

Sponsorship
&
Advertising
Opportunities
with



4867 Ontario Street
Vancouver, B.C. V5V-3H4
Ph: 604-737-3084 Fax: 604-736-3527
E-Mail: kkydd@squashbc.com
www.squashbc.com

About



Squash BC is a dynamic organization providing high quality, athlete-centered development services. Squash BC strives to achieve excellence through trusting partnerships in an environment of fairness, integrity and mutual respect, which values all participants.

Squash BC's mission and first goal is,

“Squash BC is a non-profit organization providing leadership and direction for the growth and development of the sport of squash in BC. Squash BC will promote the growth of squash by providing orderly opportunities for the development of athletes and by encouraging participation in the sport through a variety of quality programs and activities organized by Squash BC and its partners.”

With this mission in mind, Squash BC works on a year round basis to organize and promote the game of squash in British Columbia. We could not accomplish this without the assistance of our many Partners. These Partners include:

- Our valued Sponsors and Advertisers
- Squash BC playing members
- Clubs and facilities which house the many squash courts in BC
- BC Government agencies which supply the core grant and gaming revenues

Squash BC will deliver a comprehensive marketing program enabling Sponsor and Advertising Partners to find increased value and market exposure for their products and services. We currently have several venues for our Partners to market their products and services to the squash players of British Columbia. These opportunities include:

- The Squash BC web site
- The Squash Book which is produced annually.

Each of these communication tools represents an excellent opportunity to promote your organization to the Squash community with BC.

The Squash BC Web Site:

www.squashbc.com

The Squash BC web site is one of our primary communication sources for the squash community within BC. The squash community accesses the web site for a variety of reasons including:

- Signing up for tournaments
- Checking their Squash BC rankings
- Following League play
- Accessing Coaching and Referee clinics
- Following links to other squash web sites

**The web site receives in excess of
one hundred thousand hits per year!!**

Squash BC offers banner spaces on the web site to allow sponsors and advertisers to increase their visibility within the squash community. In the interests of keeping the site simple, uncluttered and more tasteful, these opportunities will be limited.



The Squash Book:

- Squash BC produces The Squash Book annually and distributes it to players and clubs throughout the Province in a PDF digital form.

The Squash Book includes information on member clubs, board members, tournament schedules, squash programs, provincial champions, award winners and much more.

Sponsorship and Advertising Package:

Squash BC has developed a comprehensive marketing package for Sponsors and Advertisers. This package has been designed to allow you to maximize your market exposure while minimizing your sponsorship expenses. You decide where best to promote your company's products and services. We hope this "one stop shopping" approach will save you time and maximize your market exposure.

Please review the following and do not hesitate to contact Squash BC at your convenience.

Thank you for your time and support of Squash in BC!



Kevin Kydd
Executive Director, Squash BC
604-737-3084
kkydd@squashbc.com



Index:

Squash Player Demographics:	Page 5
Squash BC Web Site:	Page 7
The Squash Book:	Page 9
Company Information and Payment:	Page 11

Squash Player Demographics

In Canada there are over 250,000 squash participants playing. Player participant surveys prove that squash players are upscale, loyal, highly educated, decision-makers and professionals.

Gender

Men: 68%
Women: 32%

Age

Under 25 years old: 5%
26-35 years old: 25%
36-45 years old: 41%
46-55 years old: 22%
Over 56 years old: 7%

Occupations

Professionals: 61%
Management: 10%
Self Employed: 8%
Labourer: 8%
Clerical: 8%
Other: 5%

Home / Car

Single family dwellings: 71%
Homes valued at over \$225,000: 35%
Own two or more cars: 43%

Residence

Urban residents: 83%
Live in cities 25,000–100,000: 28%
Live in cities over 1,000,000: 24%

According to the Print Measurement Bureau (PMB) statistics, when compared to the general population, squash players are more likely to be:

Ages 18-24	144%
Aged 25-34	125%
Have a Post Graduate Degree	164%
Have 1 Bachelor's Degree:	152%
Single:	165%
Professionals:	153%
Senior Management/Owners:	167%
Employed full time:	135%
Annual Income \$75,000 +:	181%
Household Income \$75,000 +	180%
Credit Card (spend \$100+/month):	233%
2 cars at home:	134%
3+ cars at home:	124%



(Source: 1999 PMB two-year Readership Study)

Squash - the King of Sports

- One hour of playing squash at any level burns 814 calories.
- Forbes magazine ranks squash No. 1 among the healthiest sports, with "convenience on its side:"45 minutes on the squash court provides an impressive cardio-respiratory workout".
- Tennis Industry Magazine, now called Racquet Sports Industry, 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 by one's estimate more than half earn \$100,000 U.S. annually, says the Chicago Tribune
- Because of its global reach, squash suits business travellers
- "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."



Advertisements on the Squash BC Web Site:

The Squash BC web site is visited by thousands of people a year. In the year September 07 to March 08, Squash BC's web site registered 118,435 sessions. The people who use the web site are mainly squash players living in British Columbia, but we do have reciprocal agreements with web sites around the globe.

We at Squash BC feel that our web site is a very useful tool for the average Squash BC Member. A few of the services we provide.

- We have links to all the leagues in the province.
- We offer online registration for tournaments, Squash BC membership and coaching courses.
- The Ranking pages are some of the more sought after with everyone wanting to know just where they stand in the world of squash.
- We have information on rules, coaching, juniors and much more.



Once again this year we will be offering spots on the web site for advertisers and sponsors. When you go to our web site you will see the advertising spots from last year and the area for the advertisements. We will be doing the same this year.

For a complete list of costs for advertising on the

Squash BC web site, see Squash BC Rates for Web Site Advertising on the next page. A 5% discount will be given for each additional advertisement in any publication.

Squash BC Rates for Web Site Advertising:

Page	Hits	Cost
Top Right Corner of All Pages:	115, 401	\$900.00
Bottom Right of Home Page:	45,349	\$300.00

Sponsor a Page.

Page	Hits	Cost
Tournament Schedule Page:	33,451	\$500.00
BC Leagues Index Page:	28,406	\$500.00
Ranking, eleven pages:	27,185	\$500.00
Membership/Sign up, two pages:	8,820	\$400.00
Officiating Program:	3,040	\$300.00
Member Clubs pages:	2,861	\$300.00
Links Page:	1,540	\$200.00
About Squash BC Pages	1,949	\$200.00
Junior Pages:	1,642	\$200.00
Vision 20/20 Pages:	1,276	\$200.00
Doubles, five pages:	1,089	\$200.00
Business of Squash:	954	\$200.00
Coaching Program, two pages:	925	\$200.00
All other pages:		\$100.00

The screenshot shows the Squash BC website interface. At the top left is the logo for Squash British Columbia. A search bar is located at the top right. Below the header is a banner image with the text "Serving squash enthusiasts across the Province of British Columbia". A sidebar on the left contains a list of navigation links: Rankings, Tournament Schedule, Membership, BC Leagues, Member Clubs, About Squash BC, Business of Squash, 2020 Fund, Junior Squash, Coaching Programs, Officiating Programs, Doubles, Instant Squash, Rules of Squash, Masters, Job Opportunities, Links, and News Archives. The main content area features an advertisement for "ADVANTAGE Sport" (Sports Surfacing Specialists & Squash Court Construction) with the heading "The Business of Squash". Below this are several links: "Promote Squash in Your Club with Squash BC", "What Does a Club Have to Do to Keep Members?", "IF YOU BUILD IT... THEY WILL COME" (Suggestions for associate and club members to promote Squash BY HOWIE SNYDER), "Club/Facility Membership with Squash BC", "Individual Membership with Squash BC", "Advantage Sport Court Maintenance (Walls, Tempered Glass, Floors) by Mike Taylor", and "Sponsorship and Advertising with Squash BC". At the bottom, contact information for Squash British Columbia is provided: 4857 Ontario Street, Vancouver, BC V5V 3H4, Phone: (604)737-3084, Fax: (604)736-3527, and email: info@squashbc.com.

Advertising in "The Squash Book:"

Circulation:

"The Squash Book: A Complete Guide to Squash in BC", has an annual distribution to 4,000 e-mail addresses and will be mailed to 60 clubs. The Book is distributed to all Individual Members and Member Clubs across British Columbia.

Specifications:

The Squash Book that will be e-mailed will be in a PDF format all colour. The Squash Book that will be mailed to the clubs to be displayed in various areas of the club will be in an 8 1/2 by 11 inch book format with a combination of colour and B&W.

Back Cover Page Printed Version:

Back Cover > Four (Full) Colour (CMYK) on 60-lb. gloss book.
Submit fully composed high resolution file - see artwork requirements.

Artwork Requirements

Advertiser is responsible for supplying "The Squash Book "with the correct artwork. Digital Files Will be accepted with a PAPER PROOF INCLUDED for all insertions on a CD-ROM, or ZIP disk. (300 dpi, CMYK)

* BEST: Photoshop 6.0 TIFF complete files.

* GOOD: MACINTOSH Quark Express Files (3.3 or above), with all Post Script fonts and Photoshop TIFF logos.

* OK: Illustrator EPS files, with all fonts converted to outline.

>> Completed ads can be emailed to **rmpacey@shaw.ca**.

Other

"The Squash Book" and Squash BC reserve the right to refuse any ad for any reason. Prices and schedule are subject to change without notice.

Additional Charges

Advertiser will be held responsible for additional production charges if work is required on the submitted materials. Client will be billed at an hourly rate of \$40 per hour.

Advertising in "The Squash Book:"

FULL PAGE

Dimensions: 8 1/2" w x 11" h with .25" border sides.

Back Cover > Full Colour **\$700**

Front Inside Cover > B&W **\$550**

Back Inside Cover > B&W **\$550**

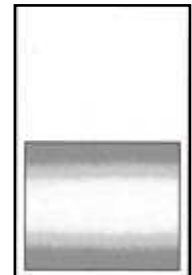
Inside Book > B&W **\$400**

Double Page Spread > Facing pages > B&W **\$700**



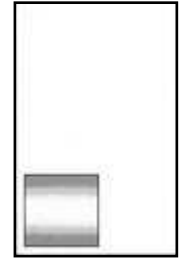
VERTICAL HALF PAGE

Dimensions: 4" x 10" > B&W **\$250**



HORIZONTAL HALF PAGE

Dimensions: 8" x 5" > B&W **\$250**



ONE THIRD PAGE

Dimensions: 8" x 5" > B&W **\$150**

ONE QUARTER PAGE

Dimensions: 4" x 4" > B&W **\$125**

Company Information:

Company Name: _____

Billing Address: _____

City: _____ Postal Code: _____

Contact: _____ Phone: _____

E-Mail: _____

Web Site Address: _____

Placements of Advertisements/Sponsorship:

Advertise In/On? _____

Area/Size? _____ Cost: \$ _____

Advertise In/On? _____

Area/Size? _____ Cost: \$ _____

Advertise In/On? _____

Area/Size? _____ Cost: \$ _____

Advertise In/On? _____

Area/Size? _____ Cost: \$ _____

Advertise In/On? _____

Area/Size? _____ Cost: \$ _____

5% Discount after initial Ad with each Ad thereafter: % -\$ _____

Total Ad Cost: \$ _____

Credit Card #: _____ HST: \$ _____

Expiry Date: _____ **Total:** \$ _____

Payment Terms:

Payment must accompany advertising/sponsorship submission.

Payment by Credit Card can be faxed with complete card info to 604-736-3527.

Make cheque payable to Squash BC and mail to:

4867 Ontario St.

Vancouver, B.C. V5V-3H4