

Li Ning and Red Bull sign up as BWF global sponsors

Matt Cutler

The Badminton World Federation (BWF) has broken new ground by agreeing its first pair of global sponsorships for its major events with Li Ning and the Chinese arm of Red Bull.

The four-year deals with the Chinese sportswear company and the energy drinks giant will run through to 2016. They start with this year's Sudirman Cup in Kuala Lumpur, Malaysia, and extend to the annual BWF World Championships - the next edition of which takes place in Guangzhou, China, in August - and the biennial Thomas & Uber Cup tournaments. The BWF previously allowed event hosts to secure sponsors in their own domestic market for each individual tournament.

BWF secretary general Thomas Lund said: "BWF is pleased to partner with Li Ning and Red Bull China in showcasing some of badminton's premier tournaments with these seven major events throughout the four years from 2013-2016. These events are some of the most prestigious competitions in our sport and for any individual or country to win them is traditionally and undoubtedly a moment of great pride and honour. The interest shown by these corporate entities underlines the fact that badminton has been growing in recent years and is now capable of attracting global attention and, as a result, such partnerships."

Part of the deal with Li Ning is that all major events will use the company's shuttlecocks and court mats, beginning with May's Sudirman Cup - or World Mixed Team Championships as it's also known - for which Li Ning is also the title sponsor. "Badminton's steady rise on the international sports landscape has been impressive and it's clearly enjoying considerable popularity now," said Li Ning's general manager of indoor sports, Hong YuRu. "BWF events are currently televised in more than 160 countries and that number is constantly increasing. The major events are an attractive prospect for Li Ning in terms of global brand visibility and recognition, especially as these are the tournaments in which more countries compete and therefore their nations have an interest."

Red Bull China's sports marketing director, Joan Zhang, added: "These major events are BWF's signature collection and Red Bull China's official association with them signifies our regard for these tournaments and the high stature which we recognise they have among fans. This partnership fits into our strategy of aligning our company with some of the world's best sporting events."

Fonte: SportBusiness International. Disponível em:

<<http://www.sportbusiness.com/news/188415/li-ning-and-red-bull-sign-up-as-bwf-global-sponsors>>. Acesso em: 14 Mar. 2013.