The 2018 NASH Cup

PSA Challenger 10

London Squash & Fitness Club (LSFC)
London, Ontario

September 18th to September 22nd

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 $150K USD in prize money & raised over $35K for local developmental squash.

TOURNAMENT GOALS

1. Maintain the purse at a level that all Canadian professionals can compete
2. Equal 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. Over 20 million people play squash worldwide[i] on 49,908 courts in 188 countries (US Squash). It is one of the world's fastest growing sports. As of 2017 the U.S. had the fastest growing squash participation of any country with a 66% growth rate since 2010 and nearly 2 million players. It has been the 12th fastest growing sport in the U.S. over the past three years (US Squash).

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.

Squash players and fans represent a highly targeted demographic of men and women, with median incomes of more than $300,000 USD and an average net worth of $1.5 million USD. Squash players are highly educated, of which 98% are college graduates and 57% have further graduate degrees (US Squash).

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 calories[ii]

- 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 October 2017 the Professional Squash Association (PSA) World Tour had 883 members from 78 countries (606 men & 277 women). England (115); Egypt (74); Pakistan (62); Australia (53) and USA (42) have the most players. There were 211 sanctioned events in 2017 offering total prize money of $5,865,200 USD.

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 384,000 the city represents only 2.7% of populous, but has 32 courts (nearly 5% of the total) spread among 9 facilities. London Squash & Fitness has been operating near capacity for the past 8 years, and facilities throughout the city have seen a strong increase in the total number of players.

- **London Squash and Fitness is home to the city's junior program** and currently has 50+ players aged 4-13. In Ontario junior participation in provincial grand prix events increased 37% from 2012 to 2015. The Gary Waite Tour features monthly events in communities across Southwestern Ontario and helps junior players prepare for provincial level play.

- **In 2017 the Southwestern Ontario Squash League had 4 divisions; 8 clubs; 28 team** and 213 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 34 consecutive years and is currently ranked 10th in the US College rankings (January, 2018). 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 2017 nearly $5,000 was raised for developmental squash during the NASH Cup.

1. Company Information:

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

2. Sponsorship Levels:

Category	Dollar Level	Number
Presenting Sponsor	**$10,000**	**1**
Women's & skills Challenge	**$7,500**	**1**
Gold Sponsor	**$2,500-$5,000**	**10**
Silver Sponsor	**$1,000-$2,500**	**15**
In-Kind Sponsor	**Under $1,000**	**no limit**

- 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
- Each sponsorship package is adjusted to the needs of each sponsor

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; the live stream; 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 2018.

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 and rotates according to the level of sponsorship provided. All sponsors logos are included in the rotation. The live stream was viewed by 13,000 unique devices in 2017.

Program – 20 pages featuring event history; player biographies; and all other tournament 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 4th row (second 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. Additions advertising space is also available to sponsors at the Gold level and above. Graphics are to be provided by the sponsor.

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

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