



The 2017 NASH Cup

PSA Mens 15 & Womens 15

London Squash & Fitness Club (LSFC)
London, Ontario

September 18th to September 23rd

SPONSORSHIP AGREEMENT

This memorandum is designed to set out expectations that will apply to each party. It is not a formal contract, but seeks only to set out the rights and obligations in advance to avoid any misunderstanding. The rights and obligations are not exhaustive. The NASH Cup Committee and sponsors are encouraged to develop and implement innovative promotional opportunities. This agreement is confidential and details will not be disclosed with other parties.

TOURNAMENT HISTORY

The NASH Cup has been run at LSFC since 2008. It has drawn many of the worlds top rising stars, and helped develop the professional careers of the regions top players. London offers one of the most complete squash development programs in the country, and The NASH Cup has become an important part of this structure. Since inception, the NASH Cup has paid out over \$120K USD in prize money & raised over \$30K for local developmental squash.

TOURNAMENT GOALS

1. Maintain the purse at a level that all Canadian professionals can compete
2. Equalize prize money for male and female players
3. Provide the best possible spectator experience
4. Run the best non-championship amateur draws in Ontario
5. Raise funds for developmental squash in the London region



SQUASH DEMOGRAPHICS

Squash is on the upswing in Canada while enjoying tremendous popularity globally. As of 2008 the sport was played by approximately 20 million people worldwideⁱ on 49,908 courts in 188 countries (June 2009). It is one of the world's fastest growing sports.

In Canada, squash is played by more than a quarter of a million people over the age of 15. This is more people than cycling, and more participants than gymnastics, track and field, and figure skating combined. Players compete at over 425 clubs (private/public) with the greatest concentration in Ontario. There are over 1,620 squash courts in Canada (2003). As of 2009 Canada had the 9th highest number of courts for any country.

ABOUT SQUASH

- In 2003 Forbes magazine ranked squash No. 1 among the healthiest sports. "With convenience on its side 30 minutes on the squash court provides an impressive cardio-respiratory workout". This article continues to be sighted today. In 1 hour of squash a player may expend approximately 600 to 1,000 caloriesⁱⁱ
- Racquet Sports Industry Magazine has reported that squash is the only racquet sport that is growing in the United States, based on court construction and gear sales. Most U.S. players have a college degree, and it is estimated that more than half earn \$100,000 U.S. annually (Chicago Tribune)
- Squash has been part of the Commonwealth and Asian games since 1998. In 2015 it was part of the Pan-Am Games in Toronto Ontario featuring both singles and doubles. It has narrowly missed inclusion in Olympic competition in 2012; 2016 and 2020. A new bid is expected to be launched for 2024.
- **The PSA** – As of September 2016 the Professional Squash Association (PSA) World Tour had 811 members from 75 countries (543 men & 268 women). England (102); Egypt (72); Pakistan (59); Australia (49) and Malaysia (38) have the most players. There were 227 sanctioned events in 2016 offering total prize money of \$5,500,500 USD. Total prize money is forecast to grow 12.5% in 2017 to \$6,250,000.



SQUASH IN LONDON & ONTARIO

There were 662 squash courts in Ontario in 2014. Outside of the GTA, London is the strongest center for squash in the province. With a population of 381,000 the city represents only 2.7% of populous, but has 32 courts (or nearly 5% of the total) spread among 9 facilities. London Squash & Fitness has been operating near capacity for the past 7 years, and facilities throughout the city have seen a strong increase in the number of players.

- **London Squash and Fitness is home to the regions junior programs** and currently has 50+ players aged 4-13. In Ontario junior participation in provincial events increased 11% from 2009 to 2014. The Gary Waite Tour features monthly events in communities across Southwestern Ontario and helps junior players prepare for provincial level play.
- **In 2014 the Southwestern Ontario Squash League has 4 divisions; 8 clubs; 32 team** and over 250 participants. There are over 3,000 league players across Ontario
- **Western University has the strongest squash program in the country.** The men's team has won the OUA Championships a record breaking 33 consecutive years and is currently ranked 14th in the US College rankings (June, 2017). The women's team has won more provincial championships than any others in the league.

The members of London Squash & Fitness are a driving force of squash in the region and are a major reason for this tournaments success. In 2016 nearly \$6,000 was raised for developmental squash during the NASH Cup.

Squash, like many other top professional sports, awards ranking points to tournament participants based on total purse size. The total onsite prize money of \$25,000 USD is equal to the third largest event in Canada for 2016 and will attract players from every corner of the globe.



1. Company Information:

Company Name:	
Contact Person:	
Job Title:	
Address:	
City:	
Province:	
Postal Code:	
Telephone No.:	
Fax No.	
E-mail address:	

2. Sponsorship Levels:

NASH Cup - Presenting Sponsor - \$10,000	Value	Complete
Event naming rights	Priceless	
4 transferable full week hospitality suite tickets	\$1,500	
Logo on trophy and all promotional items	Priceless	
Main court front signage from September through November	\$750	
Recognition by the event moderator each night		
Exclusive Champaign celebration with the tournament champion		
4 tickets to the 'Thursday Lunch with the Pros'	\$40	
4 entries to take part in the Pro Am Event	\$200	
Recognition through Facebook & Twitter communications		
Logo rotation in live online scoring applications ⁱⁱⁱ	\$250	
Additional in-club signage during event (on sponsors initiative)		
Additional in-club signage in lounge above main court	\$750	
High profile website link from www.nashcup.com (12 months)	\$500	
Logo on professional and Amateur draw postings		

Women's Sponsor and Skills Challenge - Presenting Sponsor	Value	\$3,500
All items covered by Gold Level Sponsorship	\$2,170	
Main court front signage from September though November	\$750	
Naming rights for specific events and trophies	Priceless	
Company Logo on trophy and all printed materials	Priceless	
Increased exposure within LSFC and on the Web		
Gold Sponsor	Value	\$2,500
2 transferable full week hospitality suite tickets	\$750	
Company Logo on all posters; banners and in tournament program		
Court front signage on LSFC courts for September through November	\$750	



Recognition by event moderator at the trophy presentation		
2 tickets to the 'Thursday Lunch with the Pros'	\$20	
2 entries to take part in the Pro Am Event	\$100	
Recognition through facebook and twitter communications		
Logo rotation through live online scoring application (i.)	\$250	
Additional in-club signage during event (on sponsors initiative)		
Additional in-club signage in lounge above courts 1 or 2	\$500	
High profile website link from www.nashcup.com (12 months)	\$500	

Blue Sponsor	Value	\$1,000
2 full week main floor tickets	\$450	
2 tickets to the 'Thursday Lunch with the Pros'	\$20	
Recognition by event moderator at the trophy presentation		
Company logo on posters, banners and in tournament program		
Logo rotation through live online scoring application (i.)	\$250	
Additional in-club signage in lounge above courts 1 or 2	\$500	
Website link from www.nashcup.com (12 months)	\$250	

In-Kind Silent Auction Sponsor	variable
<ul style="list-style-type: none"> Items displayed on doubles court from Thursday to Saturday 	
<ul style="list-style-type: none"> Recognition in tournament brochure and sponsor posters 	

For added exposure sponsors may choose to include an item on the silent auction table, or contribute to the welcome packages provided to professional and amateur athletes.

Applicable Sponsorship Level and Fee:

Sponsorship Level	Fee

- All figures are before any applicable taxes
- Sponsorship "in-kind" is appreciated and recognized. For the above categories "in-kind" contributions will be reflected at 2/3rd of their stated value.
- Sponsor logo in .jpg format is required
- Modified packages available



Terms and Definitions

In-Club Advertising – All sponsor names and/or logos are included on in club advertising which includes posters; program; sponsor summary poster; and banner above the courts. Items such as posters are distributed to other clubs across the province up to 6 months in advance of the tournament.

Additional advertising within the club is available to sponsors at the Gold level and above at the sponsors initiative. Wall space up to 4x4 is available to those wishing to enhance their promotion.

Front Tin Advertising – The courts front tin is visible to all spectators; streaming; and tends to be displayed very well in tournament action photography. Presenting sponsors are provided space on both courts. Gold sponsors are spread across courts 1 & 2. All matches will be streamed in 2017.

Illustration of front tin:



Online Scoring and Streaming – The online scoring system was launched in 2013 and was enhanced with online HD streaming of matches on both courts in 2015. Advertising was added to both platforms in 2014 and rotates according to the level of sponsorship provided. All sponsors logos are included in the rotation. There were nearly 7,000 viewers in 2016.

Program – In 2014 the program expanded to 20 pages featuring event history; player biographies; and event details. Sponsor logos are featured predominantly on the back cover and presenting sponsors are provided additional advertising space within the pages.

Seating – Sponsor seating is 3rd row (first elevated row) or better. Gold level sponsors are entitled to hospitality suite access (which includes food and beverages from Wednesday through Saturday evenings).

Web Site – www.nashcup.com – The NASH Cup site sees significant traffic during the week of the event and all sponsors are offered the opportunity to link their company sites through their logos. Additional advertising space is also available to sponsors at the Gold level and above. Graphics are to be provided by the sponsor.



3. Payment and Invoicing

Payment of the sponsorship fee is due prior to September 1st.

❖ Payment by Credit Card

Master Card

Visa

Card Number: _____ Expiry date: _____

Cardholder's name: _____

Signature: _____

❖ Payment by Cheque

For payment by cheque please make it out to 'London Squash & Fitness Club.'

❖ Invoice - LSFC will send a copy of the invoice by e-mail.

5. Acceptance

The undersigned hereby accepts the terms and conditions set forth in the sponsorship agreement to sponsor The Nash Cup at the London Squash & Fitness Club to be held Monday September 18th – Saturday September 23rd 2017.

Signature: _____ **Date:** _____

6. Return of the Agreement

Please complete and return this agreement to Jay Nash by either:

- E-mail: jay.nash@nbc.ca
- Mail: London Squash & Fitness Club
76 Albert Street
London, Ontario N6A 1L8

ⁱ Up from 15 Million in 2003. 2003 data source Squash Ontario; 2008 source Wikipedia.

ⁱⁱ [http://en.wikipedia.org/wiki/Squash_\(sport\)](http://en.wikipedia.org/wiki/Squash_(sport))

ⁱⁱⁱ In 2014 online scoring and streaming reached 4,000 viewers in 52 countries. 46% of viewers were in Canada.