



BD WEST

MEDIA KIT



BD WEST

CELEBRATING EXCELLENCE

BD West started out as a social badminton club and has grown into a community hub centred around participation in a range of sporting and social activities.

The club is driven by a committee comprising prominent members of the Bangladeshi community in Perth. Individually they are all influencers with active community connections. Collectively this influence is multiplied and positively focused.

MAINTAINING CONNECTIONS

The BD West website was established as further outreach, an interactive platform to maintain and grow those connections within and, most importantly beyond the community.

The club membership is growing strongly and the website has become an essential touch point generating regular and repeat visitation from members and non-members alike.





BD WEST

THE ADVERTISING CONNECTION

The BD West Website is the virtual projection of the BD West Club. A platform where club and community information is posted and refreshed daily. A platform that members value highly and visit regularly - it is uniquely positioned to build and sustain brand loyalty.

To be effective in the highly competitive digital space you need to be in a conversation with your prospects. Advertising in BD West will not only start but also sustain that conversation.

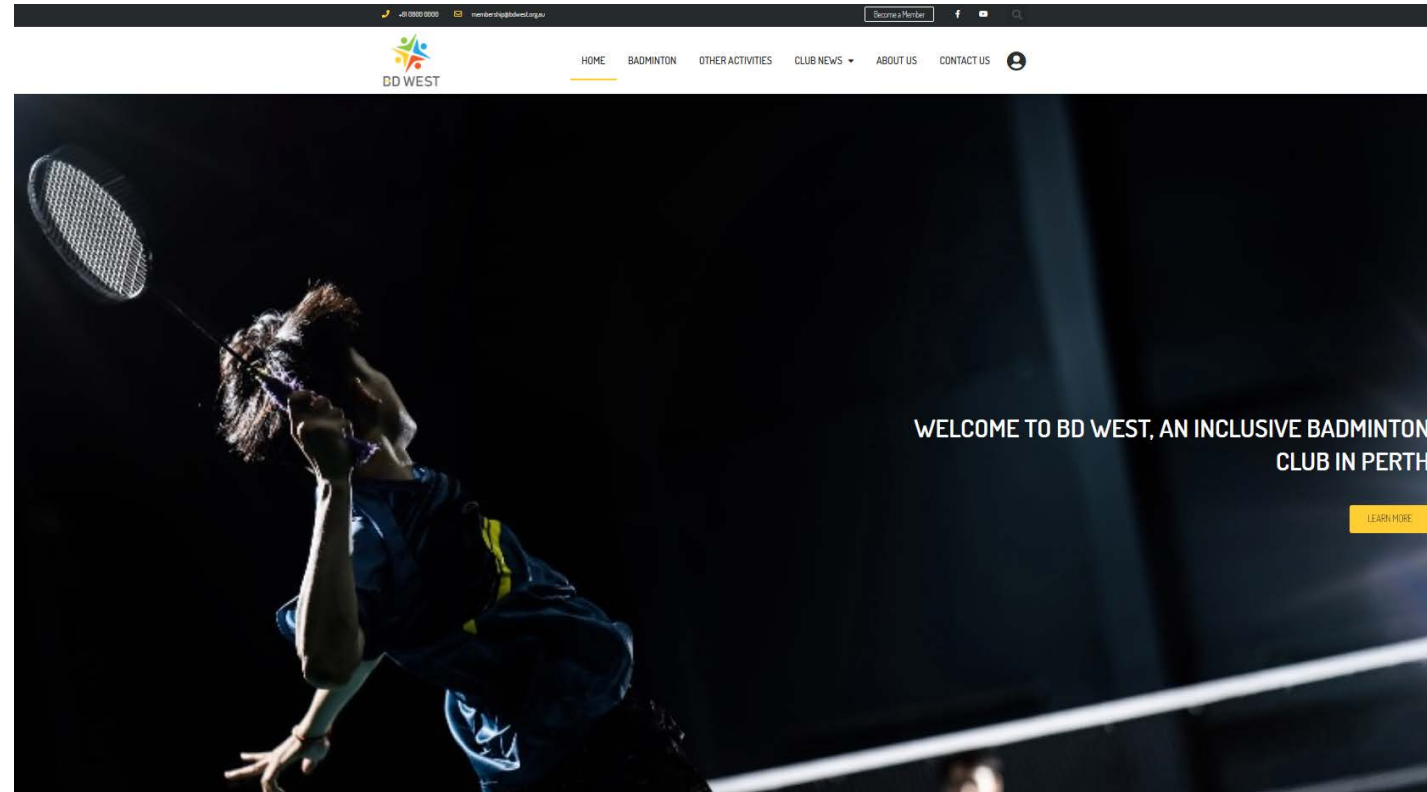
High frequency - your message will be seen multiple times with views estimated at twice weekly

Customised, not randomised – Your message can be tailed to the prospect.

Non-intrusive – Prospects are pre-disposed to your product and so want to hear from you.

TARGET YOUR MESSAGE

Advertising options are available run of site or on specific pages.



HOME PAGE

The landing page is a prime position capturing all visitors.

BADMINTON

Sporting equipment, health and fitness products/services, badminton related

OTHER ACTIVITIES

Sporting equipment, health and fitness products/services, activity related

CLUB NEWS

Sporting equipment, health and fitness products/services, lifestyle related



BD WEST

WEBSITE ADVERTISING

Get noticed and reach the community with BD West's website banner advertising which includes a link to URL of choice.

Number of pages: 3 *subject to availability

Size: 620 pixels (w) x 100 pixels (h)

File specifications: Animated or static gif/jpeg/png

COST

1 month: \$250+GST

6 months: \$1200+GST

12 months: \$2200+GST

NEWSLETTER ADVERTISING

The fortnightly BD West newsletter is distributed to club members and the wider community. It is a powerful advertising option to reach members of the community.

Subscribers: 2,500+

Size: 728 pixels (w) X 90 pixels (h)

File specifications: Static gif/jpeg/png

COST

1 month: \$1000+GST

6 months: \$3000+GST

12 months: \$5,000+GST

SPONSORSHIP

Sponsorship options are available for brand building via constant engagement with the BD West membership and website traffic. Sponsorship packages are designed to harness all available media channels which then work in concert to reach and engage your market. These include but are not limited to:

- Website banner with link to URL
- Acknowledgement as 'Sponsor' with logo identification, business snapshot and preferred URL.
- Promoted in 12 newsletters within a calendar year (newsletters published fortnightly)
- Signage at Club/Community events
- Presentation of awards at tournament and other suitable events.
- Inclusion in the BD West Club honour role.



HOME BADMINTON OTHER ACTIVITIES CLUB NEWS ABOUT US CONTACT US

IT'S ALL ABOUT PARTICIPATION

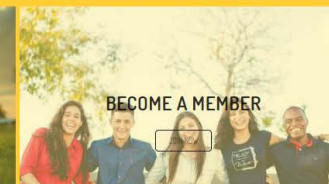
There are no winners or losers, ours is a philosophy of enjoyment through participation and we have organised a range of activities to suit all ages, fitness levels and activity choices.



BADMINTON



OTHER ACTIVITIES



BECOME A MEMBER



EVENTS

JOIN US TODAY

BD West is now a not for profit social club with over 200 members and plans to grow into a multicultural community of like-minded people brought together by the love of sport, recreation and the harmony of social connection.

REGISTER NOW

ABOUT US

Banner

Banner

Banner