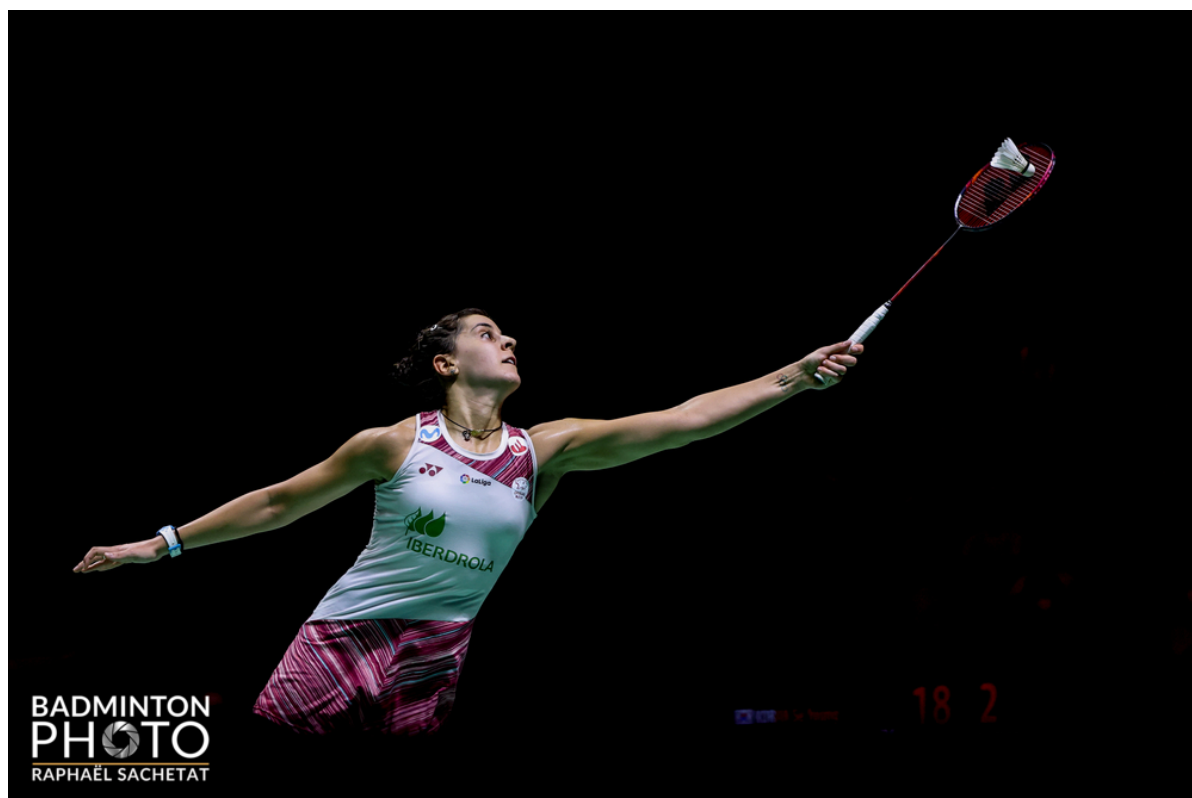


# BADMINTON PHOTO

MEMBER ASSOCIATIONS  
Hosting a HSBC BWF World Tour Event

*Our images for your platforms*



**MEMO for 2023-2026**

## 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 2026. As part of this contract, member Associations are able to enjoy Badmintonphoto's services for the 4 years to come, free of charge for all promotional needs as this service is being paid for by the BWF, which now co-owns the images IP rights as part of the new contract.

All events will be available at [www.badmintonwire.net](http://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 features: <https://www.youtube.com/watch?v=mNWssHoFFVs>

## OUR COVERAGE

### All the major tournaments 2023-2026

- All World Tour Super 300 (semi finals and final days only – NEW)
- All World Tour Super 500 events
- All World Tour Super 750 events
- All World Tour Super 1000 events
- BWF World Tour finals
- BWF Thomas and Uber Cup finals & Sudirman Cup
- BWF World Championships, World Juniors and World Seniors (3 days)

## WHAT USE ?

### Here is what you can do with our images from 2023 to end of 2026 :

- **Web / online use** for your different platforms  
For website use, the credit should be: BWF/Badmintonphoto under the images.
- **Social Media** (Instagram, Facebook, Linked IN, TikTok, Twitter Weibo, etc)  
For social media use, you may now use full HD images without the BP watermark (NEW) but credit is mandatory in the caption of the posts at all times: @Badmintonphoto\_official for Instagram / @Badmintonphoto for Facebook.
- **Prints:** promotional campaigns for your events/development programs such as banners, posters, leaflets, flyers, postcards etc.
- **Media / PR:** For your World Tour event promotion only, your Member Association can send to your local media up to 3 images High Resolution per day together with a press release with 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, Your Member Association 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 under this contract

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 or the BWF

## OPTIONNAL PACKS

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

### 1. Gold Pack: (media and institutions)

For all tournaments listed in “Our coverage”,

- Our images for your national and local media (via Press release or on request)
- Our images for your institutional partners (government or regional entities)
- **Yearly fee: 2500 US\$**

The Credit BWF/Badmintonphoto is mandatory by all media or institutional partners (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 or Sudirman Cup Finals,
- 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](mailto:pressoffice@bwf.sport))

### 2. Platinum pack: (commercial partners)

For all tournaments listed in “Our coverage”:

- Our images for your Commercial partners and National Sponsors.
- **Yearly fee: 5500 US\$**

Your commercial partners can use the images as part of their partnership with your Member Association (not to be given to any third party)

### 3. Non contracted events:

Apart from the events mentioned in the section “our coverage”, BP will cover other events such as some Super 100, International Challenges, Continental Championships, Multi-Sport Games such as Commonwealth Games, European Games, 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, commercial use or extra events, feel free to get in touch with us and we'll help the very best we can

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