



**BC**  
**open** 2023



*SQUASH BC*

# PARTNERSHIP PACKAGE

**2023 BC OPEN**  
**NOVEMBER 22-26, 2023**



# PARTNERSHIP PACKAGE



## EVENT INFORMATION

### 2023 BC OPEN

The **2023 BC Open** is a cornerstone tournament set to feature BC's top athletes, as well as talented players from across Canada and beyond, promising exhilarating squash throughout. With exciting plans in the pipeline, Squash BC aims to create an unforgettable and enjoyable experience for all participants, spectators, and organizers.

Your company can get valuable exposure to our community & can support competitive squash by **partnering with Squash BC** to deliver this incredible event. Information about available partnership opportunities is outlined on pages 6-9.

**Event Dates:** November 22-26, 2023

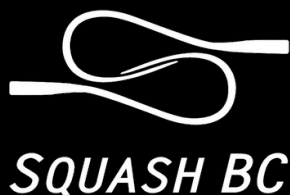
**Host Facility:** Evergreen Squash Club

**Expected Attendance:** 125+ Athletes + hundreds of Spectators, Coaches, Officials, Volunteers, and Community Members

**Divisions:** Men's and Women's WSF & PSA Satellite (see page 3), Men's and Women's Open, Men's and Women's Tiered & Masters Draws

Be a part of this exciting event and take advantage of the opportunity to engage with our community!

Interested partners should contact Partnerships Coordinator Kiyani Dhanani at [partnerships@squashbc.com](mailto:partnerships@squashbc.com) to discuss partnership opportunities.



**Contact Squash BC**

**Email:** [partnerships@squashbc.com](mailto:partnerships@squashbc.com) | **Phone:** 604-737-3084

**Address:** 4867 Ontario Street, Vancouver, BC, V5V 3H4



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## EVENT INFORMATION

### MEN'S & WOMEN'S WSF & PSA SATELLITE

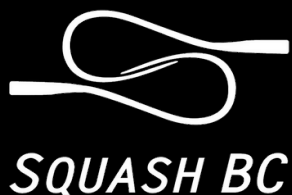
Squash BC is excited to announce the addition of a Men's and Women's **WSF & PSA Satellite Event** to the **2023 BC Open**.

This event is set to feature top Men and Women PSA players from across Canada and beyond, with each division battling it out for a prize pool of at least **\$2,500 USD**.

There is a lot of exciting squash in store as BC's up-and-coming stars will get the opportunity to test their skills against top competition.

While all Partners will be recognized and engaged in this incredible event, our Title, Presenting, and Platinum Partners will gain access to an extra special experience. For more information, please see pages 6-9.

Be a part of this memorable event and help showcase top quality squash to the Lower Mainland and the greater BC squash community!



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## ABOUT US

Squash BC's mission is to promote, support, and grow the sport of squash throughout British Columbia.

Squash BC's **key priorities** are to:

- Grow and Promote Squash
- Support and Engage our Community
- Develop and Protect our Sport's Infrastructure

Our Audience:

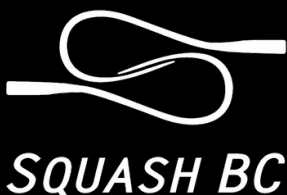
- **2400+** Individual Members
- **30+** Facility Members Across BC
- **60+** Sanctioned Events Per Season
- **7000+** Digital Audience
- **Over 1500** Monthly Active Web Users

Community Demographics:

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

For more information, please visit our website:

[SquashBC.com](http://SquashBC.com)



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## COMMUNITY IMPACT

### COMMUNITY DAY - NOVEMBER 22, 2023

This year's BC Open will feature a **Community Day** on November 22nd, 2023 with special focus on:

- Grassroots Programming, such as Squash Starters
- Community Outreach with WSF & PSA Player Involvement
- Opportunity for Partner Events

## LEGACY PROGRAMMING

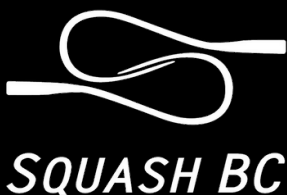
Partnering with Squash BC for the **2023 BC Open** will create a legacy for local squash development through enhanced funding to Squash Starters and other Grassroots programs.

These programs are entry points for new squash players to discover the sport and are key pieces of our Growth Initiative.

Squash BC's mission is to continue to promote the growth of squash by providing programs and playing opportunities to players of all levels.

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

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



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## PARTNERSHIP TIERS

### 2023 BC OPEN

#### TITLE PARTNER - \$10,000 ONE (1) OPPORTUNITY AVAILABLE

- **Exclusive Event Title Rights:** 'YOUR COMPANY' 2023 BC Open (see pages 10-11), displayed on the logo and across all event communications and materials
- **Have a Presence:** Present the WSF & PSA Satellite Men's and Women's Championship Trophies, receive Partner-Reserved seating, and access to a Special Partner Event
- **Get Your Team Involved:** 4 Complimentary Entries into non-WSF & PSA divisions, Player Party tickets, and the opportunity to host a Corporate Squash Event
- **Branded Activations:** In-event branded activations (can include participant activities, prize draws, non-open or non-WSF & PSA division trophy presentations, and more themed to your offerings)
- **Physical Promotion:** Your Logo on tournament materials including tin magnets, participants' tournament souvenir, and on signage throughout event and space + include your provided company handouts and/or souvenirs in participant swag bag
- **Digital Marketing:** Promotion on Squash BC Website, on Main Event Page, on the Partner Page & in the Newsletter
  - **Social Media:** 3 company-focused posts (leading up to the event) across all Squash BC social media channels + general event coverage

**Additional Benefits:** Category Exclusivity, recognition as a Platinum Partner on the Squash BC Website partner page (until the 2024 BC Open), and first right of refusal for 2024 BC Open Partnership Opportunities



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## PARTNERSHIP TIERS

### 2023 BC OPEN

#### PRESENTING PARTNER - \$5,000 ONE (1) OPPORTUNITY AVAILABLE

- **Event Presenting Rights:** 2023 BC Open presented by 'YOUR COMPANY' (see pages 10-11), displayed on the logo and across all event communications and materials
- **Have a Presence:** Present the Open Division Men's and Women's Championship Trophies, receive Partner-Reserved seating, and access to a Special Partner Event
- **Get Your Team Involved:** 2 Complimentary Entries into non-WSF & PSA divisions, Player Party tickets, and the opportunity to host a Corporate Squash Event
- **Branded Activations:** In-event branded activations (can include participant activities, prize draws, non-open or non-WSF & PSA division trophy presentations, and more themed to your offerings)
- **Physical Promotion:** Your Logo on tournament materials including tin magnets, participants' tournament souvenir, and on signage throughout event and space + include your provided company handouts and/or souvenirs in participant swag bag
- **Digital Marketing:** Promotion on Squash BC Website, on Main Event Page, on the Partner Page & in the Newsletter
- **Social Media:** 2 company-focused posts (leading up to the event) across all Squash BC social media channels + general event coverage

**Additional Benefits:** Category Exclusivity, recognition as a Gold Partner on the Squash BC Website partner page (until the 2024 BC Open)



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## PARTNERSHIP TIERS

### 2023 BC OPEN

#### PLATINUM PARTNER - \$1,500 MULTIPLE OPPORTUNITIES AVAILABLE

- **Get Your Team Involved:** 1 Complimentary Entry into non-WSF & PSA divisions, Player Party tickets, and access to a Special Partner Event
- **Branded Activation:** In-event branded activation suited to your company (can include hosting participant activities, prize draws, the Player Party or more)
- **Physical Promotion:** Your Logo on sponsor signage and include any promotional materials in participant swag bag
- **Digital Marketing:** Promotion on Squash BC Website & Newsletter
- **Social Media:** Company profiled across Squash BC channels

#### GOLD PARTNER - \$500 MULTIPLE OPPORTUNITIES AVAILABLE

- **Physical Promotion:** Your Logo on sponsor signage and include any promotional materials in participant swag bag
- **Digital Marketing:** Promotion on Squash BC Website & Newsletter
- **Social Media:** Company profiled across Squash BC channels

*Personalized partnership packages can be customized to meet your organization's needs.*



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## TIER COMPARISON CHART

Benefits/Tiers	Title Partner \$10,000	Presenting Partner \$5,000	Platinum Partner \$1,500	Gold Partner \$500
Title Rights	✓	✗	✗	✗
Category Exclusivity	✓	✓	✗	✗
Corporate Engagement	✓	✓	✗	✗
Presentation Opportunities	✓	✓	✓	✗
Branded Activations	✓	✓	✓	✗
Marketing (physical & digital)	✓	✓	✓	✓

Partnership opportunities are not limited to tier options. In-kind contributions and other proposals kindly accepted.



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## LOGO EXAMPLE 1

2023 BC OPEN

Title Partner  
Name & Logo

'YOUR  
LOGO'



Presenting Partner  
Name & Logo

presented by 'YOUR COMPANY'



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## LOGO EXAMPLE 2 2023 BC OPEN

Title Partner  
Name & Logo

Presenting  
Partner  
Name & Logo



presented by 'YOUR COMPANY'



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# INTERESTED? CONTACT US

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