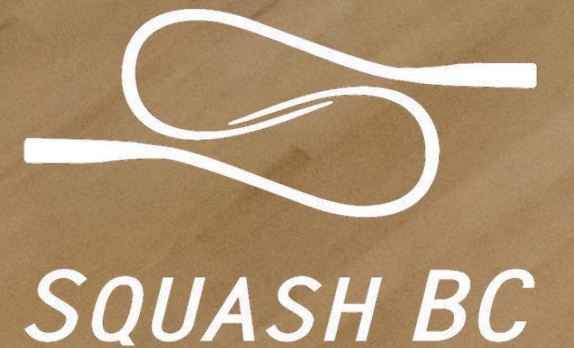




APR 28-30 | KELOWNA

2023 BC SQUASH CHAMPIONSHIPS PARTNERSHIP PACKAGE



2022 EVENT DETAILS

Participants: 112

Prize Pool: \$3,000

Champions:

Grace Thomas (Women's Open)

Ryan Picken (Men's Open)



EVENT OVERVIEW

2023 BC SQUASH CHAMPIONSHIPS

Dates: April 28–30, 2023

Host Facility: Global Fitness & Racquets Club

Sanction: Squash BC Provincial Championships

Divisions: Men's & Women's Open (\$3k+ Prize Pool), Masters (35+ to 80+), and Tiered Draws

Social Events: Player Party, Local Wine Tour, In-Event Games & Prize Draws

Projected Participants: 120+





ABOUT SQUASH BC

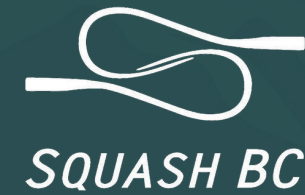
DEVELOPING SQUASH ACROSS BC

Our Audience:

- 2200+ Individual Members
- 30+ Facility Members Across BC
- 60+ Sanctioned Events Per Season
- 7000+ Digital Audience
- Over 1500 Monthly Active Web Users

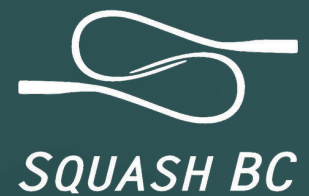
Community Demographics:

- 68% Male, 32% Female
- Over 80% University Educated
- Largest age brackets: 21-40, 41-60





LOCAL IMPACT



LEGACY PROGRAMMING

The **2023 BC Squash Championships** will create a legacy for local squash development through enhanced funding to local **Squash Starters** and **Post-Secondary Grassroots** programs. These programs are entry points for new squash players to discover the sport and are key pieces of our **Growth Initiative**.

Learn more about these programs and more of our offerings by visiting:

[SquashBC.com](https://www.squashbc.com)





PRESENTING SPONSOR

\$4,000 - One (1) Opportunity Available

Full-Event Promotion: 2023 BC Squash Championships, Presented by 'Your Company' displayed across all event communications and materials

Have a Presence: Present Men's & Women's Open Championship Prizes

Get Your Team Involved: 5 Complimentary Entries into the event, including Player Party Tickets

Branded Activations: 4 in-event branded activations (can include participant activities, prize draws, non-open division trophy presentations, or other activations themed to your offerings)

Physical Marketing: Your logo on custom-made tin magnets, participant shirts, and signage throughout event space + include your provided handouts and/or souvenirs in participant swag bag

Digital Marketing: Promotion on Squash BC Website, Event Page, Sponsor Page, Newsletter

Social Media: 3 company-focused posts (across all Squash BC channels) + general event coverage

Additional Benefits: Category Exclusivity, Ongoing presence on Squash BC website (until 2024 Championships), and First Right of Refusal for 2024 Championships Sponsorship Opportunities





PLATINUM SPONSORS

\$1,500 - Two (2)* Opportunities Available

Open Draw Presenting Sponsorship: Men's or Women's Open Draw, Presented by 'Your Company' (selection in order of sponsorship confirmation)

Have a Presence: Present prize to the corresponding Open Division Runner-Up

Get Your Team Involved: 2 Complimentary Entries into the event, including Player Party Tickets

Branded Activations: 2 in-event branded activations (can include participant activities, prize draws, non-open division trophy presentations, or other activations themed to your offerings)

Physical Marketing: Your logo on participant shirts and signage in event space + include your provided handouts and/or souvenirs in participant swag bag

Digital Marketing: Promotion on Squash BC Website, Event Page, Sponsor Page, Newsletter

Social Media: 1 Company-focused post (across all Squash BC channels) + general event coverage

Additional Benefits: Ongoing presence on Squash BC website (until 2024 Championships)

**Note: Additional Platinum Sponsorship Opportunities can be created for specific social event sponsorship (i.e. Player Party, Wine Tour)*





GOLD & SILVER SPONSORS

Gold Sponsorship: \$500

Branded Activations: 1 in-event branded activation (can include participant activity, prize draws, non-open division trophy presentation, or other activation themed to your offerings)

Physical Marketing: Your logo on participant shirts & sponsor sign + include a provided handout and/or souvenir in participant swag bag

Digital Marketing: Promotion on Squash BC Website, Event Page, Sponsor Page, Newsletter

Social Media: Highlighted in one event-focused post (across all Squash BC channels)

Silver Sponsorship: \$250

Physical Marketing: Your logo on participant shirts & sponsor sign + include a provided handout and/or souvenir in participant swag bag

Digital Marketing: Promotion on Squash BC Website, Event Page, Sponsor Page

Social Media: Highlighted alongside other sponsors in an event-focused post (across all Squash BC channels)





BE A PART OF THE 2023 BC SQUASH CHAMPIONSHIPS

Interested partners can discuss the opportunities listed here and others suitable for your company by contacting:

Colin Latchford, Squash BC Executive Director
Email: executivedirector@squashbc.com
Phone: 604-737-3084

