



## Partnership Opportunities Events Pillar



### EVENTS

Major Events

National  
Championships

National League

Annual Awards



# Our Commercial Structure

We have formulated a comprehensive commercial structure, based on three focal pillars, that encompasses Scottish Squash's target areas and achievements as set out in our strategic plan.



We are inviting partners to join us and our journey to develop squash in Scotland and together, realise a joint vision for the future of the sport.

This is an exciting proposition for any brand looking to align itself with a narrative of growth and success through various opportunities for brand and product exposure with local, regional, national and international coverage.



# Major Events

We believe in using the power of major events to inspire the next generation as well as providing a platform to support community development.

We're developing the Springfield Scottish Squash Open into a future world leading event.

Additionally, we work in partnership to bid and secure major events to take place in Scotland and are interested in working with partners to identify mutually beneficial events.

2024 Springfield Scottish Squash Open

Date TBC, approximately October 2024

Scotland

[www.scottishsquashopen.com](http://www.scottishsquashopen.com)



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# Partner Benefits

The table highlights some of the benefits associated with partnership packages. The list is not exhaustive and further details can be shared on request.

Rights & Benefits Category	Rights	Benefits	Tier 2 (Official Partner)  2 available	Tier 3 (Official Supporter)  Multiple available
Branding	Official event website	Company logo & links to company website displayed on event website	✓	✓
	Field of play branding	Prominent field of play (on-court) branding within venue	✓	
	Off court branding	Extensive branding around venue	✓	✓
	Tickets	Dedicated space for branding on event ticket website	✓	
	TV & broadcast branding	Dedicated advertising time-slot on broadcast and stream outlets. Time allocation dependent on agreements with outlets. Partnerships with BBC Sport & BBC iPlayer.	✓	
Marketing & Communications	General	Media opportunities throughout build-up, event and post event	✓	✓
	Social media	Extensive social media opportunities	✓	✓
	Press opportunities	Press release to announce partnership with official photoshoot	✓	✓
Database	Scottish Squash consumer database	Prominent advertising opportunities through Scottish Squash mailing database	✓	✓
Tickets & Hospitality	Accreditation passes	Accreditation passes to event days	✓	✓
	VIP hosting	Invitation to event partners celebration event during the event with the option to invite additional guests	✓	✓
Spectator Engagement	Spectator engagement discount	Ticket discount code offered to spectators that interact with partner materials	✓	
Athlete Appearances	Employee engagement	Engagement through tailored ‘meet and greet’ sessions for your company	✓	
		On-court experience with the sport’s stars. A chance to play/train with the professionals	✓	

Packages can be tailored to suit partner preferences. Scottish Squash welcomes the opportunity for prior discussion with potential partners.

# National Championships

As the national governing body, we take responsibility for the delivery of the annual National Championships across junior, senior & masters categories.

National championships range from girls and boys under 11 through to men's and women's over 75. Each year approximately 30 national titles are awarded between January and March.

We deliver National Championships at venues throughout Scotland providing a great opportunity to connect with local communities.

Scottish Senior National Championships  
Newlands LTC Glasgow, 17-19<sup>th</sup> May 2024

Scottish Masters National Championships  
Edinburgh Sports Club, 23-25<sup>th</sup> March 2024

Scottish Junior National Championships  
Aberdeen Squash & Racketball Club, 2-4<sup>th</sup> February 2024



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Rights & Benefits Category	Rights	Benefits	Headline Partner
Association	Naming rights	Event naming rights	✓
Branding	Scottish Squash website	Company logo & links to company website displayed on event/Scottish Squash website	✓
	Branding at event	Extensive branding around venue	✓
	Entry page	Dedicated space for branding on event entry page	✓
Marketing & Communications	General	Media opportunities throughout build-up, event and post event	✓
	Social media	Extensive social media opportunities	✓
	Press opportunities	Press release to announce partnership with official photoshoot	✓
Database	Scottish Squash consumer database	Prominent advertising opportunities through Scottish Squash mailing database	✓
Tickets & Hospitality	Accreditation passes	Accreditation passes for the Springfield Scottish Squash Open and any other major events secured and delivered by Scottish Squash	✓
	VIP hosting	Invitation to event partners celebration event during the Springfield Scottish Squash Open	✓
Presentations	Medal Presentations	Company representative at medals presentation on finals day	✓
Athlete Appearances	Employee engagement	Engagement through tailored ‘meet and greet’ sessions for your company with professional Scottish athletes	✓

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# National League

The Scottish club national league is the pinnacle team league in Scotland, offering both a men's and women's league. Clubs compete against each other across the course of the season aiming to become National Club Champions.

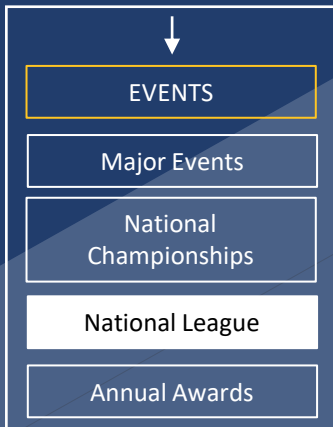
Teams attract some of the best players in the world to compete for their club including the world top 20 athletes.

The National Club Champions qualify for the annual European Club Championships, described as the Championships League of squash.

12 teams and growing

15+ league fixture days/evenings

Fixtures: September – April



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Rights & Benefits Category	Rights	Benefits	Headline Partner
Association	Naming rights	League naming rights	✓
Branding	Scottish Squash website	Company logo & links to company website displayed on event/Scottish Squash website	✓
	Branding at event	Extensive branding around venue	✓
	League page	Dedicated space for branding on league management page	✓
Marketing & Communications	General	Media opportunities throughout build-up, event and post event	✓
	Social media	Extensive social media opportunities	✓
	Press opportunities	Press release to announce partnership with official photoshoot	✓
Database	Scottish Squash consumer database	Prominent advertising opportunities through Scottish Squash mailing database	✓
Tickets & Hospitality	Accreditation passes	Accreditation passes for the Springfield Scottish Squash Open and any other major events secured and delivered by Scottish Squash	✓
	VIP hosting	Invitation to event partners celebration event during the Springfield Scottish Squash Open	✓
Presentations	Medal Presentations	Company representative at medals presentation on finals day	✓
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# Annual Awards

The Scottish Squash Annual Awards provide an opportunity to celebrate the clubs and individuals that make huge contributions to the game of squash in Scotland.

Sponsors can associate their brand with sporting excellence and engage with a potential new audience while been part of a celebration of squash in Scotland.

The 2024 event will build on the success of the 2023 event which was the first in-person annual awards evening for a number of years. The evening includes great food, live music and a professional host with the opportunity to socialise with some of Scotland's top athletes.

October 2024

Location TBC



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Rights & Benefits Category	Rights	Benefits	Headline Partner (£750)	Individual Award Sponsor (£300)
Branding	Venue branding	Extensive branding around venue during the awards ceremony	✓	✓
	Tickets	Dedicated space for branding on event ticket website	✓	
Marketing & Communications	General	Media opportunities throughout build-up, event and post event	✓	✓
	Social media	Extensive social media opportunities	✓	✓
	Press opportunities	Press release to announce partnership	✓	
Tickets & Hospitality	Tickets	Complimentary tickets to attend the award ceremony	✓ 10 tickets	✓ 4 tickets
	Hospitality	Opportunity to present the award on the evening	✓	✓

Packages can be tailored to suit partner preferences. Scottish Squash welcomes the opportunity for prior discussion with potential partners.



# An Iconic Event in an Iconic Location

Our vision is to create an iconic event in a quintessentially Scottish location, with the aim of promoting squash as a recognizable Scottish sport and to inspire a new generation of players.

This is currently an aspirational concept, but in the future we hope to make this vision a reality. Working with our partners, we will:

- establish a long-running flagship event on the PSA World Tour
- bring major sporting events to Scotland
- continue to raise the profile of Scotland as a Squash playing nation
- continue to promote and increase participation in Squash across Scotland







## Further Information

This presentation highlights some of the partnership opportunities associated with squash events throughout Scotland. We would be delighted at the opportunity to further the discussion and work together towards shared priorities.

We look forward to hearing from you.

## Contact

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