



PARTNERSHIP PACKAGE



About Us

Squash BC is the non-profit Provincial Sport Organization for squash in British Columbia.

Our Mission: To grow, promote, and support the sport of squash throughout British Columbia

Our Vision: Squash is a thriving, accessible, and inclusive sport for all British Columbian's to enjoy.

Core Values: Access & Inclusion, Collaboration, Growth Mindset, Innovation & Sharing, Service Excellence

Key Strategic Priorities:

Grow & Support our Sport

Support & Engage our Community

Develop & Protect our Infrastructure



Our Audience:

2400+

Individual
Members

30+

Facility
Members

60+

Sanctioned Events per
Season

4000+

Annual Competition
Participants

7000+

Digital
Audience

1500+

Monthly Active Web
Users

Partner with Squash BC to grow the game and connect with athletes, families, and communities across British Columbia.



Sponsorship Tiers Overview

Squash BC recognizes that sponsors may wish to support multiple initiatives such as combining tournament sponsorship with participation program sponsorships. To maximize sponsor impact and provide flexibility, we offer custom and thematic sponsorship packages upon request.

Tournament Tiers



- | | |
|---|-----------|
| • Platinum/Title - Naming rights, premier branding, 12+ visibility | \$10,000+ |
| • Gold/Presenting - High-profile branding, spotlight posts, 8 visibility | \$5,000 |
| • Silver/Supporter - Mid-level branding, shared recognition, 5 visibility | \$2,500 |
| • Bronze/Foundation- Entry-level support, group thanks, 3 visibility | \$500 |

Participation Tiers



- | | |
|---|----------|
| • Legacy Leader-Program presenting sponsor 10+ visibility | \$7,500+ |
| • Community Builder - Supporting program sponsor, 6 visibility | \$5,000 |
| • Game Changer - Recognition in chosen program, 4 visibility | \$2,500 |
| • Friend of Squash - Group recognition and awards mention, 3 visibility | \$500 |

In-Kind Contributions



- | | |
|---|---------|
| • Community Builder - Logo placement, solo recognition, 6 visibility | \$5,000 |
| • Game Changer- Logo placement, solo recognition, 4 visibility | \$2,500 |
| • Friend of Squash - Group recognition, acknowledgement, 3 visibility | \$500 |

For business that cannot provide cash sponsorship but still wish to contribute, we welcome in-kind donations. Recognition is based on fair market value (FMV) of the contribution and benefits are aligned with equivalent tiers.

Examples of In-Kind Contributions include: event winner prizes, draw prizes, tournament swag, event services.

Sponsors may fulfill up to 25% of their sponsorship tier value through approved in-kind contributions.



Visibility Menu & Add-On Opportunities

Visibility

- On-Site Branding - banners, court tins, event signage, division
- Digital Presence- website, digital newsletter
- Social Media Recognition- spotlight posts, recap features
- Print & Apparel - logo on programs, posters, drawsheets, apparel
- Ceremony Recognition- verbal mention during awards, presentations
- Community Engagement- sponsor spotlight, grassroots tie-in
- Hospitality & Access - VIP seating, social access (Gold +)
- Sponsor Activation - meet & greet opportunities, pop-ups (Silver+)

Add-On Opportunities

- Social Sponsor - \$2,500
 - Named sponsor of the social
 - Logo on placement at the event and recognition in related announcements
- Division Sponsor - \$500 per division
 - Named sponsor of a tournament division
 - Verbal acknowledgement during awards
 - Recognition in event recap posts





Tournament Properties



October 3 - 5, 2025
Evergreen Squash Club
West Vancouver

150+ PARTICIPANTS

NJC Platinum



November 13 - 16, 2025
Hollyburn Country Club
West Vancouver

180+ PARTICIPANTS

PSA Challenger 3



February 27 - March 1, 2026
Vancouver Squash Academy
Richmond

100+ PARTICIPANTS



April 9 - 12, 2026
Host TBD
Location TBD

170+ PARTICIPANTS



May 23, 2026
Shawnigan Lake School
Shawnigan Lake

60+ PARTICIPANTS



60+ PARTICIPANTS

February 17 - 22, 2026
Vancouver Lawn Tennis Club
Vancouver



30+ PARTICIPANTS

January 17 - 18, 2026
Host TBD
Location TBD



Participation Properties

Singles & Doubles Leagues

Vancouver Squash League/ Vancouver Women's Squash League
Vancouver Doubles League/ Vancouver Women's Doubles League

650⁺ PARTICIPANTS

School Programs

Squash In Schools
Jesters Post Secondary Program

4000⁺ PARTICIPANTS

Junior Pathway

Squash Starters, Silver Series events, gold series events
Intro to squash play and competition

150⁺ PARTICIPANTS

Community Development

Roving Ambassadors Program
Community Champions Program

150⁺ PARTICIPANTS

Women In Squash

Women's Squash Week
Annual Conference
Mentorship Program

500⁺ PARTICIPANTS

Official & Coach Development

Courses
Mentorship & Development

60⁺ PARTICIPANTS

High Performance Program

Training & Development
Camps

30⁺ PARTICIPANTS

Thank You

We are grateful for your interest in supporting squash across British Columbia. Your partnership makes a real impact, helping us expand participation, strengthen operations, and grow the sport we all love.

With our custom sponsorship options, you can align your brand with meaningful opportunities that reach new audiences while directly contributing to the development of athletes, programs, and communities across the province.

Together we are building a stronger, more inclusive future for squash in BC.

Thank you for being part of the journey.



SQUASH BC



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