

# NASHCUP 2015



## SPONSORSHIP AGREEMENT

### The 2015 NASH Cup

PSA Mens Challenger 15 & Womens Tour 5

London Squash & Fitness Club (LSFC)

London, Ontario

September 14<sup>th</sup> to September 19<sup>th</sup> 2015

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.



Friday January 15th, 2015

Dear Valued Partner,

Following on the success of the 2014 NASH Cup, our tournament committee looks forward to building on an amazing event.

The NASH Cup has been run at London Squash and Fitness Club 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 integral part of this structure. Since inception, the NASH Cup has paid over \$75K in prize money & raised over \$25K for local developmental squash.

We look forward to partnering with you to strengthen our tournament goals which are outlined below.

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 spectator experience**.
4. Run the **largest non-championship amateur draw** in Ontario.
5. **Raise funds for developmental squash** in the London region.

We are excited to present the 2015 NASH Cup Sponsorship Package. It offers various opportunities throughout the week to connect to our squash community and ensure the success of the tournament. Please review and we look forward to deepening our partnership in 2015.

Regards

Jay Nash

Tournament Chair

## OVERVIEW

### 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 worldwide 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 1,620 squash courts in Canada (2003). As of 2009 Canada had the 9<sup>th</sup> 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".

In 1 hour of squash, a player may expend approximately 600 to 1,000 calories.

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 more than half earn \$100,000 U.S. annually (Chicago Tribune).

"It's a very cerebral game - it's akin to chess," says Chicago neurobiologist Dr. Sangram Sisodia, who learned to play the game as a child in India. As a researcher of Alzheimer's disease, adds the Tribune, he firmly believes in increasing blood flow to the brain through such exertion. "Squash has beneficial aspects physically, mentally and emotionally."

Squash has been part of the Commonwealth and Asian games since 1998. In 2015 it will be part of the Pan-Am Games in Toronto Ontario. It has narrowly missed inclusion in Olympic competition in 2012; 2016 and 2020. A new bid is expected for 2024.



## **ABOUT SQUASH IN LONDON AND ONTARIO**

There are 662 squash courts in Ontario (2014). Outside of the GTA, London is the strongest center for squash in the province. With a population of 367,000 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 5 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 54 players from ages 4-13. In Ontario junior participation in provincial events has 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 squash 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 OAU Championships for 31 consecutive years and is currently ranked 9<sup>th</sup> in the NCAA. 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 2014 nearly \$7,000 was raised for developmental squash during the NASH Cup.



## **SPONSORSHIP LEVELS**

### **PLATINUM PRESENTING SPONSOR - \$10,000**

- Event Naming Rights
- Four Transferable Full Week Hospitality Suite Tickets
- Logo on Championship Trophy
- Logo on All Promotional Items
- Main Court Front Tin Signage (September till November)
- Recognition by the Event Moderator Each Night
- Exclusive Champagne Celebration with the Tournament Champion
- Four Tickets to the 'Thursday Lunch With the Pros'
- Four Entries to the Pro-Am Event
- Continual Recognition through Facebook and Twitter
- Logo Rotation in Live Online Scoring Application
- Additional In-Club Signage During the Event (on Sponsor's Initiative)
- Additional In-Club Signage Above the Main Court (till Sept. 2016)
- High Profile Website Link on Tournament Website (nashcup.com)
- Logo on Professional Draw Postings
- Logo on Amateur Draw Postings

**Limited Availability - Only 1 Available**

### **WOMEN'S PLATINUM SPONSOR - \$5,000**

- Naming Rights for the Women's WSA Event
- Title Sponsor for the Saturday Evening Skills Challenge with the Pro's
- All Items Covered by the Gold Level Sponsorship
- Main Court Front Tin Signage (September till November)
- Company Logo on Trophy and all Printed Materials
- Increased Exposure within LSFC
- Increased Exposure on the Web (through nashcup.com, Facebook and Twitter).

**Limited Availability - Only 1 Available**



### **GOLD SPONSOR - \$2,500**

- Two Transferable Full Week Hospitality Suite Tickets
- Logo on All Printed Promotional Items
- Main Court Front Tin Signage (September till November)
- Recognition by the Event Moderator at Champion Trophy Presentation
- Two Tickets to the 'Thursday Lunch With the Pros'
- Two Entries to the Pro-Am Event
- Continual Recognition through Facebook and Twitter
- Logo Rotation in Live Online Scoring Application
- Additional In-Club Signage During the Event (on Sponsor's Initiative)
- Additional In-Club Signage Above the Main Court (till Sept. 2016)
- High Profile Website Link on Tournament Website ([nashcup.com](http://nashcup.com))

**Limited Availability - Only 12 Available**

### **SILVER SPONSOR - \$1,000**

- Two Full Week Floor Tickets
- Two Tickets to the 'Thursday Lunch With the Pros'
- Recognition by the Event Moderator at Champion Trophy Presentation
- Logo on Posters, Banner and in Tournament Program
- Logo Rotation in Live Online Scoring Application
- Additional In-Club Signage Above Court 1 & 2 (till Sept. 2016)
- Website Link from Tournament Website ([nashcup.com](http://nashcup.com)) till Sept. 2016

**Limited Availability - Only 10 Available**

### **A'LA CARTE SPONSOR - (\$500 to \$5,000)**

- Sponsorship Rights are Negotiable
- Silent Auction Items Displayed Throughout Tournament
- Recognition in Tournament Brochure and Posters

**For added exposure, all sponsors (platinum, gold and silver) may choose to include an item on the silent auction table, or contribute to the welcome packages provided to all professional and amateur athletes.**

## SPONSORSHIP 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. Platinum sponsors are provided space on both courts. Gold sponsors are spread across courts 1 & 2. All matches will be streamed in 2015.

**Online Scoring and Streaming** – The online scoring system was launched in 2013 and was enhanced with online HD streaming of matches on the main court in 2014. 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. NOTE - the 2014 online scoring and streaming reached 4,000 viewers in 52 countries. 46% of viewers were in Canada.

**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 3<sup>rd</sup> 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](http://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.

## COMPANY INFORMATION

**Company Name:** \_\_\_\_\_

**Sponsorship Level:** Platinum \_\_\_\_\_ Gold \_\_\_\_\_ Silver \_\_\_\_\_ Ala Carte \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Payment by Credit Card** (full payment due on September 1st, 2015)

Master Card \_\_\_\_\_ Visa \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

**Payment by Cheque** (full payment due on September 1st, 2015)

Please make cheque payable to 'London Squash & Fitness Club.'

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

**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 14<sup>th</sup> – Sunday September 20<sup>th</sup> 2015.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please **complete and return this page** of the agreement to Jay Nash by either:

E-mail: [jay.nash@nbc.ca](mailto:jay.nash@nbc.ca)

Mail: London Squash & Fitness Club  
76 Albert Street  
London, Ontario N6A 1L8