

Media release dated: 19 July 2018

Badminton England announces 12BET as a Partner of the YONEX All England Open Badminton Championships

Badminton England, the award winning national governing body for badminton, is delighted to announce a new partnership with 12BET which sees the global online betting brand become the Official Betting Partner of the YONEX All England Open Badminton Championships for the next three years.

Now into its 109th year, and positioned as one of the Super 1000 events on the sport's World Tour, this prestigious annual Championships is the oldest and largest badminton tournament in the world. It sees the world's best players compete to join the YONEX All England's legendary list of champions.

The event attracts a passionate worldwide fanbase with over 31,000 fans filling Birmingham Arena each March and TV audiences topping 275 million people as the world class action is beamed extensively across the globe, including Europe and Asia.

Adrian Christy, Badminton England's Chief Executive, said: "I am delighted to welcome 12BET into badminton and to the YONEX All England Open Badminton Championships, one of the 'must see' events on the sporting calendar.

"We are constantly seeking partners who will not only enable us to further develop the Championships but who will bring greater fan engagement and experiences across our events and activities - I am really excited with some of the plans that 12BET have for our flagship event."

12BET spokesperson Rory Anderson said, ""We are impressed by the huge reach of the YONEX All England Badminton Open Championships, especially in Asia which is a key market for 12BET. For this reason we are pleased to be able to sign a three year partnership agreement where we can promote our betting services to a large, engaged audience."

12BET will partner with Badminton England from the 2019 YONEX All England Open Badminton Championships, being held at Arena Birmingham from 6 – 10 March.

The partnership between Badminton England and 12BET was arranged by Sport Collective, a UK based sports marketing agency.

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 support the sport business leaders of tomorrow. For more detail visit www.sportcollective.com

Contact : Peter Daire, Peter.daire@sportcollective.com +44 (0) 7713 189519