

OUTDOOR BADMINTON FAMILY CUP COMPETITION



Make the most of the increased exposure of badminton through the Olympic and Paralympic games by getting involved in 'The Big Hit' and delivering an outdoor Family Cup Competition.

What is the Family Cup?

The Family Cup is an outdoor round robin competition where pairs are made up of one adult and one child.

The most important part of the Family Cup is making it fun - your Family Cup can therefore be very informal with a coordinator just arranging games against different pairs or it could be a more formal competition.

What are the benefits of delivering a Family Cup Competition?

The Family Cup offers your club the opportunity to engage with your members, their families and the wider community. An outdoor competition increases your club's visibility and enables you to create a fun and family friendly environment. This is a great option if you are looking to showcase your club, attract potential new members (both senior & junior) and of course provide social opportunities for your members.

How can we tie the Family Cup into The Big Hit?

Your club could utilise The Big Hit as a national campaign to promote your competition to maximise engagement and reach for your badminton club. You could do this by just marketing the competition and utilising The Big Hit as increased exposure.

What resources are available to support our club to deliver a Family Cup Competition?

To support clubs to run a Family Cup Competition, we have established the Discover Badminton Platform which is an online tool that can manage registration and take payments. Through the platform players can search and book on to competition. By adding your Family Cup Competition to the platform, it will automatically appear in our Activity Finder providing additional promotion for your session. The platform also acts as a tournament management system which will enable you to manage groups, the draw and record results.

Badminton England can also support with marketing through providing digital empty belly posters.

[Click here to register your Big Hit event](#)