



World Badminton Day

Toolkit

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Introducing World Badminton Day

World Badminton Day is an annual celebration that takes place on **5 July** and provides an opportunity for the global badminton community to celebrate everything great about the game we all love.

Why you should get involved

World Badminton Day brings people and communities together to experience fun and inclusive badminton, through a variety of active, engaging, and innovative badminton events.

This year we want to celebrate and **'Raise A Racket'** to **World Badminton Day** while encouraging friends, family and community to get involved!



**Celebrating
World Badminton Day**

Organise a 'Raise A Racket' event

Join us and **'Raise a Racket'** to celebrate World Badminton Day by organising exciting badminton events!

The BWF encourages all Continental Confederations, National Badminton Federations, schools, badminton clubs, universities, para sports clubs, Special Olympics programmes, badminton fans, NGOs and cities to host their own World Badminton Day activities in any way they can.

How to celebrate World Badminton Day

When hosting, your event could combine badminton with other themes like culture, music, food, art, and other sports to get people really excited! **Here are some ideas to inspire you...**

Shuttle Time Competitions



- Partner with local schools and community centres to offer Shuttle Time courses for free.
- Organise local Shuttle Time competitions with prizes for participants.

[Learn more about Shuttle Time here.](#)

World Record Attempts



- Organise attempts to break badminton-related world records, such as the longest continuous rally or largest number of players in a single match.
- Involve local communities and media to generate buzz and excitement.

Free Badminton Lessons



- Offer free lessons at local clubs, schools, and community centres.
- Collaborate with professional players to provide high-profile coaching sessions.

How to celebrate World Badminton Day (cont.)

AirBadminton Activations



- Set up AirBadminton courts in parks, beaches, and other outdoor locations.
- Organise AirBadminton tournaments and friendly matches.

Exhibitions



- Arrange exhibition matches featuring professional players or local champions.
- Host demonstrations of different badminton techniques and styles.

Other



More examples:

- Come & try events
- Fun competitions
- Badminton festivals
- Coaching courses
- Community events

Where can World Badminton Day events take place?

Your event could take place in a whole range of locations (basically anywhere that could fit a badminton net!)
Here's some ideas to get you started...

Parks



- **Pop-Up Courts:** Set up temporary badminton courts with portable nets and equipment.
- **Community Tournaments:** Organize friendly tournaments for families and local residents.
- **Fitness Classes:** Offer badminton-based fitness sessions, combining cardio workouts with badminton drills.

Beaches



- **Beach Badminton:** Adapt AirBadminton for beach play, making it fun and challenging.
- **Sunset Matches:** Host evening matches with ambient lighting and music.
- **Beach Festivals:** Integrate badminton into larger beach festivals with food, music, and other sporting activities.

Iconic Landmarks



- **High-Visibility Matches:** Hold exhibition matches at iconic landmarks to attract media attention and public interest.
- **Celebrity Matches:** Invite local celebrities or influencers to play matches at well-known sites.
- **Photographic Opportunities:** Use landmarks as backdrops for promotional photography and social media content.

Where can World Badminton Day events take place? (cont.)

Schools/Universities



- **Inter-School Tournaments:** Organize competitions between different schools to foster friendly rivalry and sportsmanship.
- **After-School Programs:** Launch after-school badminton clubs to engage students in regular play.
- **Campus Leagues:** Establish badminton leagues within universities to promote ongoing competition.
- **University Festivals:** Incorporate badminton into university-wide festivals and events.

Workplaces



- **Corporate Tournaments:** Encourage companies to host inter-departmental badminton tournaments.
- **Lunch Break Games:** Provide equipment for employees to play during lunch breaks.
- **Team Building:** Use badminton as a team-building exercise to promote wellness and camaraderie.

Other



- More examples:**
- Green spaces
 - Shopping malls
 - Streets
 - Stadiums
 - Halls
 - Tourist attractions

Who can participate?

Everyone is invited to join World Badminton Day! You can either attend a World Badminton Day event or even better... organise your own. **Here are some examples of who can participate...**

Youth Organisations



Groups such as the Scouts, Boys & Girls Clubs, and other youth-oriented organisations can host badminton clinics or competitions.

Corporate Organisations



Companies can organise team-building events, internal tournaments, or sponsor community badminton events.

Senior Centres



These groups can arrange badminton activities tailored for older adults, promoting fitness and social interaction.

Who can participate? (cont.)

Fitness & Recreation Centres



Gyms and recreational facilities can offer free or discounted badminton sessions, tournaments, or drop-in play.

After School Programmes



Programs focused on after-school activities can incorporate badminton to engage children and teenagers.

Other



More examples:

- Health & Wellness Organisations
- Sports Retailers & Equipment Manufacturers
- Local Governments & Municipalities
- Community & Cultural Groups

World Badminton Day logo in various languages

The unique World Badminton Day logo is available in various languages to better promote your activities locally. **Here are some examples...**



[Download the logos.](#) If the logo is not available in your language, please contact: **r.pacheco@bwf.sport**

What do you need to consider in your delivery plan?

This is where your idea comes to life! You'll need to answer some of the following questions to help plan your event as best as you can:

Where?

- Where will your event take place?

When?

- What date and time will your event happen?

Who?

- Who is responsible for what?
- Who would you like to invite?
- Who else could support your ambitions?

What?

- What type of activity are you offering?
- What equipment will you need to host your event?
- What is the plan if X happens?

How?

- How are you going to promote your event and get people involved?

Timeline

Campaign toolkit

Sent to BWF Stakeholders

10 June



Brainstorm ideas

Start to think about what type of event you would like to host

June



June

Create your team

Select a group of dedicated individuals who can help plan the delivery and reporting of your event

June



Develop a delivery plan

This is where your idea comes to life! Think about your key information – see next slide for ideas

Promote your event

Make as many people aware of your event as possible! Shout about it on social media, emails out of home, anywhere! Use the templates in this toolkit for inspiration

June-July



w/c 5 July

Deliver your event

Today's the day! Ensure everything is set up for success and make sure to take photos of everyone raising a racket! Use the hashtags #RaiseARacket, #WorldBadmintonDay and tag @BWF

World Badminton Day

A day for the badminton world to celebrate everything it loves about this great sport

5 July



July - August

Share your experience

Let us know how your event went by posting on social media



**World Badminton Day
'Raise A Racket'
Competition**

World Badminton Day 'Raise A Racket' Competition

This year, for the first time ever, BWF is running an Instagram competition asking fans to **'Raise a Racket'** for a chance to **win an all-inclusive trip** to December's **HSBC BWF World Tour Finals 2024** in Hangzhou, China.

Why you should get involved

This is a unique and unmissable opportunity to excite your fans with the chance to win a once-in-a-lifetime trip.

With an amazing prize up for grabs, you'll see a surge in buzz and engagement across your channels while championing World Badminton Day.

How fans can enter: 3 easy steps

Step 1 – Take a photo or video of you raising a badminton racket.

Step 2 – Include #RaiseARacket, #WorldBadmintonDay and tag @BWF.

Step 3 – Upload to Instagram.

Competition opens 1 July and closes 10 July. Winner announced 17 July. T&Cs apply.

How can you help

1

Post

Use the downloadable assets provided in this toolkit to help promote World Badminton Day and encourage your community to take part.

2

Share

Share any World Badminton Day content posted by BWF over the coming weeks.

3

Engage

Join the conversation by liking and commenting on World Badminton Day content.

Competition timeline

Competition announcement

BWF announces its World Badminton Day
Instagram competition:
'Raise A Racket'

w/c 10 June

World Badminton Day

A day for the badminton world to
celebrate everything it loves about
this great sport

5 July

Winner announced
On BWF's Instagram

17 July



10 June

World Badminton Day toolkit
Sent to BWF Stakeholders



1 July

Competition opens
'Raise A Racket' competition
opens to fans



10 July

Competition closes
'Raise A Racket' competition
closes to fans





Athlete & Influencer Guidelines

How can you help

We would appreciate any World Badminton Day support.

This could be done through simply recording a call to action (CTA) for your social media channels.

Your video could mention one of two things...

1

World Badminton Day

Show your support for World Badminton Day and encourage your followers to **'Raise A Racket'**.

2

'Raise A Racket' Competition

Promote the **'World Badminton Day Raise A Racket'** competition, prize and how your followers can enter.

How to promote World Badminton Day

Create content to help us promote World Badminton Day and encourage more people to 'Raise A Racket'.

Filming guidelines

- **Type:** video
- **Format:** vertical
- **Length:** 15-30 seconds
- **Content guidelines:**
 1. Start with a friendly greeting
 2. Clearly convey the main message of World Badminton Day (taking place on 5 July) – this year we want the community to 'Raise A Racket'
 3. Finish with a CTA encouraging fans to 'Raise A Racket' by either playing Badminton or organising their own event
- **Visual Guidelines**
 1. Choose a clean and non-distracting background
 2. If possible, incorporate badminton-related elements (e.g., a badminton court, rackets, shuttlecocks)
 3. Centre yourself in the frame, making sure your face and upper body are visible
 4. Add captions if you're able to do so
- **Audio Guidelines**
 - Speak in your preferred language which your followers will understand



Key information

Here is some key information to include when talking to camera:

- World Badminton Day takes place on 5 July
- BWF would like the community to 'Raise A Racket' either on World Badminton Day or during the week commencing 1 July
- Fans can take part by simply picking up a racket and playing or by organising an event of their own with their friends/club/school/university etc.
- Upload any pictures or videos you capture including #RaiseARacket, #WorldBadmintonDay and tag @BWF in the caption

How to promote 'World Badminton Day Raise A Racket' Competition

Create content to promote the 'Raise A Racket' competition and for your followers to be in with a chance to win an all-inclusive trip to December's HSBC BWF World Tour Finals 2024 in Hangzhou, China!

Filming guidelines

- **Type:** video
- **Format:** vertical
- **Length:** 15-30 seconds
- **Content guidelines:**
 1. Start with a friendly greeting
 2. Clearly convey the main message of World Badminton Day (taking place on 5 July) and that this year BWF are running a 'Raise A Racket' competition
 3. Finish with a CTA encouraging fans to enter the 'Raise A Racket' competition for their chance to win a once-in-a-lifetime experience
- **Visual Guidelines**
 1. Choose a clean and non-distracting background
 2. If possible, incorporate badminton-related elements (e.g., a badminton court, rackets, shuttlecocks)
 3. Centre yourself in the frame, making sure your face and upper body are visible
 4. Add captions if you're able to do so
- **Audio Guidelines**
 - Speak in your preferred language which your followers will understand

Key information

Here is some key information to include when talking to camera:

- World Badminton Day takes place on 5 July
- BWF would like to invite badminton fans to enter the 'Raise A Racket' competition for a chance to win an all-inclusive trip to December's HSBC BWF World Tour Finals 2024 in Hangzhou, China!
- Fans can take part by following these three steps:
 1. Take a photo or video of you raising a badminton racket
 2. Include #RaiseARacket, #WorldBadmintonDay and tag @BWF
 3. Upload to Instagram



Style Guide

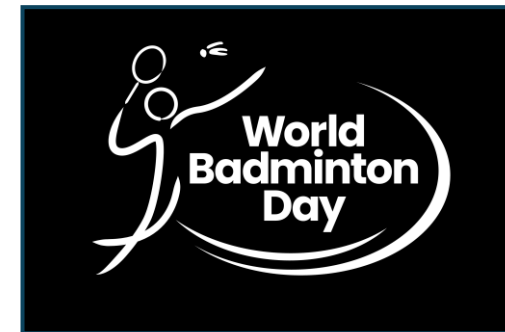
Logo



Full colour



Monochrome – black



Monochrome – white

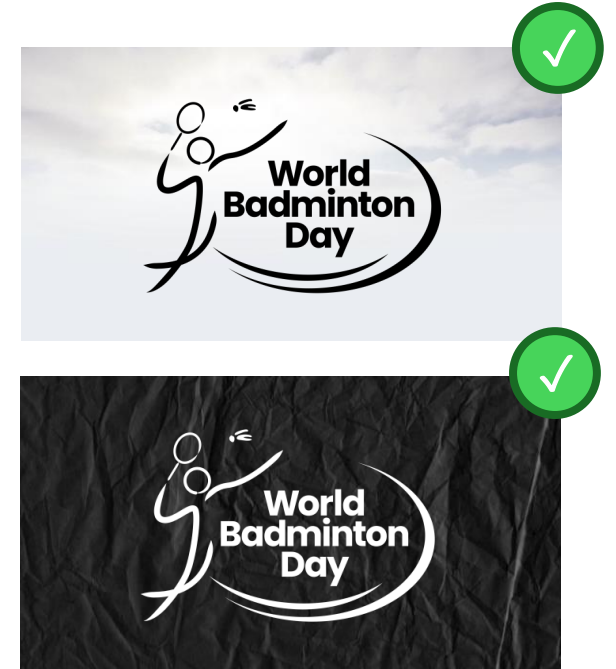
Logo



Full colour logo can be placed on light-coloured textural or photographic backgrounds.

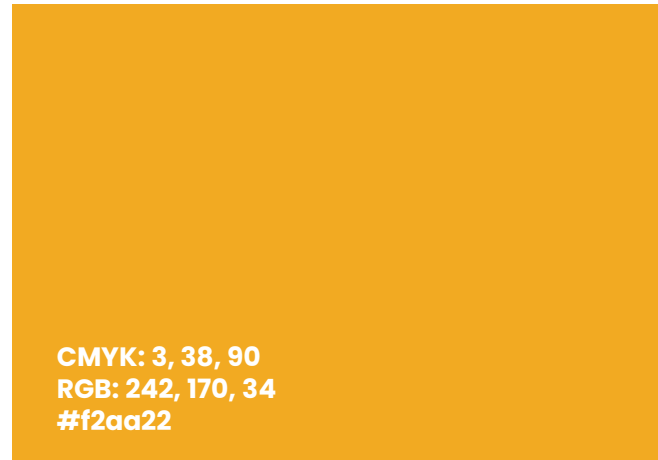
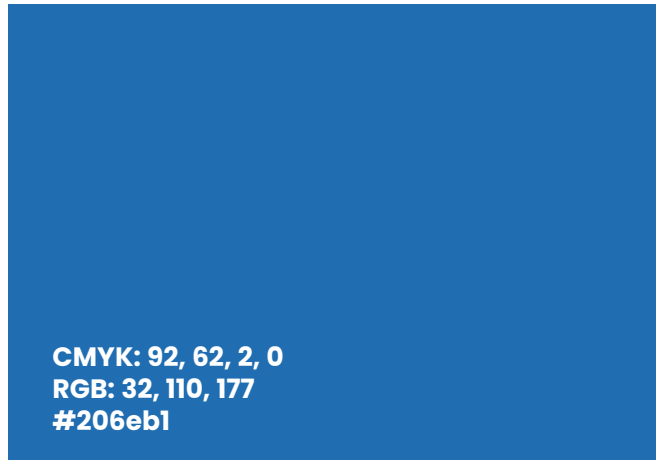
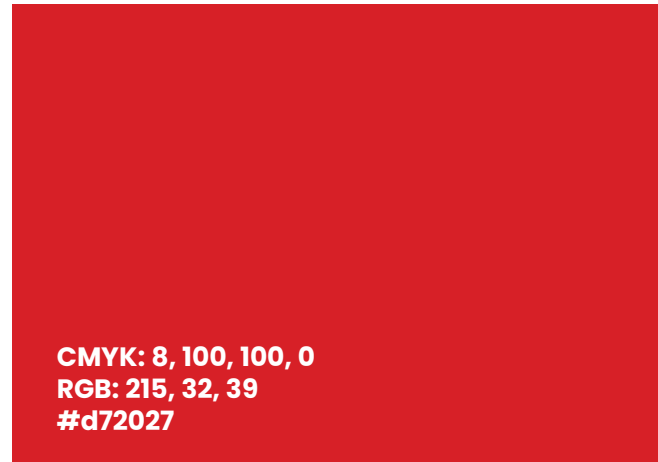


Avoid placing logo on a busy or colourful background that does not allow for sufficient contrast.



Monochrome versions can be placed on textural or photographic backgrounds when the contrast is strong and the logo can be read clearly.

Palette



- The only colours permitted are:
 - these shades of green, red, blue, yellow
 - pure white and pure black.
- Do not use variations of these shades and do not use any greys.
- Each of the four colours should be treated equally and no colour should be significantly more prominent than another.

Font

Poppins
Black
Bold
Light



Use Poppins Black for titles & headings

Use Poppins Bold for subtitles

Use Poppins Light for any additional copy

Imagery

Images Selection



Images need to represent as diverse a range of people as possible.

Consider:

- elite & amateur athletes
- race & ethnicity
- gender
- age
- para-athletes

Tone:

- celebratory
- upbeat
- positive

Imagery

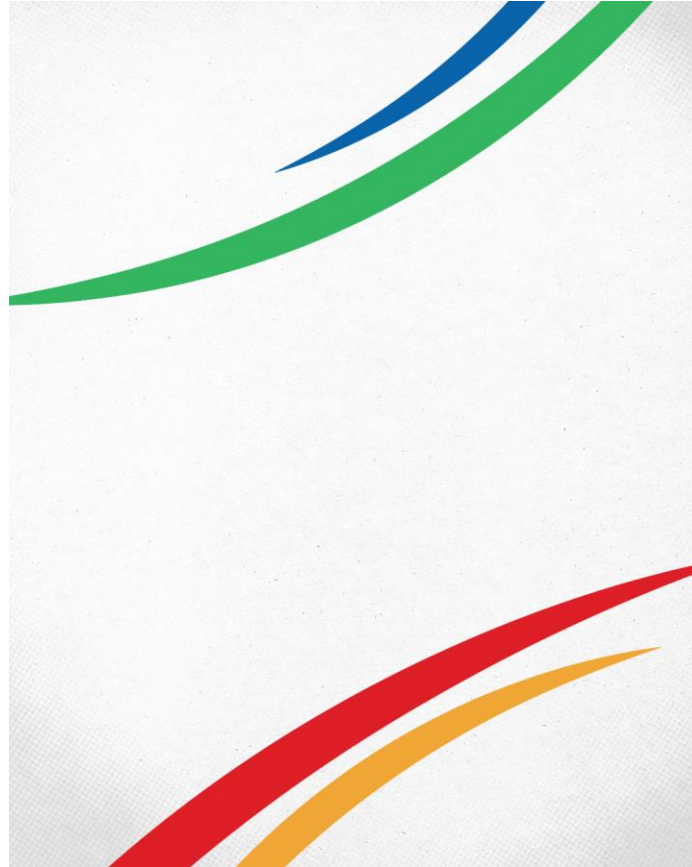
Images Treatment



- Cut out the images to focus on the subject, allowing for more layout options and flexibility.
- Fade out the bottom of images when required to aid composition.
- Adjust the colour balance of images to create consistency.

Graphic elements

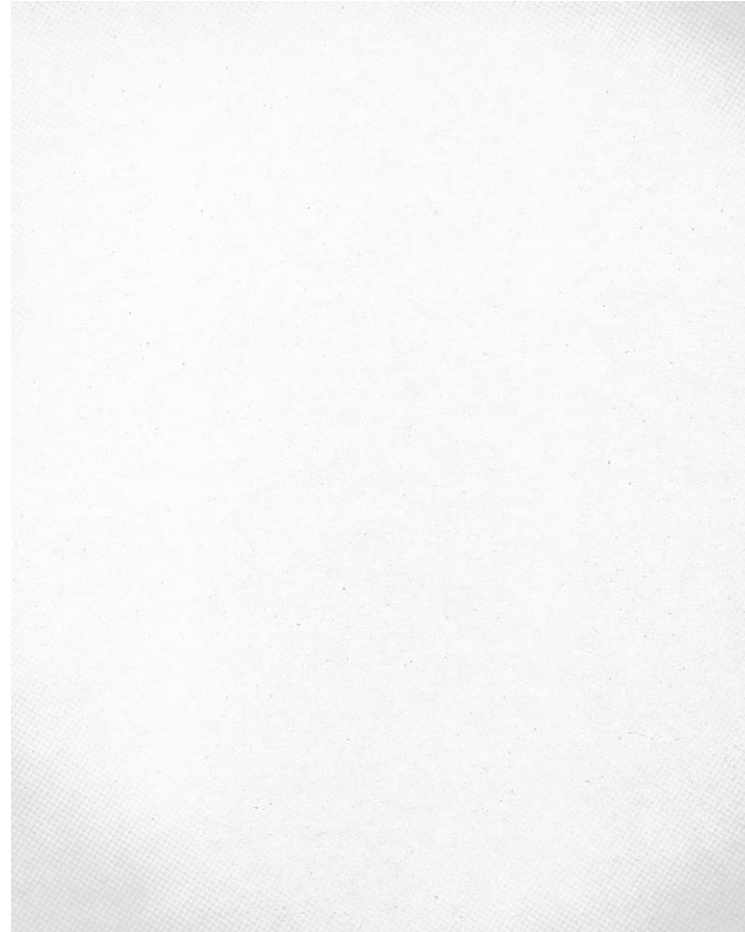
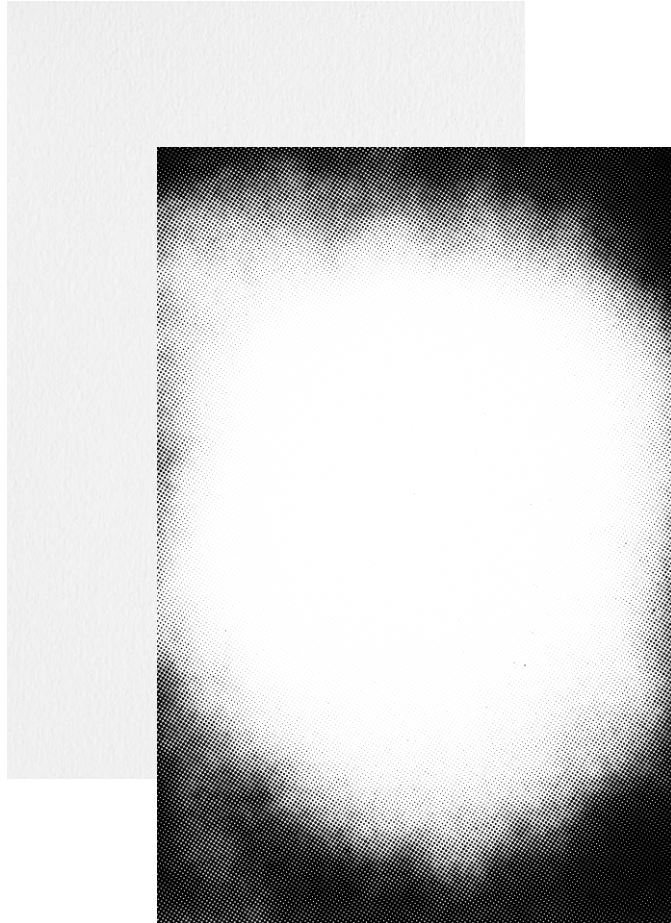
Stripe patterns



These stripe patterns offer a variety of creative possibilities. By experimenting with scale, cropping and rotation, you can achieve diverse and dynamic layouts.

Graphic elements

Backgrounds



This background is created by taking a paper texture and overlaying a dotted vignette texture at low opacity.

Examples

Textural background

Cut out people with fade-out effect

Colour logo on light background

Poppins Black

Poppins Bold

Stripe elements

Examples



... Follow

BWF

@bwfmedia

Welcome to the Badminton World Federation (BWF) official Twitter! We are the governing body for the sport of badminton. Watch us on [bwf.tv](https://www.bwf.tv)!

Kuala Lumpur, Malaysia [bwfbadminton.com](https://www.bwfbadminton.com) Joined May 2011

195 Following 444.5K Followers

Downloadable World Badminton Day Assets

[Download Key Visuals](#)

[Download logo](#)

[Download font](#)

[Download social templates](#)

[Download T&Cs](#)



Questions

Questions?

If you have further questions, please contact:
r.pacheco@bwf.sport



So let's ...

'Raise a Racket' for the sport we love.
'Raise a Racket' for your badminton family.
'Raise a Racket' for how badminton makes you feel.

'Raise a Racket' for World Badminton Day!

Thank you