's Singles Chp



**EVA LEE**  
2008 Olympian  
12-time US National  
Champion in  
Singles, Doubles,  
and Mixed Doubles



**CHETAN ANAND**  
Four-time Indian  
National Champion  
2009 Dutch Open  
Champion



**PAULA OBANANA**  
2013 US Nat'l  
Champion, Women's  
Doubles



**MISHA ZILBERMAN**  
2012 Olympian  
10-time Israeli  
National Champion

**VANCOUVER VELOCITY**



**LINO MUNOZ**  
2011 Pan Am Games  
bronze medalist  
2011 Mexico International  
Men's Doubles Champion



**FABIANA DA SILVA**  
Six-time Brazilian  
National Champion in  
Women's Singles and  
Women's Doubles



**TOBY NG**  
2012 Olympian  
3-time Canadian Nat'l  
Champion, Mixed Doubles  
3-time Peru Int'l  
Champion, Mixed Doubles



**PHYLLIS CHAN**  
2-time Canadian National  
Women's Doubles  
Champion  
2011 Pan American  
Games Gold Medalist

**NEW YORK NETTERS**



**ALEX BRUCE**  
2012 Olympian  
2011 Pan Am Games  
Gold medalist



**ILIAN PEREZ**  
2011 US Nat'l Champion  
2011 Boston Open Chp  
2011 DC Classic Chp



**IRIS WANG**  
2011 Pan Am Games  
Silver medalist



**LUCAS CLAERBOUT**  
2011 European University  
Championships Finalist  
2012 Irish Open Finalist

