

# **WOMEN'S SQUASH WEEK 2024 INFORMATION SESSION**

July 10th, 2024



**SQUASH BC**



## 1. General Overview

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# GENERAL OVERVIEW

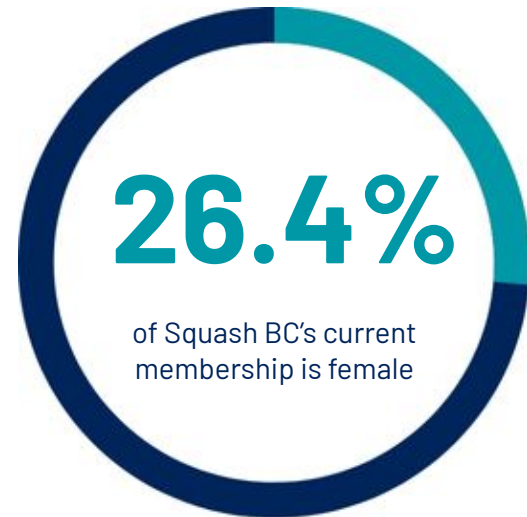


SQUASH BC

# WOMEN'S SQUASH WEEK OVERVIEW



- Annual event started in 2013
- Focused on promoting women in squash and growing participation
- Supported by female Ambassadors across BC
- The perfect way for your club to contribute to the growth of the sport



# 2023 WOMEN'S SQUASH WEEK DATA



SQUASH BC

556

participants

50+

events

23

facilities

# WOMEN'S SQUASH WEEK 2024



- **Dates:** September 17th to 30th, 2024
- Squash BC Funding & Equipment Provided
- Women's Squash Week: Ambassador Package
- **New:** Women in Squash: Programming Grant Available
- Women's Squash Week 2024, Squash BC aiming to have over **600 participants!**

# WHAT IS A WSW AMBASSADOR?



- An Ambassador is a key contact between Squash BC, the club, and your event participants
- Vital role in interacting with new members and participants
- The Ambassador can be anyone looking to make a difference at your club
  - Volunteer
  - Coach
  - Club Admin
- Pivotal as a future leader for Women in Squash events at your club



# WHY HOST A WSW EVENT?



- Engage current, past, and new female players to get back on court for the 2024 season
- Increase and diversify your club's membership
- Fun event to kick start your club's 2024 season
- Event funding & equipment support
- Be part of growing women's community across the province





# WHAT IS A WSW EVENT?



WSW events can be anything you choose that aims to bring current, past and new female players to your club. This event should fit your comfort level as a leader and cater to your community. Some WSW event ideas include:

- Introductory Squash Lessons
- Drop-In Night
- Wine & Hit Squash
- Mini Tournaments
- Team Competitions
- Squash 57



- **Women in Squash: Ambassador Package**
- Event funding up to \$150 per facility
- Event equipment & balls
- Event poster created by Squash BC
- Event marketing by Squash BC
- Squash BC Ambassador support
- **NEW:** Additional \$100 funding is available to facilities for hosting Women's Squash Programming after WSW



# FUNDING & SUPPORT



SQUASH BC

# WOMEN'S SQUASH WEEK 2024 FUNDING



Level of Support	Event Requirements	Funding & Equipment Support
Level 1	<ul style="list-style-type: none"><li>10 or fewer participants</li><li>At least one Ambassador must complete <b>one</b> of the Squash BC Safe Sport Courses*</li></ul>	<ul style="list-style-type: none"><li>\$50 Event Funding</li><li>3 Balls</li><li>1 Ambassador Shirt</li></ul>
Level 2	<ul style="list-style-type: none"><li>All Level 1 Event Requirements, plus 11 to 25 participants</li></ul>	<ul style="list-style-type: none"><li>\$100 Event Funding</li><li>6 Balls</li><li>Up to 2 Ambassador Shirts</li></ul>
Level 3	<ul style="list-style-type: none"><li>All Level 1 Event Requirements, plus 26 or more participants</li><li>Commit to host Women in Squash Programming following WSW</li></ul>	<ul style="list-style-type: none"><li>\$150 Event Funding</li><li>9 Balls</li><li>Up to 3 Ambassador Shirts</li></ul>

# WOMEN IN SQUASH - PROGRAM GRANT



- Squash BC is supporting Ambassadors and Facilities with retention of WSW participants through this new **Women in Squash: Program Funding Grant**
- Programming must be focused on Grassroots Women's Squash Programming that engage participants over at least a 4 week period
- Programs must start between October 1 and November 15, which engage WSW participants

Level of Support	Event Requirements	Funding & Equipment Support
Level 1	<ul style="list-style-type: none"><li>● A minimum 4 week program</li><li>● 3 to 8 Participants</li></ul>	<ul style="list-style-type: none"><li>● \$50 Program Funding</li><li>● 3 Balls</li></ul>
Level 2	<ul style="list-style-type: none"><li>● 9 or more Participants</li></ul>	<ul style="list-style-type: none"><li>● \$100 Program Funding</li></ul>

# WOMEN IN SQUASH: AMBASSADOR PACKAGE



The Women in Squash: Ambassador Package will have everything you need to know to make your event as successful at your facility. The Package will include:

- Event Best Practices
- Strategies on Recruiting New Female Participants
- How-to-Guides and Marketing Templates
- Programming Ideas for Retaining Participants
- And More!



# WOMEN IN SQUASH - FUNDING DEADLINES



## WSW Event Funding Deadlines

- Event Registration Deadline
  - August 10th - Deadline to Guarantee WSW Ambassador Shirt Sizing
  - September 1st - Deadline to receive Event Funding, Marketing Materials & Equipment
- Post Event Report Due October 15

## Women in Squash: Program Grant Deadlines

- Program Application Submission Due September 15
- Post Program Report Due December 31

# NEXT STEPS



- Pick an event date and time
- Submit your event details to the [WSW Event Information Page](#)
- Guarantee your WSW Ambassador Shirt by submitting your event information by August 10
- Guarantee your event Poster & Equipment by sending in the event information by September 1st, 2024

Join us in making Women's Squash Week a huge success at your local club!

Email [programs@squashbc.com](mailto:programs@squashbc.com) for further inquiries



Stay up to date with everything WSW at

**[SquashBC.com/WSW](https://SquashBC.com/WSW)**