

Press release re: Badminton England appoint Sport Collective

Media release dated: 13 June 2017

Badminton England appoint Sport Collective to support and implement commercial strategy and deliver sport business training

The National Governing Body for the world's second largest participation sport has appointed sports rights and marketing agency Sport Collective to support the development of Badminton England's commercial strategy and to deliver sport business training to its athletes.

With four million people getting on court to play each year, badminton is one of England's most popular participation sports and is firmly established as the nation's most played racket sport.

More than two million children also set out on a lifelong love of the sport via Badminton England's schools programme.

Olympic medal winning athletes and the world's oldest and most prestigious badminton Grand Slam event – the YONEX All England Open Badminton Championships - are all also managed and organised by Badminton England.

Sport Collective will work closely with Badminton England to develop and implement new strategies to increase revenue from digital content, membership and major events. Sport Collective Training will also deliver bespoke sport business training to Badminton England's elite athlete network, building their knowledge to support their career pathway.

Adrian Christy, CEO of Badminton England said: "Our new *Discover Badminton* strategy tells a great story of the exciting opportunities ahead for English badminton and we are delighted to partner with Sport Collective to help us build and execute our commercial partner programme".

Peter Daire, Director of Sport Collective said: "We are really pleased to be working with the talented team at Badminton England. Their participation numbers, Olympic success and major event staging make them a really attractive sport which we are delighted to be involved in growing further".

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Sport Collective

Founded by The FA's two former commercial heads, Sport Collective is a specialist sports rights and marketing agency working with major sports rights holders and brands to maximise commercial strategy and value. Sport Collective has vast experience of managing and executing global commercial programmes and business planning. Sport Collective's Training Workshops and Online Courses support the sport business leaders of tomorrow. For more detail visit www.sportcollective.com

Badminton England

As the National Governing Body we are *the* organisation for all things badminton in England for everyone who wants to get involved whatever age, ability or gender.

We love playing, watching and supporting badminton. We want everyone in England to do the same and become part of the badminton community, whether as a player, coach, volunteer or fan.

With Olympic success at the heart of our ambitions, we are investing our knowledge and expertise to build a quality future for our sport by strengthening and evolving the domestic game and developing talent to achieve success on the international stage, inspiring the next generation of players and fans.

With millions playing every year, badminton is the nation's favourite racket sport. We want to inspire everyone to play more, support louder and love badminton, from this generation to the next.

Badminton England was named the National Governing Body of the Year at the BT Sport Industry Awards 2015.

Chris Langridge and Marcus Ellis won a bronze medal in the men's doubles at the 2016 Rio Olympic Games – Great Britain's first Olympic medal in this category and the third medal since Sydney 2000.