



edmonton **SQUASH CLUB**

2018/19 Sponsorship

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A Message from the Edmonton Squash Club Board of Directors

The sport of squash has been around since 1830, and has grown to become one of the largest and best loved sports in the world. Since January 2016, The Edmonton Squash Club has become the home of squash in Edmonton. We are a non-profit society, with a primary goal to grow the sport through accessibility for all players. Here are some statistics on the club, as of September 2018:

- 4 International Squash Courts, 1 Hardball Doubles Squash Court
- State of the art 5 Camera Court Video system (Court 4)
- 4 licensed squash professionals on staff, “squash cannon” ball machine
- Fitness Area with cardio & weight equipment
- Squash pro-shop
- Foosball, table tennis, kid’s playroom (unsupervised)
- Fully licensed bar, food service, TV/Lounge area
- Men’s & Women’s change rooms w/lockers, showers, & steam room.
- Boardroom
- Membership of 290 and growing
- 24+ teams playing in the Edmonton Squash League Interclub season, representing several hundred additional non-members visiting the club each week.

The Edmonton Squash Club is building on the success with further investment into the facilities, and world class squash events every year such as:

- Pro Squash Exhibitions:
 - o August 3, 2018: The Beatdown in E-Town: <https://edmontonsquashclub.ca/psa-pros-vs-esc-pros-beatdown-in-e-town-exhibition-recap/>
 - o March 16, 2018: Raneem El Welily, Victoria Lust, Salma Hany, Hollie Naughton: <https://edmontonsquashclub.ca/event/womens-squash-exhibition>
https://youtu.be/kgDc-_kf18c
 - o Feb 11, 2017: Karim Gawad vs. Greg Gaultier. Global News Article: <https://www.youtube.com/watch?v=uRFPLHnp04M>
 - o Feb 6, 2016: Nour El Sherbini vs. Victoria Lust, Women’s Weekend. Youtube video: https://www.youtube.com/watch?v=_UWfxwBs8es

As part of a commitment to the sport – specifically junior squash, the ESC will host at least 1 Pro exhibition every year, featuring some of the best men & women squash players in the world. All club sponsorship signage will remain up during this event, with separate options for title sponsorship. Other notable events include:

- Canadian Masters Team Tournament
- AB Mixed Doubles Provincial Championships
- Edmonton Women’s Weekend
- Edmonton Squash League, October – April

All events are listed here: <https://edmontonsquashclub.ca/events/> and are promoted through local and social media:

Facebook: <https://www.facebook.com/edmontonsquashclub/>

Twitter: <https://twitter.com/YEGSquashClub>

Instagram: <https://www.instagram.com/edmontonsquashclub/>

Youtube: <https://www.youtube.com/channel/UC4-hHQLVKQBzLFU98qY-pKQ>

The strong membership base and exciting events present unique opportunities for businesses or individuals to showcase their brand, while supporting the sport of squash through sponsorship. Squash players represent a diverse demographic, with disposable income, and typically of between the age of 36-45 (25% between 26-35). Many players are small or medium-sized business owners. The Edmonton Squash club receives consistent daily foot traffic from squash players all over Alberta.

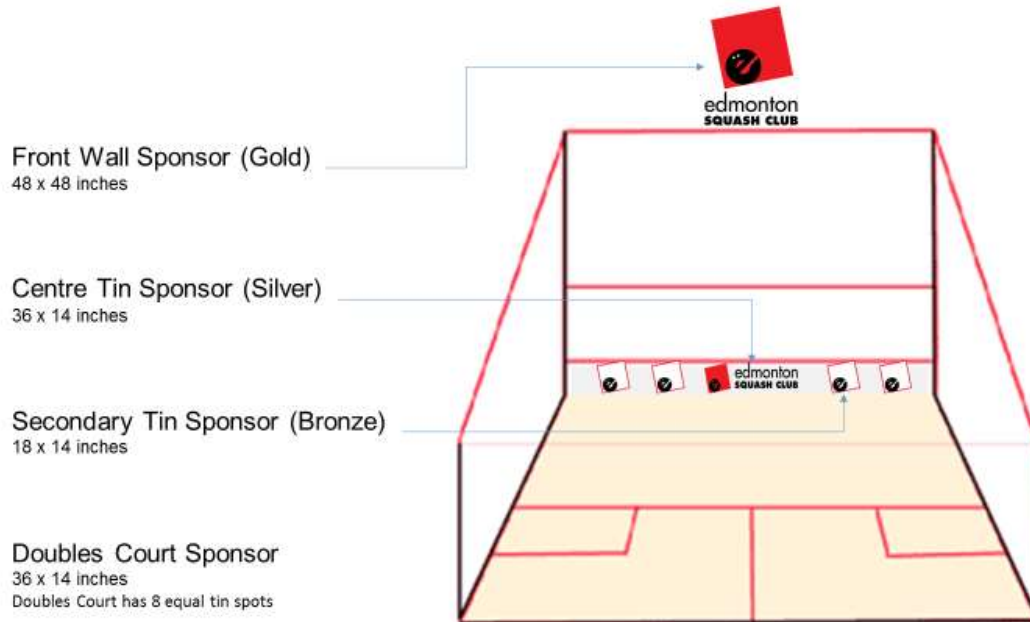
We have several sponsorship options outlined to take advantage of. We thank you for your continued support of the success of the Edmonton Squash Club! Sincerely, The ESC Board of Directors:

*Paul Gutteridge, Heather Sanregret, Sean Peacock, Jim Dawson,
Rainbow Williams, Aya Akamoto, Dana Janssen, Anthony Looy*

For inquiries about sponsorship, please reach out to a board member or email Jim Dawson (jimdawson@live.ca).



Court Signage Diagram & Sponsorship Package



All courts at the ESC are international squash court dimensions with glass backs, and have been professionally installed by Playcon. The Doubles Court is a regulation sized North American Hardball Doubles court, and one of only 2 in the Edmonton area.

Playsight Video Court: www.playsight.com

Court 4 is the “show court”, which features a state of the art 5 camera video streaming / recording system from Playsight. The system is used frequently by members for training & matches, which are then stored and played back at any time from a web browser. All matches from the Pro Exhibition & select tournament matches will be recorded, replayed throughout the year at the club, and posted on Youtube. This will generate significant additional exposure for the sponsor logos in this court, to a global audience.

Logo sizes and dimensions are approximate, and can be adjusted to suit each sponsor. The sponsor will be required to deliver a high-resolution copy of the logo in a .PNG, .EPS, or .SVG format. The Edmonton Squash Club will be responsible for the printing & mounting of the logo.

Gold Club Sponsor Court (\$5,000)

▪ Exclusive front-wall signage
▪ In place from October – September each year.
▪ Hyperlink from ESC Website & Facebook page
▪ Newsletter recognition

Silver Club Sponsor Court (\$2,000)

▪ Centre tin large logo signage
▪ In place from October – September each year.
▪ Hyperlink from ESC Website & Facebook page
▪ Newsletter recognition

Bronze Club Sponsor Court (\$1,000)

▪ Tin logo signage, on left or right side of Centre tin signage,
▪ In place from October – September each year.
▪ Hyperlink from ESC Website & Facebook page
▪ Newsletter recognition

Club Sponsor, Doubles Court (\$500)

▪ Tin logo signage, 8 spots available
▪ In place from October – September each year.
▪ Hyperlink from ESC Website & Facebook page
▪ Newsletter recognition

In kind Sponsorship

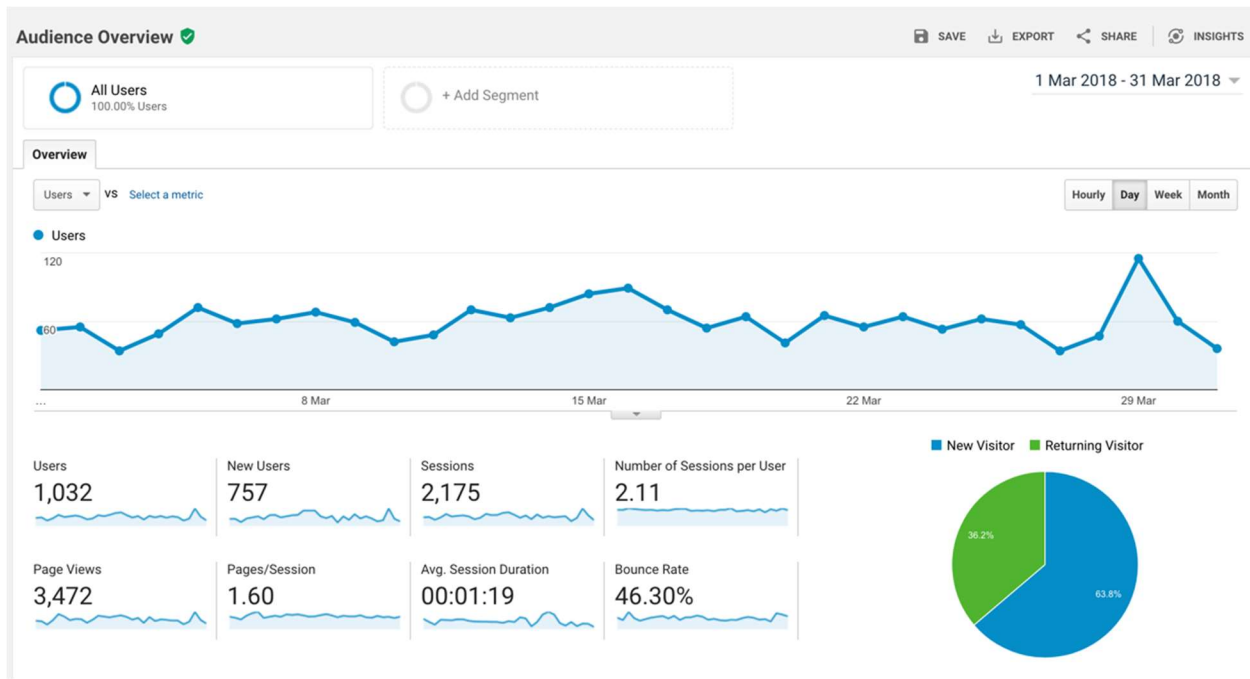
Some incredible members have already stepped with various contributions to get the Edmonton Squash Club up and running, and to enhance the membership experience for all. Opportunities exist at all levels to support the ESC, with cash or in-kind sponsorship of goods & services. All contributions of this nature will be recognized by name on the “**Friend of the Edmonton Squash Club**” wall, along with recognition in the newsletter.

Online Presence

All sponsors will have presence and a click-thru listing on the sponsor section of our website, plus a posting on Facebook, Instagram, & Twitter.

Sponsor Section: <https://edmontonsquashclub.ca/sponsors/>

Monthly Website Sample Stats:



Facebook Page Sample Stats: <https://www.facebook.com/edmontonsquashclub>

Week of Feb 20 - Feb 26



Edmonton Squash Club

[Promote Page](#)

[See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	47	58	-19.0%
Weekly Total Reach	5,300	5,195	2.0%
People Engaged	460	338	36.1%
Total Page Likes	445	435	2.3%

Edmonton Squash Club Sponsorship Agreement

This agreement is made and entered between "Edmonton Squash Club" (hereinafter referred to as "Company") and " _____ " (hereinafter referred to as "Sponsor").

1. **Term of Agreement.** This agreement shall commence on the date it is fully executed and shall continue in full force and effect for the period of the event unless this Agreement is terminated earlier pursuant to the provisions hereof.
2. **Rights to Sponsor's Logo, Trademarks, and Trade Names:** The use by the Company of the Sponsor's logo, trademarks, and trade name under the terms & conditions of this Agreement shall inure solely and exclusively to Sponsor, and the Company shall acquire no goodwill or other interest in them. Sponsor hereby grants the Company the restricted license to use the Sponsor's name for the purposes of identification and the promotion of specific events and activities of the Company. Sponsor also hereby grants to the Company the restricted license to use the Sponsor's logo, associated with the name of the Sponsor to carry out the Company's obligations under this Agreement. The term "restricted license" hereby requires Company to obtain prior written electronic approval by the Sponsor on any and all items for which the Sponsor's logo, trademark, and trade name will be used. This includes, but is not limited to, banners, promotional items, advertisements, and the like.
3. **Sponsorship Fee.** The fee payable by Sponsor to the Company shall be _____ (\$_____.00) which shall be due on _____, 20____. Payment not received by the due date will be in default of this Agreement.

Or

The fee payable by Sponsor to the Company shall be in four (4) equal installments in accordance to the following schedule:

Payment 1: (\$_____.00) shall be due on _____, 20____
Payment 2: (\$_____.00) shall be due on _____, 20____
Payment 3: (\$_____.00) shall be due on _____, 20____
Payment 4: (\$_____.00) shall be due on _____, 20____

Payments not received by the due date will be in default of this Agreement.

4. **Sponsorship.** Company warrants that he has the right to grant, and hereby grants to Sponsor the following rights during the term of this Agreement:
 - a. _____
 - b. _____
 - c. _____

In Witness whereof, the parties hereto have executed this Agreement by having their duly authorized representative(s) sign his/her/their name(s) in the respective spaces provided below:

For Company By:

_____	_____	_____	_____
(signature)	(print name of signer)	(Title)	(Date)
_____	_____	_____	_____
(signature)	(print name of signer)	(Title)	(Date)