

BADMINTON PHOTO

MEMBER ASSOCIATIONS
Hosting a HSBC BWF World Tour Event

Our images for your platforms



MEMO for 2022

Dear friends from Member Associations,

We are pleased to let you know that the BWF and Badmintonphoto (BP) have extended their partnership until the end of 2022. As part of this contract, you are able to enjoy Badmintonphoto's services for the year to come, free of charge for all your internal needs as this service is being paid for by the BWF.

Badmintonphoto has moved to a new platform at the end of 2021, and all events will now be available at **www.badmintonwire.net**, mobile friendly, with special features for social media use. An online tutorial is available for you to get to know all the new features: <https://www.youtube.com/watch?v=mNWssHoFFVs>

OUR COVERAGE

All the major tournaments

- All World Tour Super 500 events
- All World Tour Super 750 events
- All World Tour Super 1000 events
- World Tour finals 2022 - Guangzhou
- Thomas and Uber Cup finals 2022 (Bangkok, Thailand)
- BWF World Championships 2022 (Tokyo, Japan)
- BWF World Junior Championships 2022 (Huelva, Spain)

WHAT USE ?

Here is what you can do with our images as part of the ongoing contract :

- **Web / online use** for your different platforms
- **Social Media** (Instagram, Facebook, Linked IN, TikTok, Twitter Weibo, etc)

When using images on social media please remember to tag the Social media pages: @Badmintonphoto_official for IG / @badmintonphoto for Facebook

- **Prints:** promotional campaigns for your events/development programs such as banners, posters, leaflets, flyers, postcards etc. Copyright ©Badmintonphoto has to be mentioned in all printed/graphic works at all times.
- **Media / PR:** for final day ONLY, Your Member Association can send to your local media up to 5 images High Resolution together with a press release (mandatory copy to : raphael.sachetat@badmintonphoto.com) and the following statement to be included at the bottom of the press release:

"These images are free of charge for editorial rights only, Courtesy of BWF/Badmintonphoto, as long as your media credits ©Name of Photographer/ Badmintonphoto. The images can not be given/sold to any third party nor used later as archive images. They can be used for online or printed material for up to 48h after the match"

As a reminder, you can not give our images to any third party – images are strictly for your own promotion and publications (apart from the Media use mentioned above). Local clubs or leagues, private entities, governmental institutions and any commercial or private businesses **can not** use our images
Also, no commercial use from the Member Association can be done with images (no use for selling products, paying event programs or any paying publication, etc)
For any question, please contact us

OPTIONNAL PACK

If you want to be able to do more with our images

1. Global Media Pack:

If you wish to be able to send Badmintonphoto's images to your national and local media, we have an offer for 2022: for 2000 € for the whole year, you would be able to send our images to all online and printed media (media only) during the year (live or archives, at any time. This means that media would be able to use our images free of charge for editorial use as long as they credit Badmintonphoto (a failure to credit the Agency will mean that they will be invoiced)

Also: BWF and BP will put in place a MEDIA HUB for the following events:

- HSBC World Tour Finals
- Total Energies BWF World Championships,
- Total Energies Thomas and Uber cup Finals,
- The three Super 1000 of the HSBC BWF World Tour Calendar.

You can let your local media know that can then register directly to BWF to have access to free live images under conditions (pressoffice@bwf.sport)

2. Non contracted events:

Apart from the events mentioned in the section "our coverage", BP will cover other events such as Super 300 semi-finals and finals, some Super 100, International Challenges, Multi Sport Games such as Commonwealth Games and Asian Games. A pay per use option or packs for each tournament are available on request.
The list of all tournaments we cover can be found here
<https://badmintonphoto.com/upcoming-events/>

If you have any questions, if you need any more information, if you need to add accounts for your MA or change the person in charge of your current account on the Wire, if you want to get the optional offers for media or extra events, feel free to get in touch with us and we'll help the very best we can

Raphael.sachetat@badmintonphoto.com

Whatsapp: +33 660 68 25 04