

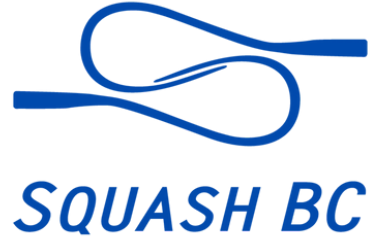


SQUASH BC

PARTNERSHIP PACKAGE



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ABOUT US

SQUASH BC

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

Squash BC's key priorities are to:

- Grow & Promote Our Sport
- Support & Engage Our Community
- Develop & Protect Our Infrastructure

Our Audience:

2400+

Individual
Members

60+

Sanctioned
Events per Season

7000+

Digital
Audience

30+

Facility
Members

4000+

Annual Competition
Participants

1500+

Monthly Active
Web Users

Community Demographics:

- **68%** Male, **32%** Female
- **Over 80%** University Educated

For more information, please visit:

SquashBC.com



ABOUT US

KEY METRICS

Our Squash Community since 2021:

- Over 3000 Grassroots Participants
- Over 5000 Competitive Participants
- 35 National Championships (Junior & Senior)

↑ 25% ↑ 201% ↑ 60%

Membership
Growth

Participation
Growth

Digital Engagement
Growth



WHY SQUASH?

Squash is one of the fastest growing sports in the world, with **over 20 million players** across **185 countries and territories**. With its inclusion in the LA2028 Summer Olympics, squash will finally be on display at the world's biggest stage, increasing global awareness of the sport.

A 2003 *Forbes* magazine study indicated that squash was the **healthiest sport in the world**. In just one hour of squash, a player can expend between **600-1000 calories**. It is accessible, affordable, easy to play, builds muscular strength and endurance, and is an excellent cardiovascular workout.



WHY PARTNER?

HAVE AN IMPACT

As a **not-for-profit organization**, we always operate with our mission in mind. If you care about the sport of squash and want to see it grow and thrive, supporting a Squash BC program or event can be a way to feel good about where your sponsorship budget is allocated.

Whether you are partnering with us on a Provincial Championship or one of our programs, you can rest assured that your sponsorship dollars will be put to work to help grow the sport of squash. Squash BC builds **Legacy Programs** into all our championship budgets, so we can help host communities and facilities carry through the event momentum to deliver grassroots programs and engage new participants.



MUTUAL BENEFIT

We strive to design and deliver **mutually beneficial relationships** with our partners. Ensuring that your business and our community benefit from our partnership is paramount to its success.

As a Squash BC Partner, you get access to our **province-wide community of squash players, supporters, facilities, and fans**. Depending on your industry or offerings, customizing a partnership that caters to a specific subset of our community can increase engagement with your brand. We want to work together to form long-lasting relationships that benefit our community and your company for years to come.



PARTNERSHIP OPPORTUNITIES

TIER SUMMARY

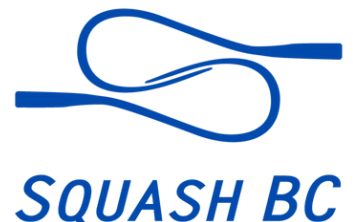
Squash BC recognizes our Partners based on the **cumulative contribution** they make **across all our Sponsorable Properties** (outlined on pages 9 to 15). In addition to the robust benefit packages our partners receive from property-sponsorship, we offer additional benefits based on a partner's **overall sponsorship in a calendar year**. These are outlined below.

If your organization would prefer to sponsor Squash BC generally (i.e. not allocated towards specific properties), please contact us at partnerships@squashbc.com and we will customize a benefit and exposure package that best suits your needs.

PARTNERSHIP TIERS



Partnership Tier Benefits outlined on pages 7-8



PARTNERSHIP OPPORTUNITIES

PARTNERSHIP TIERS

PLATINUM PARTNER

\$15,000

BENEFITS

All property-associated benefits, plus:

Recognition: Platinum Partner recognition on the Squash BC Website, Email Newsletter, and select other marketing materials. Plus, inclusion as a partner for ALL Squash BC Provincial Championships (even those you don't sponsor directly)

Give Back to Your Team: Host an annual Squash BC corporate squash event featuring our provincial coaches, players, and more

Physical Marketing: Custom tin magnets featured at all Provincial Championship Events

Digital Marketing: Quarterly company-focused social media posts, plus the opportunity to co-produce an article about the impact of your contribution on our website



SQUASH BC

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP TIERS

GOLD PARTNER

\$5,000

BENEFITS

All property-associated benefits, plus:

Recognition: Gold Partner recognition on the Squash BC Website, Email Newsletter, and select other marketing materials

Digital Marketing: Semi-Annual company-focused social media posts

SILVER PARTNER

\$2,500

BENEFITS

All property-associated benefits, plus:

Recognition: Silver Partner recognition on the Squash BC Website

Digital Marketing: Annual company-focused social media post

BRONZE PARTNER

\$1,000

BENEFITS

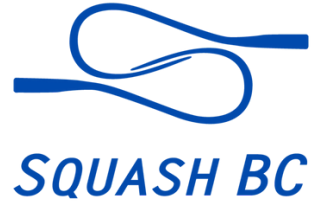
All property-associated benefits, plus:

Recognition: Bronze Partner recognition on the Squash BC Website

If your organization would prefer to sponsor Squash BC generally (i.e. not allocated towards specific properties), please contact us at partnerships@squashbc.com and we will customize a benefit and exposure package that best suits your needs.

PROPERTIES

ADULT CHAMPIONSHIPS



BC Open



The **BC Open** is the cornerstone tournament of our calendar that features BC's top athletes, as well as talented players from across Canada and beyond, battling it out for the esteemed BC Open titles. The BC Open also features PSA-Sanctioned Professional divisions, giving partners even more exposure to fans.

Displayed logo is from the 2023 BC Open Championships held in North Vancouver.

BC Squash Championships

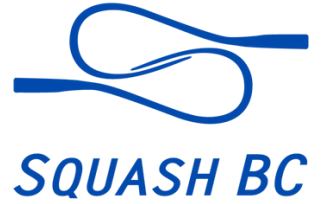


The **BC Squash Championships** caps off our squash season by bringing players from across British Columbia together to compete for Provincial Championship Titles. Squash BC moves the BC Squash Championships to a new community annually, giving more facilities and players the opportunity to participate.

Displayed logo is from the 2024 BC Squash Championships held in Nanaimo.

PROPERTIES

JUNIOR CHAMPIONSHIPS



BC Junior Open



The **BC Junior Open** is our largest Junior Championship of the season. It brings together top junior squash talent from British Columbia and the rest of Canada to compete for National Ranking Points and esteemed titles.

Displayed logo is from the 2023 BC Junior Open Championships held in Vancouver.

BC Junior Squash Championships



The **BC Junior Squash Championships** is our annual Junior Provincial Championship. It gives top BC Juniors the opportunity to compete with their peers and represents an important stepping stone towards National junior events.

Displayed logo is from the 2024 BC Junior Squash Championships held in Vancouver.

Junior squash players today become the leaders of tomorrow

PROPERTIES

LEAGUES



SQUASH BC

Vancouver Squash League



The **Vancouver Squash League (VSL)** is Canada's largest squash league and boasts more than 500 participants. Operated and sanctioned by Squash BC, the VSL provides players in the Lower Mainland an opportunity to compete and socialize with players from other clubs in weekly match-ups. VSL partnership represents an excellent opportunity to profile your brand across most Lower Mainland squash facilities.

Vancouver Women's Squash League



The **Vancouver Women's Squash League (VWSL)** is a newly launched league in the Lower Mainland that provides women with opportunities to compete and socialize in weekly match-ups. Like VSL, the VWSL is a club-based league with excellent coverage across Lower Mainland squash facilities.

PROPERTIES

JUNIOR PATHWAY



SQUASH BC

Squash Starters



Squash Starters Programs and Events introduce young players to squash in a fun and welcoming environment. Facilities across BC partner with Squash BC to deliver these week-to-week instructional programs and fun-focused single-day competitions.

Silver Series Events



The **Junior Silver Series** is a regionalized tournament series that allows players outside of the top of Squash BC's provincial ranking system to compete, experience success, and continue to develop their skills. The Silver Series boasts a robust calendar with more than a dozen events annually and a newly launched Points Race that further engages participants.

Gold Series Events



The **Junior Gold Series** is a Provincial tournament series that brings together the top juniors from BC and beyond to compete in an elite environment. Squash BC partners with facilities to sanction and deliver these events that prepare players for national and international competitions. Squash BC sanctions between 3-5 Gold Series Events each season.

PROPERTIES

GRASSROOTS PROGRAMS



SQUASH BC

Roving Ambassador Program

ROVING AMBASSADOR PROGRAM

The **Roving Ambassador Program** provides rural and historically underserved squash communities with access to high-quality squash programming. Our Roving Ambassadors visit communities across BC to deliver events, programs, and lessons, with the goal of developing local community champions and building interest for ongoing squash activity.

BC Jesters Post-Secondary Program




BC JESTERS
POST
SECONDARY
PROGRAM

The **BC Jesters Post-Secondary Program** aims to provide Post-Secondary students with access to squash programming so that they can build a love for the sport. Squash BC partners with Post-Secondary Institutions, local facilities, and coaches across the province to deliver this key program.

Women In Squash

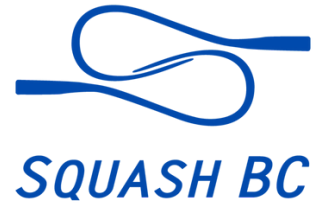
WOMEN
IN SQUASH



Women's Squash Week (WSW) is a province-wide celebration of women and girls in squash. In 2023, more than 500 women and girls took part in WSW programs and events at over 20 facility partners across BC. Squash BC also delivers our **Women In Squash: Leadership Conference** annually to provide female leadership development opportunities and continue engaging Women in Squash.

PROPERTIES

COACHING & OFFICIATING



Coaching Program



Squash BC's **Coaching Pathway** is delivered in partnership with Squash Canada and the National Coaching Certification Program. We offer a variety of certification courses and professional development opportunities annually to keep our coaches engaged and grow the number of certified squash coaches across BC.

Officiating Program



Squash BC's **Officiating Program** ensures our Provincial Championships and other key events are staffed with certified squash officials to support a safe and fair sport environment for participants. Squash BC's newly launched **Referee Development Program** provides referees with specialized training to improve and develop their refereeing skills. This includes virtual and on court education workshops, mentorship and assessments from highly experienced referees, and further resources.

PROPERTIES

OTHER



SQUASH BC



SQUASH BC
SERVICE AWARDS



BC JESTERS
2024 POST
SECONDARY
CHAMPIONSHIPS



TEAM
BC

Even more opportunities are available
Please inquire for more information

Email: partnerships@squashbc.com

PARTNERSHIP OPPORTUNITIES OTHER CONSIDERATIONS

1. Squash BC's Sponsorable Properties **are not solely limited to those featured from pages 9-15**. We would be happy to discuss partnership opportunities regarding any other properties your company would be interested in. More information on Squash BC Properties can be found at [SquashBC.com/Properties](https://www.squashbc.com/Properties).

2. Partnership opportunities are **not limited to the four tier options** mentioned on pages 6-8. Personalized partnership packages can be customized to meet your organization's needs.

3. **In-kind contributions** and **other proposals** are kindly accepted.

4. Many of Squash BC's Properties contain more than mentioned within this package, with events and programs offering opportunities to sponsor within them as well. Visit [SquashBC.com/Partner](https://www.squashbc.com/Partner) for more information.

Thank you for your consideration!

We look forward to the potential of partnering with you.



SQUASH BC

INTERESTED? CONTACT US

Email: partnerships@squashbc.com

Phone: 604-737-3084

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

