

JOIN GHANA BADMINTON

AS AN INTERNATIONAL
PARTNER



Ghana Badminton

www.ghanabadminton.org

Play Badminton Today. Live Another Day!



GHANA'S GRAND SLAM

10 DAYS, 48 COUNTRIES, 3 WORLD-CLASS BADMINTON
TOURNAMENTS

7 - 16 AUGUST, 2026

BORTEYMAN SPORTS COMPLEX, GHANA



GHANA'S GRAND SLAM

10 DAYS, 48 COUNTRIES, 3 WORLD -CLASS
BADMINTON TOURNAMENTS



The Ghana's Grand Slam is one of the exclusive international tournaments under the patronage of the Badminton World Federation (BWF). Results achieved at our event are counting every 4 years for the Olympic qualification.

THE ULTIMATE BADMINTON SHOWDOWN: 10 DAYS 48 COUNTRIES 3 TOURNAMENTS HAPPENING IN GHANA

Badminton is gradually becoming a big part of the Ghanaian sports lifestyle and culture. The Ghana Badminton Association would like to partner with companies such as yours and allow us to use and "tap into" the values and results achieved by Ghana Badminton over the past 62 years.

Ghana's Grand Slam: 10 days, 48 countries, 3 world-class badminton tournaments are exclusive international tournaments under the sanctioned patronage of the Badminton World Federation and the Badminton Confederation of Africa, with each tournament awarding prize money of over USD 50,000.

Two of these tournaments are the only Olympic Games qualifier events in Ghana. Results achieved at the event are counting circa 4 years towards our Olympic Games qualification in 2026 and 2028.

These events will attract about 1,000 physical spectators at the hall and will close the attention of local and international social media, press and media. Over a quarter of a million households all over Africa will watch the events on TV (via GTV Sports Channel and other streaming channels) within 90 days of the delayed broadcast event.

Badminton is considered by experts to be a sport with a great future which has gained more prominence. The sports event is attracting more spectators and becoming popular as the second most viewed sport in the world after soccer.

The HSBC-sponsored World Tour has more than 20 events spanning all five continents, 190 players and nearly \$50 million in prize money.

Badminton (considered by experts as a sport with a great future) became even more important when it was upgraded to an Olympic sport in 1992.

AN EVENT – FOR SPONSORS

THE GHANA'S GRAND SLAM IS AN INTERNATIONAL **GRAND GOLD** TOURNAMENT WITH PRIZEMONEY TOTALING USD 35,000

Ghana's Grand Slam: 10 days, 48 countries, 3 world-class badminton tournaments together with the african championship series are international tournament series with prize money totaling more than usd 10,000.00 for each tournament.

This makes these tournaments an event that provides sponsors with excellent opportunities to show their correspondence with a dynamic and fastest racket sport in the world. The board and the local organizing committee therefore invite all national and internationally interested companies to support the continuing development and promotion of the 21 days of global badminton excellence – 5 tournaments, 78 countries global tournament as a sponsor.

You are encouraged to choose any level of your anticipation. In any case, you will receive an attractive return on your investments.



COMMITTS ITS FUTURE TO GHANA

The organising committee of the Ghana Grand Slam, the Ghana Badminton Federation and the Ministry of Sports & Recreation Sports Facility have agreed that the event will remain in the plus Borteyman Sports Complex.

The organisation committee has an option for sustainability as well as for future years, thus ensuring that the Ghana Grand Slam Open remains in Accra where it will become a solid international sport institution in our city. This certainty is very important for sponsors as it also means that requirements for long term engagements with corresponding perspectives have been realised.

Together with future plans to receive in the next few years the international championships in Ghana we can offer the Ghana Grand Slam Open as a starting co-operation for a partnership leading towards hosting other championships.



OVERVIEW: SPONSORING & MARKETING OFFERS

6	Title & Main Sponsor	USD 75,000.-
7	Presenting Patronat	USD 30,000.-
8	Co-Sponsor	USD 50,000.-
9	Tournament Finals Day Sponsor	USD 10,000.-
10	Advertisement on center-court	Top on Court: USD 12,000.- Logo on Court: USD 10,000.-
11-17	Further sponsoring possibilities	11-17

CONDITIONS

Sponsoring-contributions are exclusive of tax. The payment are due within 7 days from signage. Production costs like tv-a-boards, film, graphic etc. Are for the account of the sponsor.



TITLE- & MAIN-SPONSOR



OUR SERVICES

Logo on all courts on both sides

Prime Logo

4 × TV advertising boards (70 × 200 cm) in the best locations around the centre court

Advertising boards on umpires and lines judges' chairs

50 Business tickets and seats (whole 10 days inclusive catering) plus 100 tournament passes

4 × booth in the foyer (double booth 2 × 8 metres long)

4 × double page in the programme (advertisement, company portrait, 4 colours) Logo/Link on the Ghana's Grand Slam Homepage

Invitation to all press conferences and receptions

Branch exclusiveness in the hall (playing area)

4 Large Billboards in the city centre locations across Tema and Accra

2,000 T-shirts visible with your brand for all participants, supporting staff and Local and International Technical official's uniforms

- Prime logo placement on player jerseys and equipment.
 - Dedicated social media posts and advertisements across all platforms.
 - Exclusive interviews and mentions in all press releases and media coverage.
- Brand Activation initiatives

YOUR COMMITMENT

usd 75,000.-



PRESENTING PATRONAT



OUR SERVICES

- | - Secondary naming rights (e.g., "Presented by [Sponsor Name]").
 - «...» presents the GHANA'S GRAND SLAM on all printed matter (poster, programme, advertising etc.)
 - 2 × TV advertising boards (70 × 200 cm) in the best locations around the centre court
 - Advertising boards on umpires and lines judges' chairs
 - 50 Business tickets and seats (inclusive catering) plus 80 tournament passes
 - 1 × booth in the foyer (double booth 2 × 8 metres long)
 - 1 × Double page in the programme (advertisement, company portrait, 4 colors) Logo/Link on the Ghana's Grand Slam Homepage
 - Invitation to all press conferences and receptions
 - Branch exclusiveness in the hall (playing area)
-
- Logo placement on all event materials, including banners, tickets, and digital platforms.
 - Prominent logo placement on player jerseys.
 - Recognition in press releases and media coverage.
 - VIP access for 8 guests, including hospitality suite access.
 - Social media mentions and advertisements.

Branch activations at venue

YOUR COMMITMENT

USD 30,000.-



CO-SPONSOR

OUR SERVICES

Company's logo on all printed matters (poster, programme, advertising, digital platforms etc.)

3 × TV advertising boards (70 × 200 cm) around the centre court

25 Business tickets and seats plus 50 tournament passes

1 × booth in the foyer (double booth 2 × 8 metres long)

1 × page in the programme (advertisement, 4 colours)

Logo/Link on the Ghana's Grand Slam Homepage

Invitation to all press conferences and receptions

Branch exclusiveness in the hall (playing area)

- Logo placement on event banners and digital platforms.
- Recognition in press releases and media coverage.
- VIP access for 4 guests, including hospitality suite access.
- Social media mentions.



YOUR COMMITMENT

usd 50,000. –

TOURNAMENT FINAL DAYS SPONSOR



OUR SERVICES

Your sponsorship will be mentioned on all printed matter

One A-Board Centre Court

1 × full coloured page (A4) advertisement in the programme

10 business tickets and seats

The Business/VIP lounge will be at your disposal on your sponsorship day

Main Hall TV court broadcast

YOUR COMMITMENT

Final day USD 10,000. –

By taking over a daily sponsorship you make the day concerned to «your official day». You grant this way to spectators half-rate entrance!



ADVERTISING ON COURT



OUR SERVICES

Company logo on court (carpet) surface (one per court), in TV area on final (Sunday)

Format: max. 30 × 190 cm

Colour: white on a transparent background

Colour: white on a transparent background

Colour: white on a transparent background

5 × Business seats for 1 – 6 small logos

YOUR COMMITMENT

Logo on center of TV court

one big logo on centre court

10 business seats

USD 15,000.–

Logo on end of TV court

USD 10,000.–

for 2 x small logo on each court (3 x possible)



A-BOARDS WITH YOUTH PATRONAGE

ADVERTISING BOARDS (A-BOARDS) GALLERY, TV RANGE

OUR SERVICES

14 m × advertising board along the extra grand stand (correspond 7 units, format: 70 × 200 cm)

Youth patronage (all days)

Your patronage will be printed on all print matters and in the daily newspapers. With your commitment, you grant free access for everybody younger than 16 years on all days of the tournament.

1 full coloured page (A4) in the programme

1 box with 4 business seats

The business lounge is at your disposal (upon agreement, for a reception at your own costs)

Logo/Link on our homepage mentioning your Youth Patronage

30 Tournament passes

Free entrance to the business lounge

Invitation to all sponsor events/receptions



YOUR COMMITMENT

USD 5000.- (less production cost)

A-BOARDS AROUND THE COURTS 3 RANGES



1. PERMANENTLY IN TV RANGE OUR SERVICES

1 A-Board around the court, permanently in TV range (size 70 × 200 cm)

10 Tournament passes, free access to the business lounge, invitation to all sponsor events

YOUR COMMITMENT

USD 3000.- (incl. production cost)

2. IN TV SWING RANGE OUR SERVICES

1 A-Board around the court, in TV swing range (size 70 × 200 cm)

7 Tournament passes, free access to the business lounge, invitation to all sponsor events

YOUR COMMITMENT

USD 2500.- (incl. production cost)

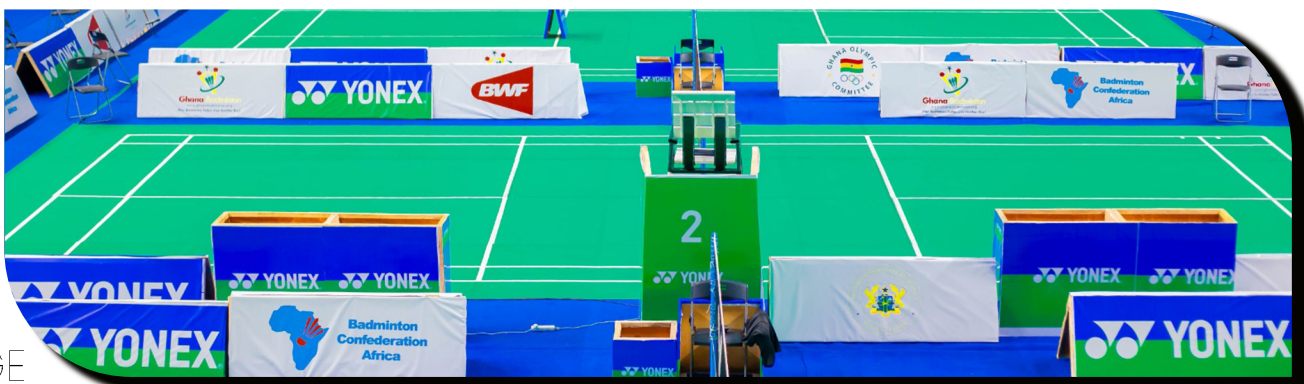
3. FACING THE GALLERY (NON-TV RANGE) OUR SERVICES

1 A-Board around the court, in non-TV range (size 70 × 200 cm)

3 Tournament passes, free access to the business lounge

YOUR COMMITMENT

USD 2000.- (incl. production cost)



1. SALES BOOTH IN THE FOYER

2. ADVERTISEMENT IN THE PROGRAMME

1. SALES CANOPY BOOTH IN THE FOYER

OUR SERVICES

Assembly/dismantling of your stand (booth) by a specialised company contracted by us

Size: 2 × 4 meters

10 × tournament passes

Free entrance to business/VIP lounge

YOUR COMMITMENT

USD 4000.-

2. ADVERTISEMENT IN THE PROGRAMME

OUR SERVICES

Programme format: A4 (upright)

Offset print, glazed paper

Print run: approx. 15000 National wide distribution (centres/members)

5 × tournament pass (as per 1/1 page)

YOUR COMMITMENT

size 1/1, A4, cover or back page, 4 colours USD 1000.-

size 1/1, A4, cover or back inside page, 4 colours USD 700.-

size 1/1, A4, inside, 4 colours USD 500.-

size 1/2, A5, horizontal 170 × 128 mm, 4 colours USD 300.-



1. TICKET SPONSOR

2. BUSINESS SEATS

3. BUSINESS-LOUNGE



1. TICKET SPONSOR OUR SERVICES

Reservation of seats according your command (contingent)

YOUR COMMITMENT

Buy of tickets at 80% of the normal price

2. BUSINESS SEATS OUR SERVICES

Reserved business seats behind the centre court

Free entrance to business/VIP lounge

Invitation to all sponsor receptions

YOUR COMMITMENT

USD 500.- for 3 Seats

3. BUSINESS-LOUNGE OUR SERVICES

Business lounge for company's reception up to 5 persons

Duration: max. 2 hours

Reserved business seats behind the centre court

Setup of the business/VIP lounge private room

Personal and services at the lounge

YOUR COMMITMENT

USD 1000.- hire of the business lounge), reception cost as per consumption up to 5 persons

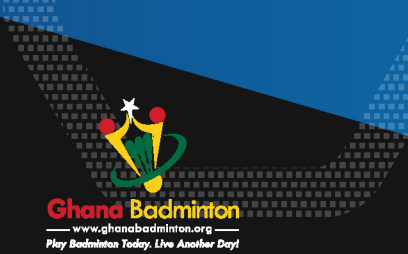
USD 300.- per person only for a private seat within the business Lounge sector – all day long



1. PLAYER SPONSOR

2. OFFICIAL TITLE

3. BANNER/LINK HOMEPAGE



1. PLAYER SPONSOR

OUR SERVICES

We try to engage world-class players for the GHANA'S GRAND SLAM from the country of your choice. 1/1 page (A4) in the programme for your company and the engaged player

The organisation of meetings in the VIP lounge or autograph hours at your stand in the foyer with the player of your choice

YOUR COMMITMENT

(to cover the cost of jerseys, training, first-class accommodation, equipment, company logo on players elbow of national jersey, admin management social media brand endorsement, food and pocket money)

USD 2000.- per Ghanaian player

USD 1500.- per Non-Ghanian player

2. OFFICIAL TITLE

OUR SERVICES

The title «official...» on certain printed matter (e.g. programme)

1/1 page advertisement in the programme with your logo and the official name (on a special page)

5 × tournament passes

YOUR COMMITMENT

USD 12,500.-

Examples: official shuttle supplier, official partner hotel, official carrier (transportation), official drink supplier, official sign writer (advertising boards), official playing surface, official radio/T V production, official fuel supplier etc.

3. BANNER/LINK HOMEPAGE

OUR SERVICES

Logo or links on our homepage www.ghanabadminton.org

5 × tournament passes

YOUR COMMITMENT

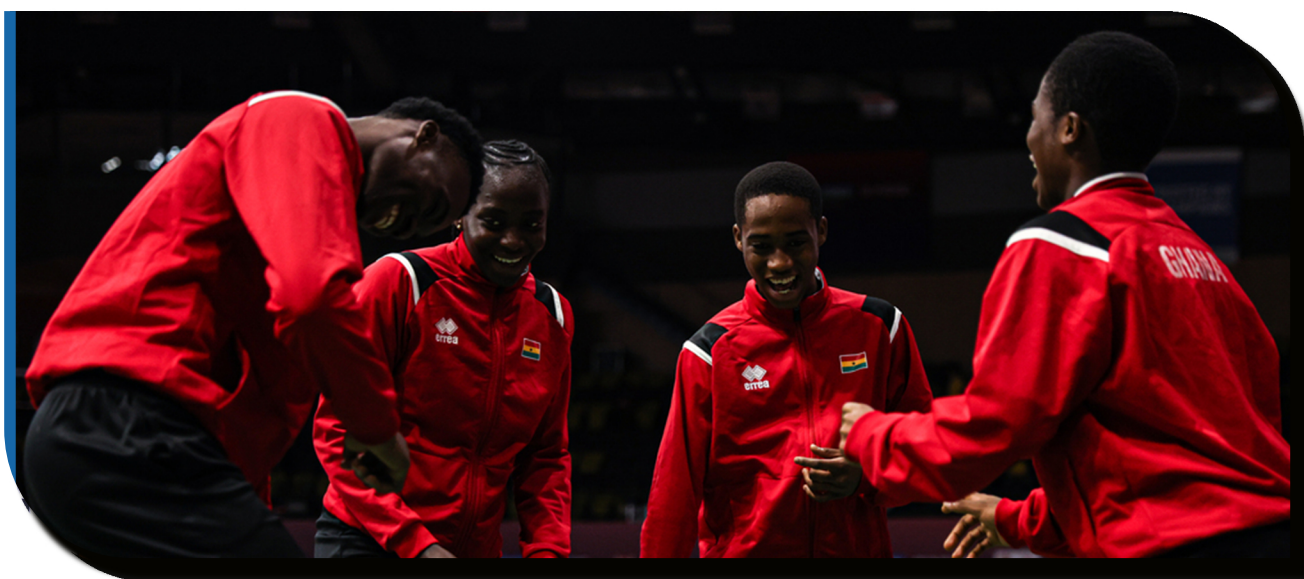
GH¢ 10000.-

OUR SERVICES

- 1 × advertising board around the centre court
- 1 × 1/1 (coloured) page in the programme
- 10 business seats
- 100 tournament passes for your guests
- Logo/leaflet/personal engagement with your product

YOUR COMMITMENT

- | | |
|--|----------------------------|
| 1. one exclusive Provider
less technical installation | USD 20,000.-
USD 1000.- |
| 2. one exclusive Distributor-partner
less Field cooperation | USD 20,000.-
USD 1000.- |
| 3. one exclusive Hardware-partner
less hardware sponsoring | USD 20,000.-
USD 1000.- |
| 4. one exclusive Telecommunicator-partner
less telephone/internet fees/engagement | USD 20,000.-
USD 1000.- |



OVERVIEW: SPONSORING AND ADVERTISING POSSIBILITIES



A Board with Youth Patronat	USD 5000.-
A-Boards in Permanent TV range	USD 4000.-
A-Boards In-TV Swing Range	USD 4000.-
A-Boards Facing the Gallery (Non-TV Range)	USD 2000.-
1 Sales Booth in the Foyer (incl. booth construction)	USD 2000.-
Banner/Link on Homepage	USD 1000.-
Advertisement page A4 (Print run: 1500, national distribution)	USD 1000.-, USD 700.- USD 500.- USD 300.-
Player sponsor	USD 1000.- Per Ghanaian Player USD 1500- Per Non-Ghanaian Player
Trophy Sponsor	USD 10,000.-
Business tickets/Seat/Lounge in the sector of the sponsors	USD 500.- USD 300.- Ticket sponsor
Ticket sponsor	on Friday/Saturday/Sunday with 20% rebate

OFFICIAL TITLE SUPPLIER

2x Clothing Supplier	USD 12,000.-
2x Official Shuttle Supplier	USD 12,000.-
2x Official Transportation	USD 12,000.-
2x Official Partner Hotel	USD 12,000.-
2x Official Beverage Supplier	USD 12,000.-
2x Official Water Supplier	USD 12,000.-
15x Official Radio/Tv Partner	USD 12,000.-
2x Official Fuel Supplier etc	USD 12,000.-

CONDITIONS

Sponsoring-contributions are exclusive of tax. The payment are due within 7 days from signage. Production costs like TV-A-boards, film, graphic etc. are for the account of the organizers.

KEY INCLUSIONS FOR ALL SPONSORS:



Brand Visibility:

Logos on event collateral, digital platforms, and media coverage.

Networking:

Access to player/executive meet-and-greets (varies by tier).

Media Exposure:

Featured in local/international broadcasts, press releases, and social media.

Custom Activation:

Opportunity to host branded booths or product showcases

NOTES:

Negotiable:

Benefits can be adjusted based on sponsor goals (e.g., adding product sampling).

Exclusivity:

Higher tiers guarantee category exclusivity (e.g., only one beverage sponsor).

Sponsorship Brand Activation Plan Samples Table

Sponsor Category	Activation Idea	Duration	Key Activities	KPIs
Technology Brands (e.g., VR/AR, streaming platforms)	"Future Smash" Interactive Zone	Daily	<ul style="list-style-type: none"> VR badminton simulations with pro player avatars. Live-streaming courtside action via 4G for remote fans. AR photo ops with holograms of global badminton stars. Free branded samples with eco-friendly packaging. 	<ul style="list-style-type: none"> 10,000+ VR/AR participations. 500K+ live-stream views. 20% increase in social media mentions. 50,000+ samples distributed.
Beverage Brands (e.g., soft drinks, bottled water)	"Hydration Station"	Daily	<ul style="list-style-type: none"> Interactive trivia on badminton history for prizes. "Design Your Bottle" customization booth. Free coaching sessions with Ghanaian Olympians. 	<ul style="list-style-type: none"> 70% attendee recall rate. 30% boost in post-event sales. 2,000+ clinic participants. 15% increase in product inquiries.
Sports Equipment Brands (e.g., racket manufacturers)	"Skill Clinic & Gear Trials"	Weekends	<ul style="list-style-type: none"> Demo rackets for attendees to test. Donate equipment to local schools. Free Wi-Fi zones with branded login screens. 	<ul style="list-style-type: none"> 70% attendee recall rate. 30% boost in post-event sales. 2,000+ clinic participants. 15% increase in product inquiries.

Sponsor Category	Activation Idea	Duration	Key Activities	KPIs
Telecom Brands	"Connect & Win" Fan Hub	Daily	<ul style="list-style-type: none"> Real-time polls predicting match outcomes. Data bundles for social media downloads 814. challenges. Branded shuttles ferrying fans to venues. 	<ul style="list-style-type: none"> 500+ equipment donations 128. 80% Wi-Fi usage rate. 10,000+ poll entries. 25% growth in app 5,000+ shuttle riders.
Automotive Brands	"Shuttle to Smash"	Event days	<ul style="list-style-type: none"> In-vehicle screens showing player interviews. Test-drive raffles for premium attendees. Co-branded payment cards for seamless purchases. 	<ul style="list-style-type: none"> 1,000+ test-drive sign-ups. 40% social media tagging rate 310. 70% cashless adoption
Financial Services	"Cashless Courtside"	Daily	<ul style="list-style-type: none"> Financial literacy games with rate. badminton themes. Donate a percentage of transactions to Ghana Badminton. 	<ul style="list-style-type: none"> 10K+ donations raised. 15% new account openings 1410.
Tourism/Hospitality	"Ghana Explorer Lounge"	Weekends	<ul style="list-style-type: none"> VR tours of Ghanaian landmarks (e.g., Kakum Park). Travel package giveaways for international fans. Cultural performances by local artists. Free physiotherapy sessions for players/fans. 	<ul style="list-style-type: none"> 3,000+ VR tour participants. 200+ travel bookings. 50% increase in post-event tourism inquiries 312. 1,500+ recovery sessions. 40% product trial-to-purchase conversion.
Health/Wellness Brands	"Recovery Oasis"	Daily	<ul style="list-style-type: none"> Branded yoga/stretching zones. Energy bar sampling. 	<ul style="list-style-type: none"> 30% social media engagement boost 814

KEY INSIGHTS & EXECUTION TIPS

1. LOCAL-GLOBAL BALANCE:

Align activations with Ghanaian culture (e.g., cultural performances in tourism activations) while leveraging global badminton stars for broader appeal 123.

2. SUSTAINABILITY FOCUS:

Use eco-friendly materials (e.g., beverage sampling cups) to align with growing consumer demand for responsible branding 813.

3. TECH INTEGRATION

VR/AR and 5G activations enhance fan immersion, as seen in Vodafone's Wimbledon campaign 3 Sample.

4. COMMUNITY IMPACT:

Equipment donations and school clinics align with Ghana Badminton's grassroots development goals.

5. METRICS & FEEDBACK:

We will use tools like Visme's form builder for real-time attendee surveys to refine activations



START PARTNERSHIP WITH US (AGREEMENT)

Sponsor Name _____

Sponsorship Package _____

Address _____

Office Phone _____




Email Address _____

Sponsorship Amount _____

DECLARATION

On behalf of the above named sponsor, I agree to commit the sponsorship monies as detailed above.

Ghana Badminton Association
150A Ridge, Roman Ridge, Accra
+233 20 570 9259
events@ghanabadminton.org
www.ghanabadminton.org

-  badmintonghanaofficial
-  badmintonghana
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CLOSING

We look forward working with you,
bag@ghanabadminton.org

"We cannot seek achievement for ourselves and forget about progress and prosperity for our community... Our ambitions must be broad enough to include the aspirations and needs of others, for their sakes and for our own."

-Cesar Chavez-