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SCOTTISH
SGUASH

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Oriam Heriot-Watt University



An attractive opportunity for companies wishing to support a world class event local, regional & national coverage



## Opportunity to be a partner with The Springfield Scottish Squash Open Championships

of UK players come from wealthiest 10% of population

of working professionals chose to play squash as their preferred lunchtime sport, topping a poll that included gym work, tennis and golf

**850m** global household TV reach

5,000
spectators & competitors attend the British National Squash Championships

500 male players on the professional World Tour, representing 62 countries

No. T healthiest sport in the world according to Forbes magazine

185 nations play squash

25m

people play squash around the world every year

countries have National Associations recognised by the world squash federation

**10th**most popular and played sport in the UK

calories on average are burned during an hour's game

50,000 squash courts in the world, 20% in the UK

Over **130** PSA World Tour Events played across 49 countries





Fanatically loyal to the sport, the Scottish squash audience represents a premium demographic for sponsors

- The sport has a prominent AB socioeconomic base
- 35% are 'Symbols of Success' the group which represents the wealthiest people in Britain
- Over a million players
- One of the most attractive demographics in Scottish Sport
- 74% of squash players are well educated, having attended Higher Education institutes









- The championships receive prominent national, regional & local media coverage
- Dedicated PR resource ensures strong strategic coverage leading up to, during & post event
- Integrated communication platform includes: championship website, promotion through International Squash Magazine, social media, web-streaming & international SPORT group database of over 60,000 UK squash players, enthusiasts & consumers







Brand exposure & a premium platform to showcase products & services

Official sponsorship & partner packages are available that integrate branding, hospitality & PR benefits



An attractive opportunity for companies wishing to support a sport at which British players are truly world class & an event which receives extensive local, regional & national coverage Bespoke sponsorship packages can be tailored to suit specific requirements, including:

- Naming rights with sector exclusivity
- Venue branding
- Promotion through event, online & print marketing collateral
- 'Money Can't
  Buy' experiences,
  including VIP
  hospitality & access
  to Britain's leading
  world-class players





## **Contact**

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