

SQUASHBC PRESENTS

BC WOMEN'S SQUASH WEEK 2019

LIVE @ 26 BC CLUBS AND FACILITIES
SEPTEMBER 14-22



SQUASH BC

COMMUNITY PARTNERS:



PROMOTION PLUS
GIRLS AND WOMEN IN
SPORT AND PHYSICAL ACTIVITY

SPORT
BC



WHY HOST A WOMEN'S SQUASH WEEK EVENT

SquashBC's Women's Squash Week (WSW) is one of the most successful player recruitment tools in the sport association's suite.

With a proven record of success your club's participation in WSW 2019 will:

1. Increase Membership

- Drives new and returning female players
- Increased players will mobilize more enthusiasm to play from friends and family; action breeds action

2. Improve Member Engagement

- Increases interaction with new members and helps to engage existing members
- Generates excitement for the sport
- Encourages members of other club programs to join squash to reap the fitness and social benefits

3. Drive new revenue for the coach and the club or facility

- Increases demand for lessons
- Increases participation in tournaments, leagues, and other events/programs

4. Grow the sport of squash at your club and in the province

- Keeps existing players engaged and your women and girls program vibrant

STATS FROM 2018

- 308 Participants
- 16 Clubs/Facilities
- 18 Events

2019 GOALS

- Increase the number of participants by 60%
- Increase the number of clubs/facilities by 10
- Increase the number of events by 15

WHY WOMEN AND GIRLS PARTICIPATE

- To get or stay fit
- Learn a new sport than can be played all year round
- Compete in an interactive, supported environment
- Expand their social network, meet new friends, and have fun!

HOW TO GET STARTED

THE WSW CHECK LIST

- ✓ Review the Toolkit
- ✓ Choose your female ambassador/champion
- ✓ Determine available resources, potential event date(s) and times
- ✓ Prepare an event program plan
- ✓ **Register your club/facility on SportyHQ**
- ✓ Prepare a promotion plan and promote your event
- ✓ Find local sponsors to defray social costs
- ✓ Identify volunteers and assign tasks as needed
- ✓ FOLLOW UP:
 - Pre-Event:* Confirm participant registration
 - Post-Event:* Convert players into members
 - SquashBC** will follow up with a survey to all registrants

HOW TO USE THIS TOOLKIT

SquashBC and **Women & Girls in Squash** are providing you with this toolkit to help you plan and run your event.

This toolkit package includes:

1. Female Ambassador/Champion Role
2. Event Activities
3. Promoting Your WSW Event
4. Communicating with Participants
5. Support from **SquashBC**



1. FEMALE AMBASSADOR/CHAMPION ROLE

Having a female champion is vital to the success of your **WSW** program. Identify a woman who has the passion and commitment to help create a successful **Women's Squash Week** event.

The Female Ambassador/Champion will support and/or be responsible for:

- Recruiting women to play (spreading the word, sending out emails and managing social media)
- Recruiting and organizing other volunteers
- Coordinating a social activity (wine and cheese, meet and greet, etc)
- Distributing **Women's Squash Week** participation goodies provided by **SquashBC**
- Communicating and following up with participants on ongoing activities, tournaments, programs and membership opportunities to encourage future involvement

2A. EVENT ACTIVITIES

TIPS

- Choose event activities that work for your club/ facility and your members
- Optimize participation by scheduling the event on an evening or weekend
- Include squash-related activities combined with a social component to maximize opportunities for participants to mingle and meet members

IDEAS

- Learn the fundamentals
- Introduction to rules and reffing
- Exhibition match
- Warm up and stretches
- Skills and drills
- Mini tournament
- Lightning round
- Round robin
- Queen of the court
- Meet and greet
- Wine and cheese



SUPPLIES CHECK LIST

- Equipment for first time players – goggles, racquets, balls
- First aid kit
- Sign in sheet to confirm attendees
- Waivers for last minute registrants

RESOURCES CHECK LIST

- Club Pro
- Female Ambassador/Champion
- Volunteers
- Coaches

2B. EVENT ACTIVITIES

SAMPLE EVENT PROGRAMS

Tiered Format

- Introduction to rules
- Teach some fundamentals
- Provide opportunity to play
- End day with social component

Example #1

- Refereed exhibition game (B/C level)
- Have everyone participate with drills
- Play mini-games
- Finish the day with social activity in lounge area



Example #2

- Start with introductions -Understanding levels and reasons for interest
- Review rules and fundamentals
- Do Drills and mini-games
- Combine exhibition match with social activity

3. PROMOTING YOUR WSW EVENT

Creating awareness about your WSW event is vital to maximize participation!

- **REGISTER EARLY!** Drive program attention through **SquashBC** marketing
- **DIGITAL MEDIA:** Post event in your club newsletter and/or website
- **SOCIAL MEDIA:** Post event in your club's social media platform (*sample template provided by **SquashBC***)
- **POSTERS:** Put up club event posters provided by **Squash BC**

Strengthen your WSW event promotion with incentives that make it more attractive for women and girls in your community to participate

- *Discounts on membership (1st month free, 50% off 3 months)*
- *Discounts on lesson packages (2 for 1, set of 5 for 3)*
- *Discounts on equipment purchases at your pro shop*
- *Bring a friend and enter a draw to win a prize*
**Each club is encouraged to solicit sponsorship and prizes from the local community to add value to your event*

**SPREAD
THE
WORD**



- Spread the news and encourage non-squash playing partners, family, friends and coworkers to spread the word and participate
- Email past participants and invite them to come out for this year's event

4. COMMUNICATING WITH PARTICIPANTS

Pre-Event Reminder

Three to four days before your event send out an email to all the registered participants reminding them of the date, time, location, the itinerary, as well as what supplies/gear they should come with.

- Workout gear
- Non-marking court/running shoes
- Towel
- Water bottle

Post-Event Follow Up

Follow up is vital to encourage future involvement in the sport as well as membership in your club!

- Send out an email the day after the event thanking the participants
- Continue to engage via email inviting the participants to upcoming tournaments, programs, activities and membership opportunities
 - Drop-ins
 - Coaching packages
 - Discounts on club memberships and/or pro shop gear
 - Sign up for squash league teams
- Create a community (sharing email addresses, using social media) to encourage continued engagement between participants and members

5. SUPPORT FROM SQUASHBC

SquashBC is committed to supporting Women's Squash Week to make each individual WSW event a successful one!

SUPPLIES PROVIDED BY SQUASHBC

- Tailored facility posters for each registered club/facility (*digital version to be emailed upon complete registration*)
- Squash Balls
- **Women's Squash Week** branded goodie for each participant
- Draw prizes

SQUASHBC PROMOTIONAL SUPPORT

- **PR: Clubs and facilities registered early will be supported by an individual PR plan**
- **Digital Marketing:** Postings in **SquashBC** newsletter and website
- **Social Media:** A template will be provided to each registered club/facility that will include social media hash tags, key messaging and photos that can be used in your promotion. **SquashBC** will also be providing additional social media support in all **WSW** phases from the promotional lead up to **WSW** week through to post **WSW** messaging.

FOR MORE INFORMATION CONTACT: office@squashbc.com
OR GO TO: <http://www.squashbc.com/w/play-squash/women-in-squash>

