

WOMEN'S SQUASH WEEK

A PROVINCE-WIDE CELEBRATION OF WOMEN & GIRLS IN SQUASH

AMBASSADOR PACKAGE



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[SQUASHBC.COM/WSW](https://squashbc.com/wsw)



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WELCOME TO THE WSW AMBASSADOR PACKAGE

This annual September event is a key initiative in growing squash participation among women and girls across British Columbia. In this package, you will find information regarding Women's Squash Week, the role of an Ambassador, and some ideas for running a successful Women's Squash Week event in your local club or community. If you have questions regarding Women's Squash Week or would like support in running a Women's Squash Week event please contact programs@squashbc.com.

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OVERVIEW

WHAT IS WOMEN'S SQUASH WEEK (WSW)?

WSW is a province-wide celebration of women and girls in squash. Each year, it provides opportunities to recruit and retain female participants across BC. WSW is one of Squash BC's largest annual events, all made possible by our province-wide Ambassador network.

Squash BC is excited to offer enhanced support for WSW Ambassadors and their facilities. This includes coverage for event-related costs such as court time, equipment, posters, social media, and mentorship.



ANYONE CAN BE A WSW AMBASSADOR!

Whether you're a player, volunteer, coach, club administrator, or parent, there's a place for you in this role. You don't need prior experience running squash programs—the most important thing is that you're passionate about growing female participation in squash at your club or in your community.

WSW Ambassadors help plan and promote local Women & Girls in Squash Week (WSW) events and serve as the main contact with Squash BC. But you won't be doing it alone! Ambassadors can collaborate with club volunteers, coaches, facility staff, and our network of WSW Mentors—experienced Ambassadors who are happy to help guide you through the process.

Squash BC is here to support you every step of the way. New Ambassadors can receive additional guidance and resources to help them feel confident getting started. Approved WSW Ambassadors will also receive an Ambassador shirt, event equipment, promotional tools, and Squash BC will help cover event-related expenses such as court time or refreshments (up to \$150 per event).

For more details, check out our WSW Support & Resources Package.

Want to learn more or get connected with a WSW Mentor? Email jess@squashbc.com—we're here to help!



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THE POWER OF HOSTING WSW EVENTS

- **Recruit New Members and Participants**

- Recruit women who are new to and/or returning to the sport
- Leverage your community – spouses, relatives, and friends of players
- Encourage members from other sports within the club to join squash for additional fitness or social benefits



- **Engage Your Members**

- Provide an opportunity for women to start their season with a fun and welcoming event
- Give the opportunity for your members to meet each other and form new friendships
- Spark the demand for female-focused programming after Women's Squash Week

- **Increase Facility and/or Coach Revenue**

- Recruit & retain new members
- Give your club professional or coach access to a new group for programs
- Market your existing programs to a new audience



BOOST YOUR EVENT'S IMPACT WITH SQUASH BC

By registering your WSW event(s) with Squash BC, you'll add visibility and value to your efforts.

Registered events receive:

- Customizable facility poster templates
- Social media image templates for easy promotion
- Event balls provided by Squash BC
- A Google Form registration page **optional*
- A Club Locker registration page **optional*
- Promotion on the Squash BC WSW Event Page
- Access to WSW Ambassadors and Mentor communications and support

Make your event stand out and reach more participants and complete the [WSW Event Sign-Up Form](#) or reach out to jess@squashbc.com for more information



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EVENT REGISTRATION

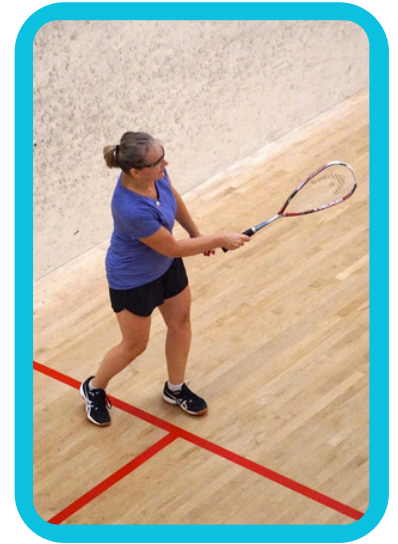
EVENT REGISTRATION PLATFORMS

Squash BC will create a Google Form template for all events to be used as event participant registration.

Here are some examples of other platforms you can use for your event registration:

- A Club Locker Registration Page
- Internal Club Registration Systems
- EventBrite

If you want Squash BC to create a Club Locker Registration or access to the WSW Google Form registration page, please indicate this when you complete your [event registration](#).



EVENT REGISTRATION INFORMATION

Participant Information:

- Full Name
- Contact Info (email and phone #)
- Age
- Gender
- Squash Experience
- Emergency Contact Info
- Required Waivers

Event Details

- Date
- Time
- Location
- Equipment Needed (if any)
- Registration Fee (if applicable)
- Other info as required

ADDITIONAL CONSIDERATIONS

- Ensure your registration process is quick and the page is easily accessible
 - Consider platforms that don't require a login for new participants
- Charging a nominal fee places value on the experience you're providing
- Add an allergies section if you are providing food or beverages for your event



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PARTICIPANT RECRUITMENT

TYPES OF WSW EVENTS

- Introductory Lesson
- Bring a Friend Event
- Intro to Rules
- Exhibition Matches
- Squash and Mingle
- Mini-Tournament
- Round Robin
- Queen of the Court
- Meet & Greet with Club Coaches
- Women's Club Open House
- Squash & Sip
- Mother & Daughter Squash Night

Events Ideas That Target New Participants

- **Bring a Friend Event:** There are no better spokespeople for your club or programs than your existing members. Let them help promote by introducing their friends to the sport. This also greatly reduces the intimidation factor of trying something new, as everyone will know at least one other participant.
- **Facility Open House:** Using Women's Squash Week as a Facility Open House can be a great way to get people in the door. Again, this is a great way to leverage your existing community members.
- **Meet the Coach:** If your facility has a regular coach or club professional, using them in your event can be a big draw. As well, when participants engage with the coach, they are more likely to continue forward with their programs.

Important Things to Remember

- **Provide the Required Equipment:** Having equipment available for participants to use will help attract those new to the sport. As well, Squash BC highly recommends using progressive balls (single dot or lower) to allow participants to more easily experience success.
- **Welcome Your Participants:** Be sure to welcome and introduce yourself to new participants. It's important all your participants feel comfortable and know who to talk to about the event and your club. Your participants will look to you as an Ambassador to be that friendly and welcoming face!
- **Communication is Key:**
 - Send out communication one (1) week prior to your event to remind your participants of the event details, share any updates, and introduce your leadership team.
 - Send out a final reminder 1 day - 2 days prior to the event, reminding of equipment, attire, and any parking details.



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MARKETING YOUR EVENT

Squash BC offers the following support to help you promote your WSW Event

- **Event Poster:** Squash BC will create a custom WSW event poster that can be used around your facility and community. We encourage you to post this poster at local community centres and hubs in your area.
- **Social Media Templates:** Squash BC will provide you with social media templates that can be used for your club's Facebook, Twitter and Instagram.
- **Marketing on Squash BC Event Page:** Squash BC will display your event both on the Squash BC [WSW Page](#) and the Squash BC [WSW Club Locker Event](#).



How to Promote Your Event

- Post your Squash BC WSW Event posters in your facilities and around the community.
- Send an email with event details and what WSW is to all your current and past club members.
- Encourage members to invite their non-squash playing partners, friends, and peers to the event.
- Post your event information on your club's website and social media platforms, Squash BC will provide all clubs with a social media template they can use across various social media platforms.
- Be sure to tag @SquashBC on all social media post so that we can re-share the post on the Squash BC social media accounts.



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EVENT DAY ESSENTIALS

PARTICIPANT EQUIPMENT

- Squash Racquet (if not provided)
- Indoor Non-Marking Shoes
- Appropriate Attire
- Water Bottle
- Towel
- Change of Clothes if offering additional social component
- Eye Guards*

**Squash BC recommends the use of eye guards for all introductory squash events but are not required (Unless the event is Doubles/Squash 57 or if participants are 19 years of age or younger, where eye guards are mandatory)*

AMBASSADOR ESSENTIALS

Each event will require different equipment to run successfully, here are a few things that you should consider bringing.

- WSW Ambassador Shirt
- Balls
- Extra Racquets
- Cones/Pylons
- Sanitized Extra Eye Guards

If you don't have access to the equipment above, ask your club admin or other members to see if they can help supply your event (or reach out to Squash BC).



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EVENT CHECKLIST

PRE-EVENT

- ☺ Review the WSW Ambassador Package.
- ☺ Meet with your facility leaders to determine what type of event you'll offer. Things to discuss in this meeting may include:
 - Date and time of your WSW event(s)
 - Confirm court availability for your WSW event(s)
 - Determine what type of events would be the best fit
 - Determine a budget for your events (ex. Food, drinks, prizes, court fees)
 - Identify your WSW team (ambassador, coach, club pro, other)
 - Contact Squash BC for potential ambassadors or female coaches to support your event.
 - Identify your main point of contact with Squash BC for the event
- ☺ Register your event using our online [WSW Event Submission Form](#)
- ☺ Create your registration form, or contact Squash BC for assistance
 - **Note:** *If you indicate in your event submission that you want to use Google Forms or Club Locker to register participants, Squash BC will take care of this step for you!*
 - Review page 3 for information on registration forms.
- ☺ Finalize your marketing materials with Squash BC to promote your event at your facility and community.
- ☺ Share event information with your members through social media, emails, and word of mouth.
- ☺ Communicate with your event participants prior to the event with reminders, updates, and any other notes to help them prepare in advance.



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EVENT CHECKLIST

EVENT DAY

- ☺ Print all needed materials:
 - Participant List
 - Any club promotional materials or handouts for participants
 - Club Waiver (if needed)
 - Squash BC Participant Feedback QR-Code Poster
- ☺ Wear your Squash BC WSW Ambassador Shirt
- ☺ Post the Squash BC WSW Participant Feedback Form QR Code Poster
- ☺ Arrive at the club early to set up your event and welcome new participants
- ☺ Ensure all other WSW volunteers are aware of event details and plan-of-action
- ☺ Ensure playing surface is clean and safe for all participants
- ☺ Take event photos of the event including:
 - Picture of the Ambassadors
 - Group picture of participants & Ambassadors
 - Action photos of the event
- ☺ Promote future women's squash programming to event participants

POST-EVENT

- ☺ Send an email to all event participants within two (2) days of the conclusion of the event, this email should include the following:
 - Thank you for participating in the WSW event
 - Any promotional materials to engage participants and promote why to continue with the club
 - [Squash BC WSW Participant Feedback Form](#)
- ☺ Send WSW event participant lists and pictures to jess@squashbc.com
- ☺ [Complete the Squash BC Ambassador Feedback Form](#)



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RETAINING PARTICIPANTS

PLAN AHEAD TO KEEP THE MOMENTUM GOING

Women's Squash Week is just the beginning! To make the most of your event and the connections you build, we strongly encourage Ambassadors and facilities to plan follow-up activities in advance. Having next steps ready—like trail programs, special offers, or ongoing women's only sessions, making it easier to retain the new participants and guide them toward becoming long-term players or members. A successful WSW event opens the door, your post event engagement is what invites them to stay.

Post-Event Communication: Following up with participants shows you value their involvement and encourages them to stay connected. A quick thank-you or invite to future programming helps build lasting engagement. A survey will give you insight into the delivery of your event, and ways to engage participants in the future. Squash BC can provide ready-to-use templates to make this easy.

Club Welcome Package: A simple Welcome Package with club info, program options, and how to get involved helps new participants feel more comfortable and confident about returning. It's a great tool for reducing barriers and turning guests into regulars.

Trial Memberships: Trial memberships give new players a low-pressure way to explore your club, while giving you a chance to highlight everything your community offers. Have this offer ready at your event to make the next step easy and appealing.

Special Offers on Lessons or Programs: Exclusive offers—like discounted lessons or intro programs—can boost follow-through. Work with your club pro to design a welcoming package just for WSW participants and help them feel supported from the start.

Ongoing Women's-Only Programming: Keep the momentum going with regular women's-only sessions. Whether it's drop-ins, lessons, or mixers, continuing what drew them to WSW in the first place builds community and keeps participation strong.

Equipment Access: Offer equipment rentals or discounts so participants can keep playing without needing to buy gear right away. Removing this barrier helps more players stick with the sport long-term.



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WSW EVENT SUPPORT

Squash BC will provide all member facilities hosting a 2025 WSW event with the following event support. This support is intended to help cover event-related costs such as court time, equipment, ambassadors, or promotional materials.

LEVEL OF SUPPORT	EVENT REQUIREMENTS	EVENT RELATED COSTS
LEVEL 1	<ul style="list-style-type: none">• 10 or fewer participants• Minimum 1 Ambassador	<ul style="list-style-type: none">• \$50 toward event related costs• 3 Balls• 1 Ambassador Shirt• Squash BC Facility Customized Poster• Squash BC Marketing Materials
LEVEL 2	<ul style="list-style-type: none">• 11 to 25 participants• Minimum 2 Ambassadors	<ul style="list-style-type: none">• \$100 toward event related costs• 6 Balls• Up to 2 Ambassador Shirts• Squash BC Poster & Marketing
LEVEL 3	<ul style="list-style-type: none">• 26 or more participants• Schedule at least one follow-up event following WSW to engage female members• Minimum 3 Ambassadors	<ul style="list-style-type: none">• \$150 toward event related costs• 9 Balls• Up to 3 Ambassador Shirts• Squash BC Poster & Marketing

Squash BC requires all programs to be operated by a Safe Sport complaint representative to ensure an accessible, inclusive, respectful of all participant's personal goals, and is free from all forms of maltreatment. For WSW 2025, a minimum one of the Ambassador(s) must complete one of the following modules:

- CAC Safe Sport (virtual module) - Free
- Commit to Kids (virtual module) - \$12 + GST
- Make Ethical Decisions (virtual in-person module) - \$50+



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EVENT SUPPORT TERMS & CONDITIONS

To ensure timely delivery of equipment and marketing materials, events must be submitted by **September 3, 2025** (please note delivery may be subject to shipping delays).

Ambassadors and events must be registered by August 10th to guarantee preferred sizing for the WSW Shirt.

To create a safe and inclusive environment that respects all participants, WSW Ambassadors are required to meet Squash BC's Safe Sport Standards. For WSW 2025, Ambassadors must complete one (1) of the following learning modules prior to their event:

- CAC Safe Sport (virtual module) - Free
- Commit to Kids (virtual module) - \$12 + GST
- Make Ethical Decisions (virtual in-person module) - \$50+

Participating facilities, or Ambassadors must complete the following post event requirements by October 15, 2025:

- Submit a completed post-session report
- Provide a participant list including name, email, and age, using the template provided by Squash BC
- Submit one or more event photos, or share them via social media (Facebook or Instagram) and tag @SquashBC
 - 1 Photo of event Ambassadors
 - 1 Photo of event participant & Ambassadors
 - Minimum 1 action photo of the event
- Complete an [Ambassador Feedback Form](#)

In addition, all participants must sign a photo/video waiver to allow Squash BC to use event imagery in future promotional materials.



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WOMEN IN SQUASH

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FOLLOW-UP PROGRAM SUPPORT

Squash BC is committed to helping facilities and community leaders expand female-focused squash programming beyond WSW. This year, we are offering additional support to facilities that continue programming starting between October 15th and November 30th. Eligible programs and events can receive up to \$100 in support to help cover costs such as equipment, coaching, or program related social activities. We are here to collaborate with you to ensure more meaningful, female-focused events are planned and delivered successfully.

WOMEN IN SQUASH PROGRAM

LEVEL OF SUPPORT	EVENT REQUIREMENTS	PROGRAM SUPPORT
LEVEL 1	<ul style="list-style-type: none">• A minimum 4 week program• 3 to 8 Weekly participants	<ul style="list-style-type: none">• \$50 toward program related costs• 3 Balls
LEVEL 2	<ul style="list-style-type: none">• A minimum 4 week program• 9 Weekly participants or more	<ul style="list-style-type: none">• \$100 toward program related costs• 6 Balls

Please note that Women in Squash programs can be weekly structured drop-in sessions or a regular weekly instructed sessions. To be eligible for support, facilities must complete and meet Women's Squash Week Funding completion requirements. Please refer to page 13 for all requirements, funding for event programs will be paid following the completion of their Women in Squash - Program Support Report. If you are interested in hosting a Women in Squash Program, please register your program using the [2025 Women in Squash Follow-Up Program Support](#).

WOMEN IN SQUASH

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PROGRAM TERMS & CONDITIONS

To ensure timely delivery of equipment and marketing materials, events must be submitted by **October 15, 2025** (please note delivery may be subject to shipping delays).

To create a safe and inclusive environment that respects all participants a Safe Sport Representative is required to meet Squash BC's Safe Sport Standards. For WIS events and programs, the Safe Sport Representative must complete one (1) of the following learning modules prior to their event:

- CAC Safe Sport (virtual module) - Free
- Commit to Kids (virtual module) - \$12 + GST
- Make Ethical Decisions (virtual in-person module) - \$50+

Participating facilities, or ambassadors must complete the following post event requirements by December 15, 2025:

- Submit a completed post-program report
- Provide a participant list including name, email, and age, using the template provided by Squash BC
- Submit one or more event photos, or share them via social media (Facebook or Instagram) and tag @SquashBC
- Complete an Event Organizer Feedback Form

In addition, all participants must sign a photo/video waiver to allow Squash BC to use event imagery in future promotional materials.



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