

2022 Canadian National Squash Championships



JACK POOLE PLAZA (VCC) June 1-5, 2022



The Event

- June 1st-5th, 2022
- Community programming June 6th-7th, 2022 open to Squash BC and Vancouver stakeholders
- Hosted at Jack Poole Plaza (VCC) and the Vancouver Lawn Tennis Club
- 48 Canadian professionals competing for \$15,000 prize money
- 350 masters athletes competing for 26 Championships
- 250 tickets and 8 Corporate boxes available daily
- Viewing open to the public for up to 5000 spectators daily
- Player Opening Reception
- Closing Ceremony and Gala
- Live Entertainment
- Nationally televised
- Hospitality/VIP area



About Squash Canada

Canadian Market Demographics

- **350,000+** Players in Canada
- **30,000+** Squash Canada Members
- **100K+** Average Annual Income
- **81%** Have University Degree or Higher
- **36%** are Senior Management, Equity Partners, or Business Owners
- **80%** Own Their Own Homes

Global Demographics

- **15+ Million** people play squash world-wide in over **185 countries**
- **200+** PSA events globally every year
- **750,000+** Total PSA Followers Across All Platforms



Our Vision

- Squash is one of the healthiest, most dynamic and diverse sports in the world.
- Our community fosters inclusion, leadership, sportsmanship and excellence on and off the court.
- Squash Canada's vision is to be a world leader by growing and exposing the sport while developing world class athletes across the nation.



MEDIA

CBC Gem streaming during the 2021 Squash Canadian Championships

- Over 17K event viewers nationally
- Over 52K reached globally



Hollie NAUGHTON
Canadian squash player

Community Programming

- June 6th and 7th the glass court will be made available for grassroots and community programming to grow the sport
- Partners include Squash BC, Vancouver clubs and all stakeholders



Title Sponsor \$100,000

- Squash Canada Platinum Corporate Partner 2022-23 including logo on website, Team Canada uniforms, monthly e-news to 20,000 squash players, 4 press releases/social media campaigns annually
- Naming right of the event “2022 Your Company Canadian Women’s and Men’s Open”
- Full activation at event including logo on glass court front wall, VIP area, booth, any agreed upon promotions
- Championship Trophy presentation and speaking opportunity



Title Sponsor \$100,000

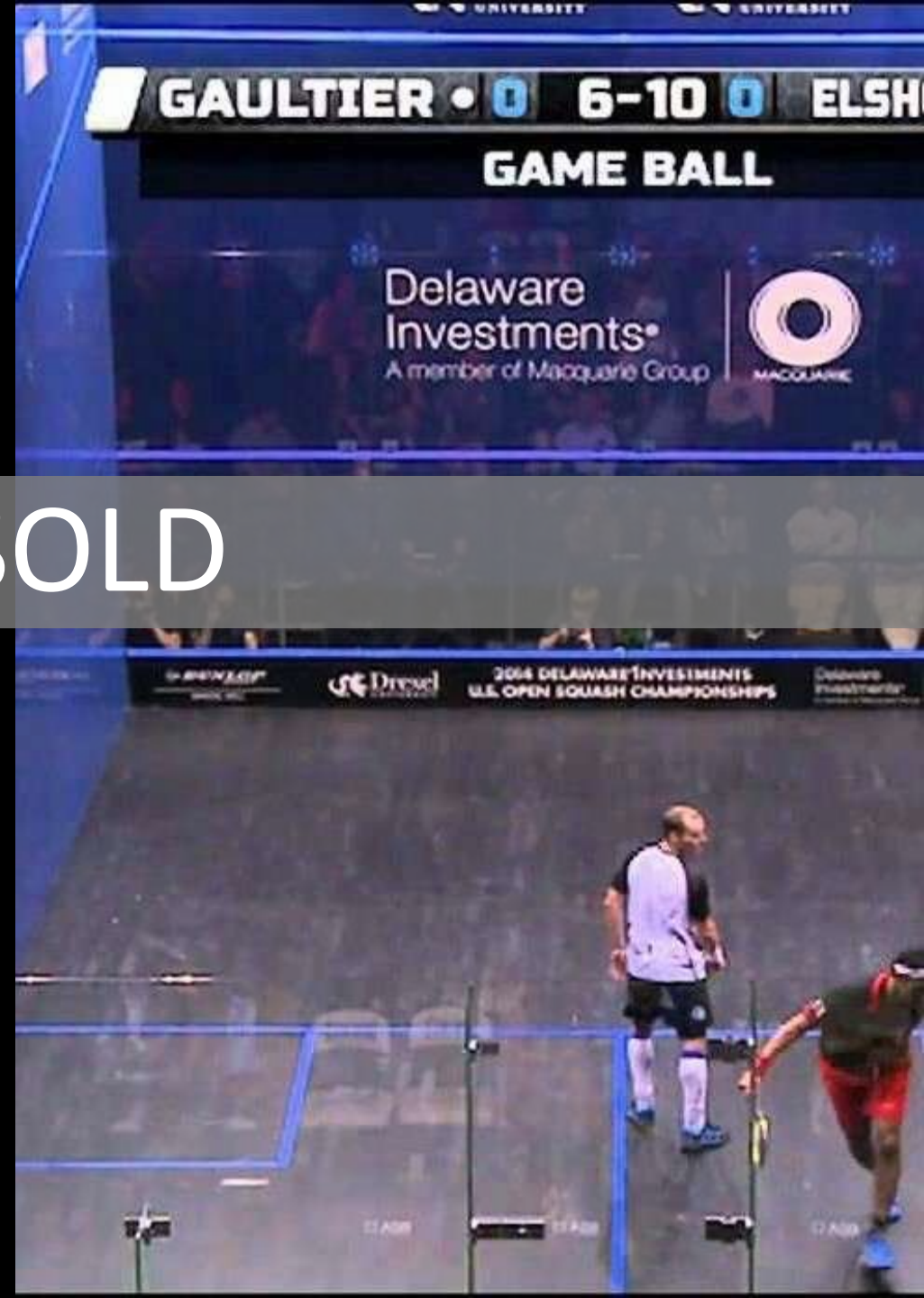
- Title sponsor exposure on National Broadcasting
- 2 Corporate Boxes (12 tickets) to all sessions including event long VIP/hospitality, 12 logo'd tournament souvenirs
- 4 hours access to glass court at off-peak hours including interaction with athletes
- Opening night players reception and closing night gala



Presenting Sponsor \$50,000

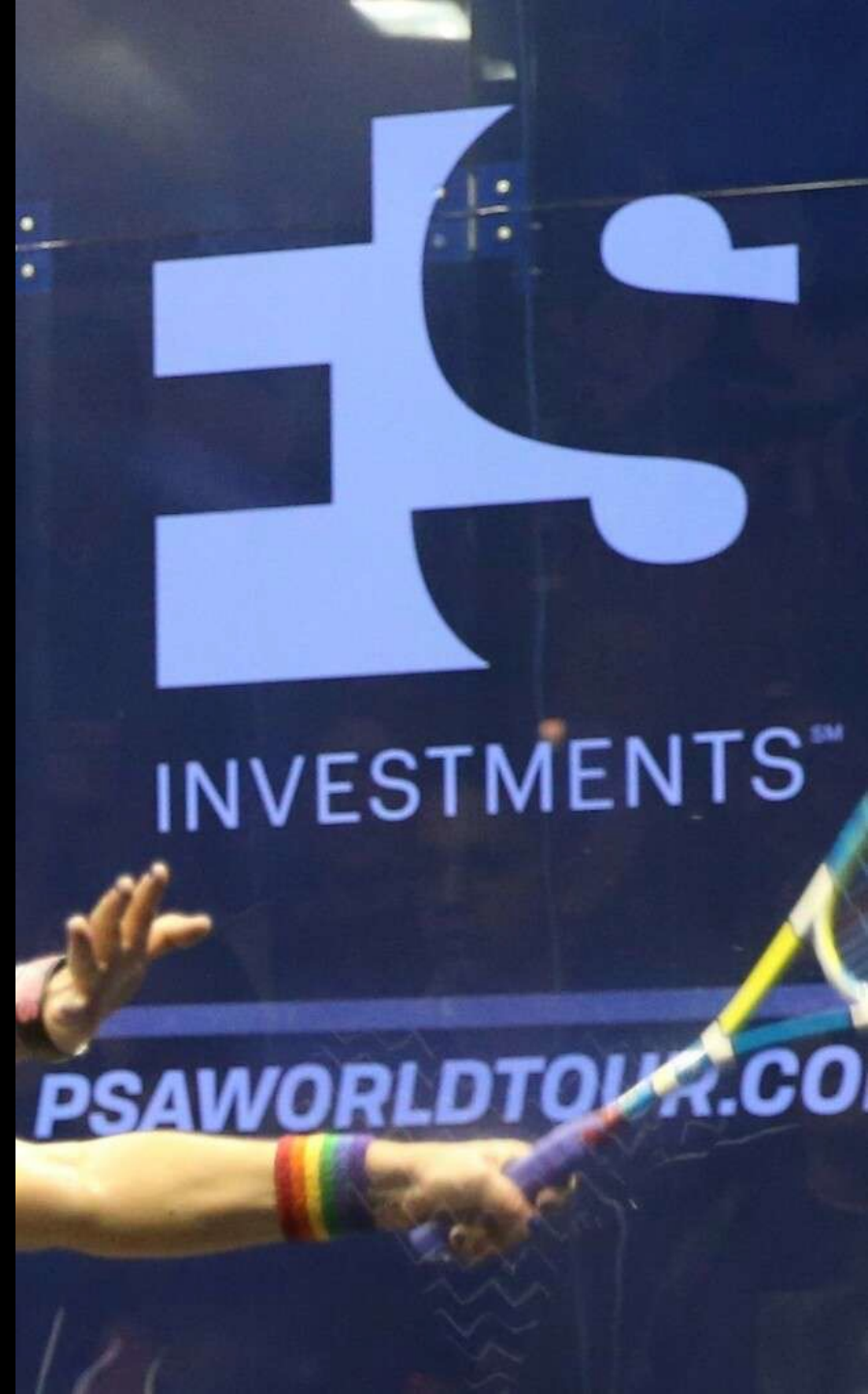
- Squash Canada Gold Corporate Partner 2022-23 including logo on website, Team Canada uniforms, monthly e-news to 20,000 squash players, 2 press releases/social media campaigns annually
- Presenting rights of the event “2022 Title Sponsor Canadian National Championships Presented by Your Company”
- Full activation at event including logo on glass court front wall, VIP area, booth, any agreed upon promotions
- Presenting sponsor exposure on PSA SquashTV and National Broadcasting
- 1 Corporate Box (6 tickets) to all sessions including event long VIP access
- 6 logo'd tournament souvenirs.
- 2 Hours Access to glass court at off-peak hours including interaction with athletes
- Opening night players reception and closing night gala

SOLD



Platinum \$25,000

- Squash Canada Silver Corporate Partner 2022-23 including logo on website, monthly e-news letters to 20,000 squash players, 1 press releases/social media campaign annually
- Logo on glass court front wall, VIP area, booth, any agreed upon promotions
- 1 Corporate Box (6 tickets) to all sessions including event long VIP access
- 6 logo'd tournament souvenirs
- 1 Hour Access to glass court at off-peak hours including interaction with athletes
- Opening night players reception and closing night gala



Gold \$10,000

- Squash Canada Bronze Corporate Partner 2022-23 including logo on website, monthly e-news letters to 20,000 squash players
- Logo on glass court side wall, VIP area, booth
- 1 Corporate Box (6 tickets) to all sessions including event long VIP access
- 6 logo'd tournament souvenirs
- Opening night players reception and closing night gala



Silver \$5,000

- 1 Corporate Box (4 tickets) to all sessions including event long VIP access
- 4 logo'd tournament souvenirs
- Logo on tournament program and all printed materials
- Opening night players reception and closing night gala





WE ARE UNSQUASHABLE

**PANAM
SPORTS**

BE PART OF THE FUTURE

We look forward to discussing partnership opportunities with passionate, dynamic, and forward thinking organizations.

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