

Business Proposal

We Met Sport Clubs & Facilities
and BICA

01 | *Connecting Clubs. Developing Athletes. Elevating Standards.*



Badminton International Club Alliance (BICA)

Badminton International Club Alliance (BICA) is not just an organization — it's a movement.

A global platform where players, clubs, academies, schools, destinations, and brands unite through a shared passion for badminton.

Our mission is to build an interconnected world where badminton becomes a bridge for cultural exchange, education, and opportunity.

BICA helps players find places to train and heal, clubs exchange camps, destinations promote tourism, schools discover young talents, and brands find ambassadors who represent their values. We also connect passionate players with sponsors and help amateurs find destinations to play and network — all through badminton.

We Met Sport Clubs & Facilities

We Met serves as the operational hub in Dubai, providing:

- Professional badminton courts
- Training facilities
- Event hosting platform
- Structured BICA system implementation



This strengthens BICA's presence in the UAE and Middle East region.

BICA | *Badminton International Club Alliance*



BICA | 27th Nov to 4th Dec 2025

05

Elite Camp 2025

The International Badminton Training Camp brings together top emerging players ranked between World No. 100–200 for an exclusive high performance experience in Dubai — a city that symbolizes excellence and global connection.



Kunming (China) Camp

Kunming, China — a city renowned for its high-altitude environment and strong badminton culture.

Designed to enhance athletes' endurance, speed, and competitive resilience, the camp combines intensive technical training, structured physical conditioning, and match-play exposure under a disciplined training system.



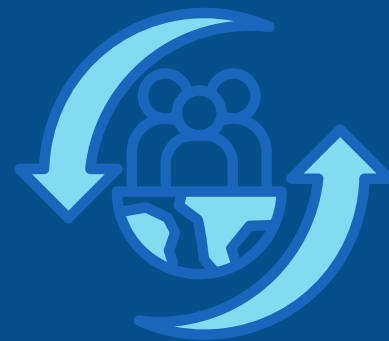
WHY PARTNER WITH US?

Global Exposure



Association with international athletes from multiple countries

Social Impact



Supporting youth Sports athletes and cultural exchange

Networking



On-site activations, product sampling, and networking throughout the event

Brand Alignment



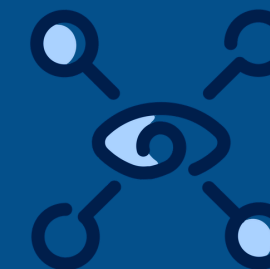
Connect with values of excellence, discipline, and international collaboration

1st Edition Advantage



Be among the founding sponsors of a long-term global sports initiative

Dubai Visibility



Access to regional and global audiences through social media, event branding, and future tournament expansions

Sponsorship Ecosystem

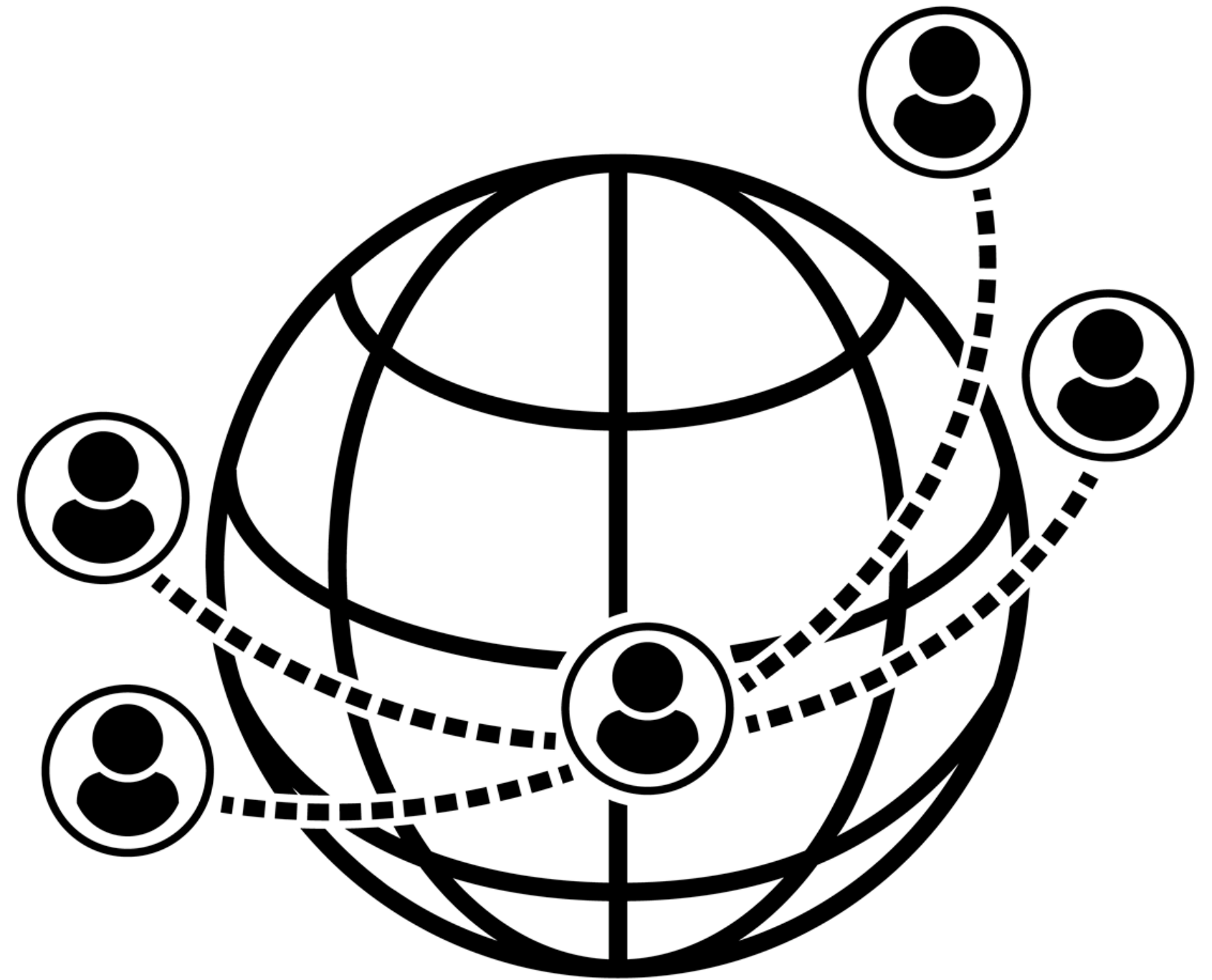
WE DON'T SPONSOR **MOMENTS**.
WE SPONSOR **MOVEMENTS**.

- ③ Athlete Development Partner
Contributes directly to athlete growth, covering training support and tournament participations.
- ③ Spotlight Node – BICA Camp
Best for brands looking for flexible activation moments with lower investment.
- ③ Platform Partner – Partner of the journey.
Best for brands seeking year-round global lifestyle exposure and long-term community influence.
- ③ LIN DAN x Dubai Flagship Championship
Best for enterprises aiming for premium elite competition ownership + Lin Dan IP power.

ATHLETE DEVELOPMENT PARTNER

| 09

“ Contributes directly to athlete growth, covering training support and tournament participations. ”



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BWF International Tournament Media Exposure

Recent World Tour Exposure

Tournament	Live Views	Digital Impressions	Countries Reach
Super 100	50K – 300K	200K – 800K	15 – 25 Countries
Super 300	300K – 1M+	1M – 5M	20 – 40+ Countries

SUPER 100: International Competitive Market

SUPER 300: Global Broadcast-Level Market

Guwahati Master (SUPER 100).

- 17 countries competing.
- Matches are listed on BWF official platforms, live scoring is available globally, and highlights circulate across international badminton media.

Sponsor Visibility:

- Player recognition on official world tour draws
- Match highlights appear on tournament software & social media
- Global badminton fanbase exposure across Asia & beyond

Thailand Master (SUPER 300).

- Super 300 events like Thailand Masters consistently attract international competitors and receive broader broadcast and digital coverage from official BWF World Tour channels.

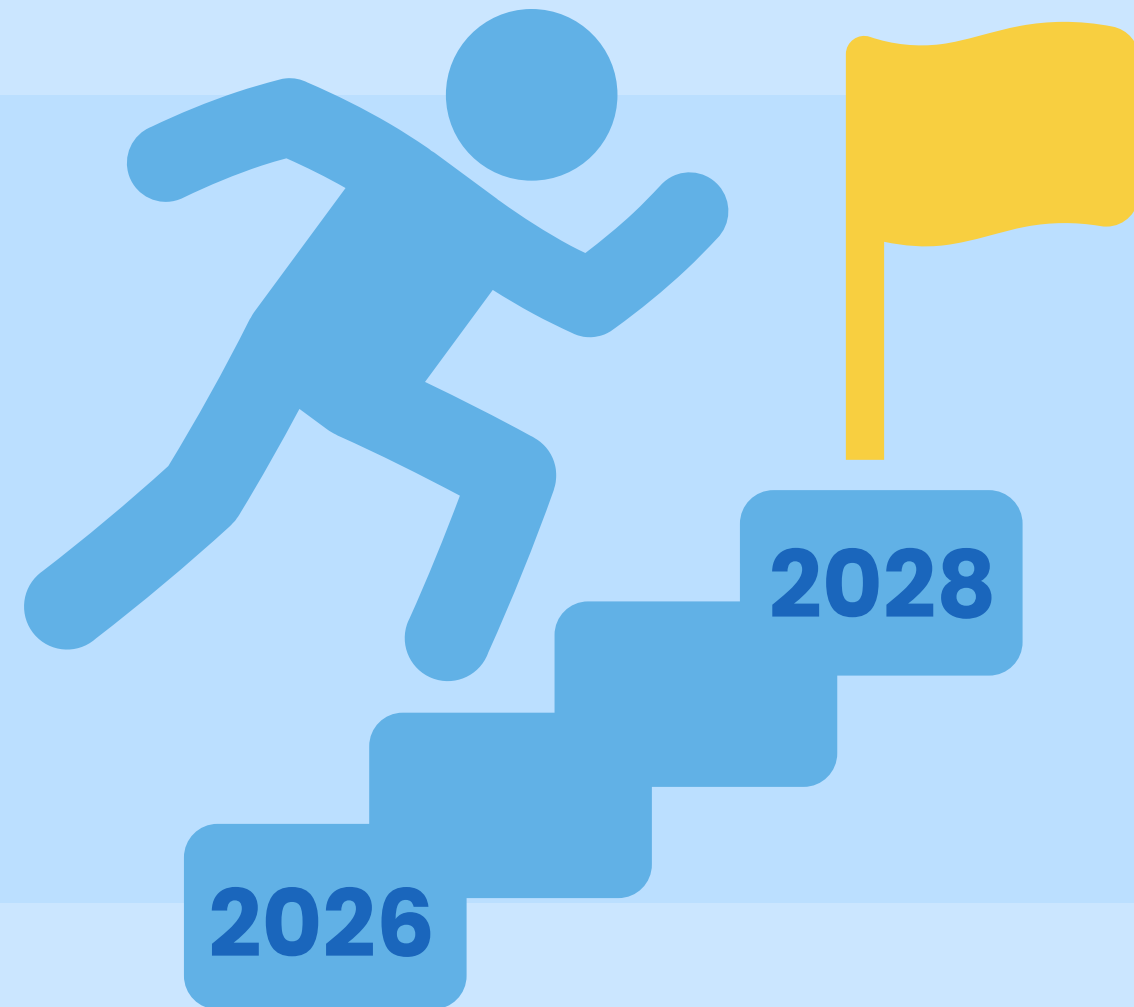
Sponsor Visibility:

- Live streaming on BWF World Tour official feeds
- Highlights distributed on social media platforms
- International viewer reach across Asia, Europe & beyond

Sponsor Gains

- Live broadcast visibility
- International tournament photography
- BWF draw sheet listing
- Global badminton fan exposure
- Association with elite competition

OUR FUTURE



THIS IS JUST THE BEGINNING. THE BICA DUBAI INTERNATIONAL CAMP IS DESIGNED TO GROW INTO AN ANNUAL SERIES — COMBINING TRAINING, TALENT EXCHANGE, AND INTERNATIONAL COOPERATION — WITH LONG-TERM VISIBILITY FOR ALL PARTNERS FROM THE VERY FIRST EDITION.

BICA WILL ORGANIZE VARIOUS CAMPS FOR ATHLETES AT EVERY STAGE AND DESIRE, FROM YOUTH SPORT TO ELITE PERFORMERS, TO HOBBY PLAYERS

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Thank you

BICA-CONNECTS

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