



**2014 U.S. OPEN
SQUASH**
CHAMPIONSHIPS
DREXEL UNIVERSITY

OCTOBER 9-18, 2014

PHILADELPHIA

TABLE OF CONTENTS

About Squash in the United States

U.S. Open Squash Championships.....	3
U.S. Open History.....	4
Squash in the United States.....	5
Marketing Benefits.....	6
Social Responsibility.....	7

Sponsorships Benefits

Broadcast & Broadband.....	8
Advertising, Promotion & Marketing.....	9
Publicity.....	10
Branding, Hospitality & Tickets.....	11
Special Events.....	12
US SQUASH official sponsor.....	13
Category exclusivity.....	14

Sponsorship Activation

Schedule of Events.....	15
Promotional Opportunities.....	16
U.S. major tour stops.....	17
Club network.....	18
Life Time Fitness.....	19
Additional opportunities.....	20
Conclusion.....	21

Benefits Summary

2014 Seating Overview
2013 Sponsors

U.S. OPEN SQUASH CHAMPIONSHIPS

Comprehensive & Reinforced Branding On A Global Stage

The *U.S. Open Squash Championships* offer comprehensive and reinforced branding opportunities for the title sponsor year-round through active fan engagement for spectators attending the six-day event, online, through PR, streaming, and social media, an international television highlights package, and customized promotions.

Twenty million people play squash in 185 countries. The current No. 1 male player hails from Egypt, challenged by British, French and a multitude of international stars. The No. 1 female player is from Malaysia giving the sport a truly global presence from the USA to Europe and including Asia, India and the Middle East.

Squash TV, launched in 2010 by the PSA, has revolutionized access to the top level of the sport on a global basis with **300 matches broadcast live**

via the PSA's video-on-demand service.

The PSA and WSA World Series represent 120 tournaments played year-round from Australia to Argentina, South Africa to Mexico, and Kuwait to Canada, among other major international markets.

Among the global networks with dedicated coverage of major squash events are **Sky Sports, Ten Sports, One World Sports, Bloomberg TV, Fox Sports and the international news service, SNTV.**

Squash players are business owners and senior executives in upper management throughout corporate America along with research physicians, architects, attorneys, and accountants.



Nicol David of Malaysia is currently ranked world No. 1 in women's squash.



Ramy Ashour of Egypt is currently ranked world No. 1 in men's squash.



The U.S. Open Squash Championships, hosted by Drexel University in a world-class setting, provides an outstanding spectator experience with superb courtside client entertainment.

U.S. OPEN SQUASH CHAMPIONSHIPS HISTORY

The U.S. Open is the most prestigious squash tournament in the United States, and one of the most significant in the world. It is a major international display of supreme talent in squash, showcasing the top players from around the world, and bringing fanatical visitors from across the globe to view elite competition.

The event forms part of the professional World Series tour for both the Professional Squash Association (PSA) and Women's Squash Association (WSA). It is the **only combined World Series stop for both the Men's and Women's tour offering full prize money parity.**

Starting in 1954, the U.S. Open has a tradition of intense competition in a dynamic atmosphere. It has previously been held in iconic locations such as Michigan Avenue and Millennium Park in Chicago and Symphony Hall in Boston.

Since 2011, the U.S. Open has been held in Philadelphia, at the heart of the squash community, where Drexel University is transformed into a world-class showcase venue to host the prominent event.



SQUASH IN THE UNITED STATES

The United States has the fastest growing squash participation of any country worldwide. The most recent data from the Sports & Fitness Industry Association (SFIA) shows **a remarkable 82% growth between 2007 and 2011 to more than 1.2 million players.** Participation in junior squash events has increased 400% in the same period with more than 1,500 youngsters vying for national interscholastic championships annually.



☀️ Most importantly, squash players and fans represent a highly targeted and sought after demographic of men and women with **median incomes of more than \$300,000** and an average net worth of nearly \$1,500,000.

☀️ Squash players are highly educated. **98% of squash players are college graduates** with 57% having graduate degrees. Eighty-five colleges sent teams to the nationals in 2013, including all the Ivys, Stanford, UVA, and Vanderbilt.

☀️ *Forbes Magazine* has ranked squash as the **“world’s No. 1 healthiest sport”** ahead of rowing, running, and swimming, making an association with the sport of squash highly desirable.

☀️ **Adult players are engaged, passionate, and loyal.** In a 2013 survey by US Squash, more than 90% of respondents play frequently, and 65% have played for more than 10 years.



MARKETING BENEFITS

The vision for US Squash is for all people to have the opportunity to enhance their health and well being through the sport of squash.

“By promoting the sport of squash at the highest level we celebrate the best in the world. At the same time we increase the availability and awareness of squash and our supporters, and lay the foundation for providing the needed resources to introduce the benefits of squash to as many new players as possible.”

—Kevin Klipstein, President & CEO, US Squash

Sponsors of the U.S. Open Squash Championships receive extensive, quantifiable advertising and tangible marketing benefits as well as creating an association with a sport that is perceived as healthy, youthful, fun and accessible. In addition, there are opportunities to encourage a wide range of youth participation through cause-related (see Social Responsibility) marketing efforts providing intangible benefits.

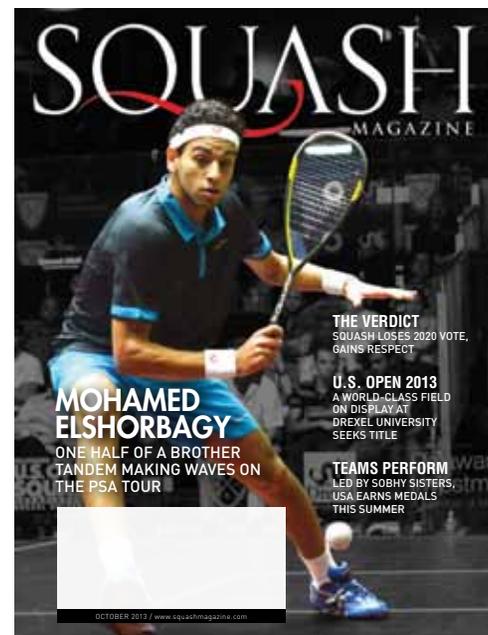
Among the many benefits, sponsors may promote products and services on the #1 most visited squash site in the United States, www.ussquash.com



WWW.USSQUASH.COM



WWW.SQUASHMAGAZINE.COM



SQUASH MAGAZINE

SOCIAL RESPONSIBILITY

The National Urban Squash & Education Association (NUSEA) is the official charity of US Squash. A portion of all event proceeds will go directly to fund after-school enrichment programs serving disadvantaged youth nationwide.

These programs operate year-round and provide an intensive experience for talented and motivated students seeking to fulfill their potential both on the court and in the classroom.

Impressive results have been generated to date:

- ☉ Thousands of students have been served from Baltimore, Boston, Bronx, Chicago, Denver, Harlem, New Haven, and Philadelphia
- ☉ **100% of urban squash participants have graduated from high school**
- ☉ 93% of urban squash graduates have earned college degrees
- ☉ 15 US cities participate in squash and education activities
- ☉ \$10 million in private high school and college scholarships have been awarded to 150 urban squash graduates

Umbrella naming rights for the program and for local chapters are available for companies and individuals seeking cause-related marketing opportunities.



SPONSORSHIP BENEFITS

BROADCAST & BROADBAND

The title sponsor's central placement on the front wall of the show court serves as a standing advertisement for the company in the international television highlights package and the Squash TV video on demand service.

There are a number of broadcast elements including graphics, on-air mentions of the sponsor, and video reviews.

PSA Squash TV highlights are broadcast to 20 international distribution partners around the world including BSKYB in the UK, Sky Net in Malaysia, Ten Sports in India, and Fox Sports Asia. **The total potential reach of the PSA footage is approximately 100 million households.**



**UNIVERSAL SPORTS WILL DISTRIBUTE
THE U.S. OPEN BROADCAST LIVE
DOMESTICALLY REACHING MORE THAN
50 MILLION HOUSEHOLDS.**

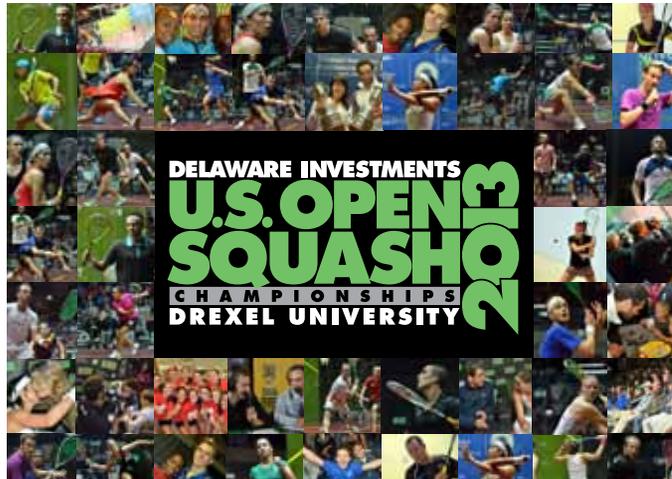


SPONSORSHIP BENEFITS

ADVERTISING, PROMOTION & MARKETING

Promotion of the event is extensive: locally, regionally and nationally.

Advertising	Partnership with <i>Philadelphia</i> magazine and extensive local billboards and street signage in and around Philadelphia.
Posters & Clubs	1,000 posters @ 300 clubs and other locations nationwide including digital boards at more than 100 clubs reaching 1+ million people.
Mailings	10,000 targeted event post cards sent regionally and nationally.
Publications	Four full sponsor ads in <i>Squash Magazine</i> (and in official program) with a direct circulation of 10,000.
Emails	Inclusion in US Squash and U.S. Open Squash Championships with specific e-newsletters and e-bulletins to squash community.
Websites & Social	Year-round home page exposure on US Squash and U.S. Open websites (>500,000 unique visitors annually), plus multiple social media outlets.



POSTCARD



BILLBOARD

SPONSORSHIP BENEFITS

PUBLICITY

The U.S. Open Squash Championships are promoted year-round by US Squash on its website, social media and in e-newsletters, both editorially and in advertising. In addition, the PSA and WSA promote the U.S. Open Championships on an ongoing basis in their calendars and editorial. *Squash Magazine* and other newspapers and periodicals cover the event.

Previous squash event coverage has appeared in these publications/websites or in broadcast.

WALL STREET
JOURNAL


Philadelphia
MAGAZINE

STREET & SMITH'S
SportsBusiness
JOURNAL

The Inquirer

Chicago Tribune

PHILADELPHIA
BUSINESS
JOURNAL


TENNIS
CHANNEL

The New York Times
Expect the World®

philly  .com
anything & everything philly

SPONSORSHIP BENEFITS

ON-SITE EXPERIENCE

Branding

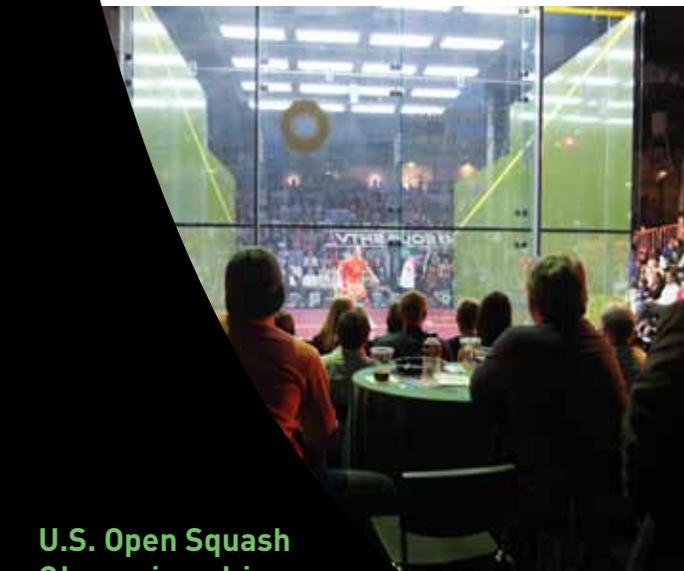
State-of-the-art audio and visual capabilities enhance the live streaming of the event to spectators and provide outstanding branding opportunities throughout the week.

Interactive fan activities, food and beverage service, merchandising, and exclusive client entertainment opportunities in the President's Suite will provide a first-class experience.

Official program ads and other content extends the branding and communication mix.

Hospitality and Tickets

Sponsors receive passes for the eight-day tournament with a value of up to \$20,000. These tickets include premium courtside inventory with food and beverage service and are ideal for high-end client entertainment.



SPONSORSHIP BENEFITS

SPECIAL EVENTS

There are a number of special events preceding and during the tournament including Kids' Day, Women's Day, Opening Reception, Drexel Day, sponsor clinics, and on-court presentations of awards for local and national squash supporters and players.

Sponsorships are available for many of these activities.



SPONSORSHIP BENEFITS

US SQUASH OFFICIAL SPONSOR

Designation of the title sponsor as an Official Sponsor of US Squash provides marketing and branding benefits across the US Squash inventory of tournaments and programs. Website, email, and magazine advertising are included year-round. Official Sponsor promotions and entitlement of programs will be developed to align with sponsor marketing objectives. **A detailed marketing plan will be designed with the sponsor to cross-promote with US Squash and its partners.**



U.S. Open Squash Championships



SPONSORSHIP BENEFITS

CATEGORY EXCLUSIVITY

The title and presenting sponsors receive category exclusivity with no competing brands participating as sponsors of the event. The name of the title sponsor is always used in the name of the event and becomes indelibly associated with the event. Title sponsor is included on all event materials and publicity.



SPONSOR ACTIVATION

SCHEDULE OF EVENTS

OCTOBER 9 Thursday

- ☀ Men's and Women's Qualifying

OCTOBER 10 Friday

- ☀ Men's and Women's Qualifying
- ☀ Opening Luncheon*

OCTOBER 11 Saturday

- ☀ Men's and Women's Round of 32
- ☀ Senator Arlen Specter Junior Championship Tour (JCT)

OCTOBER 12 Sunday

- ☀ Men's and Women's Round of 32
- ☀ Junior Championship Tour (JCT)

OCTOBER 13 Monday (Columbus Day)

- ☀ Men's and Women's Round of 16
- ☀ Kids' Day at the U.S. Open*
- ☀ Junior Championship Tour (JCT)

OCTOBER 14 Tuesday

- ☀ Men's and Women's Round of 16
- ☀ Local awards & distinctions featured with on court presentations

OCTOBER 15 Wednesday

- ☀ Men's and Women's Quarterfinals
- ☀ Local awards & distinctions featured with on court presentations
- ☀ Character in Sports Day*

OCTOBER 16 Thursday

- ☀ Men's and Women's Quarterfinals
- ☀ Women in Sports Day*

OCTOBER 17 Friday

- ☀ Men's and Women's Semifinals

OCTOBER 18 Saturday

- ☀ US Squash Annual Assembly
- ☀ Men's and Women's Finals
- ☀ U.S. Open Champions Dinner*

*Signature Events

DELAWARE INVESTMENTS
U.S. OPEN SQUASH CHAMPIONSHIPS
DREXEL UNIVERSITY

usopensquash.com

OCTOBER 9-18
PHILADELPHIA

David and Gaultier 2013 Delaware Investments U.S. Open Champions!



World (MAS) def. [2] Laura Massaro (ENG) 13-11, 11-13, 7-11, 11-8, 11-

Gaultier (FRA) def. [3] Nick Matthew (ENG) 11-4, 11-5, 11-5 (51m)

Philadelphia, and it was the top seeds in the PSA and WSA World Series. Gaultier and Massaro were the first time ever - who were the U.S. Open Squash Champions tonight in Drexel University's John A. ... Center.

Champion

...ver World series event to offer equal prize money

...world #2 and



SPONSOR ACTIVATION PROMOTIONAL OPPORTUNITIES

US Squash will tailor the sponsorship benefits of the U.S. Open to the sponsor's objectives on a local, regional, and international scale year-round.

Sponsorship may include designation of the sponsor as an **Official Sponsor of US Squash**, which provides marketing and branding benefits across the US Squash total inventory of tournaments and programs. Online and magazine advertising and a social media presence are also included.

From high-end hospitality including player appearances to naming rights for event-related activities, including Achievement, Sportsmanship, and other awards, the U.S. Open Squash Championships will deliver outstanding branding opportunities.



SPONSOR ACTIVATION U.S. MAJOR TOUR STOPS

Additional event-based engagement opportunities are available nationally on a year-round basis.



Event Name: Windy City Open
City: Chicago
Venue: University Club of Chicago
Dates: February
Pro Tour: PSA & WSA
Title: Guggenheim Partners
Other Sponsor: Equitrust Life Insurance Co.

Event Name: Tournament of Champions
City: New York
Venue: Grand Central Terminal
Dates: January
Pro Tour: PSA & WSA
Title: J.P. Morgan
Other Sponsor: Lexington Partners

Event Name: The NetSuite Open
City: San Francisco
Venue: Justin Herman Plaza
Dates: September
Pro Tour: PSA
Title: Net Suite



Event Name: U.S. Open
City: Philadelphia
Venue: Drexel University
Dates: October
Pro Tour: PSA & WSA
Title: Delaware Investments
Other Sponsor: Drexel University



Event Name: Texas Open
City: Houston & Dallas
Venue: The Downtown Club
Dates: April
Pro Tour: WSA

Event Name: North American Open
City: Washington, DC
Venue: GW University
Dates: TBD
Pro Tour: PSA & WSA

SPONSOR ACTIVATION

CLUB NETWORK

A club network of more than 250 clubs with an aggregate membership in the hundreds of thousands, including exclusive clubs in major markets offers ideal engagement opportunities.



UNIVERSITY CLUB OF CHICAGO

New York City

- Racquet and Tennis Club
- University Club of New York
- Union Club
- New York Athletic Club
- Heights Casino, Brooklyn
- Harvard Club of NY
- Yale Club of NY
- Princeton Club of NY

Boston

- University Club of Boston
- Tennis and Racquet Club
- Boston Racquet Club
- Union Boat Club
- Harvard Club of Boston

Philadelphia

- Merion Cricket Club
- Philadelphia Cricket Club
- Racquet Club of Philadelphia
- Philadelphia Country Club
- Germantown Cricket Club

Washington, DC

- Metropolitan Club
- University Club of Washington

Chicago

- Racquet Club of Chicago
- Union League Club of Chicago
- University Club of Chicago
- Onwentsia Club
- East Bank Club

SPONSOR ACTIVATION

LIFE TIME FITNESS

US Squash offers an extensive partnership with Life Time reaching more that **one million members nationwide**. In club, online and in publications, Life Time's reach helps sponsors connect with hard-to-reach, appealing audience: thoughtful, discerning consumers who are committed to actively improving both themselves and their lives. They are successful, educated, affluent, influential, health-motivated consumers.



LIFE TIME FITNESS, INC
LTM (NYSE)



SPONSOR ACTIVATION

ADDITIONAL OPPORTUNITIES

- 25 men's and women's pro singles stops and nearly 20 club-based professional doubles tour stops
- 20 National and 3 Collegiate National Championships, nearly 150 college teams, adult leagues in 15 markets reaching 15,000 players
- 500,000 unique visitors to websites, 20+ million page views, database of nearly 100,000 players and bi-monthly publication
- National Team sponsorship
- Sport/brand ambassadors including leading executives loyal to squash across most industries



US NATIONAL TEAM

CONCLUSION

The U.S. Open Squash Championships provide the sponsors with an integrated branding and marketing opportunity targeted to an upscale consumer, offering year-round activation in local, regional and international markets.



OFFICIAL SPONSOR BENEFITS SUMMARY

Sponsorship cost: \$50,000

Advertising, Promotion & Marketing

- ☀ Sponsor logo on all promotional and marketing materials including; posters, mailings, publications, email, websites.
- ☀ Promotional presence online and extended to US Squash website, the #1 visited squash site in the world
- ☀ Opportunity for customized email marketing campaign to event attendees and entire US Squash database

Branding

- ☀ Full-color advertisement in official U.S. Open program
- ☀ Logo recognition as official U.S. Open Sponsor on-site, on usopensquash.com, and in promotional materials
- ☀ Right to display product and service information on-site
- ☀ Right to use U.S. Open marks
- ☀ Announcements and digital advertising throughout event
- ☀ Opportunity for custom on-site marketing or audience sampling

Hospitality and Tickets

- ☀ Six (6) President's Suite VIP tickets (includes complimentary food and beverage and serving staff)
- ☀ Access to Champion's Club (complimentary food and beverage)
- ☀ Complimentary parking passes
- ☀ Official U.S. Open souvenir

Special Events

- ☀ Invitations to all signature U.S. Open events
- ☀ Right to name a "signature" event or venue location

US Squash Official Sponsor

- ☀ Access to additional promotional opportunities at other US Squash events throughout the year
- ☀ Year-long US Squash sponsorship affiliation, including access to US Squash player database

DIAMOND SPONSOR BENEFITS SUMMARY

Sponsorship cost: \$25,000

Advertising, Promotion & Marketing

- Sponsor logo on all promotional and marketing materials including; posters, mailings, publications, email, websites.
- Promotional presence online

Branding

- Full-color advertisement in official U.S. Open program
- Logo recognition as official U.S. Open Sponsor on-site, on usopensquash.com, and in promotional materials
- Right to display product and service information on-site
- Right to use U.S. Open marks
- Announcements and digital advertising throughout event

Hospitality and Tickets

- Four (4) President's Suite VIP tickets (includes complimentary food and beverage and serving staff)
- Access to Champion's Club (complimentary food and beverage)
- Complimentary parking passes
- Official U.S. Open souvenir

Special Events

- Invitations to all signature U.S. Open events

PLATINUM SPONSOR BENEFITS SUMMARY

Sponsorship cost: \$15,000

Advertising, Promotion & Marketing

- Sponsor logo on all promotional and marketing materials including; posters, mailings, publications, email, websites.
- Promotional presence online

Branding

- Full-color advertisement in official U.S. Open program
- Logo recognition as official U.S. Open Sponsor on-site, on usopensquash.com, and in promotional materials
- Right to display product and service information on-site
- Right to use U.S. Open marks
- Announcements and digital advertising throughout event

Hospitality and Tickets

- Six (6) Front Wall VIP tickets (includes complimentary food and beverage and serving staff)
- Access to Champion's Club (complimentary food and beverage)
- Complimentary parking passes
- Official U.S. Open souvenir

Special Events

- Invitations to all signature U.S. Open events

GOLD SPONSOR BENEFITS SUMMARY

Sponsorship cost: \$10,000

Branding

- Full-color advertisement in official U.S. Open program
- Logo recognition as official U.S. Open Sponsor on-site, on usopensquash.com, and in promotional materials
- Right to display product and service information on-site
- Right to use U.S. Open marks
- Announcements and digital advertising throughout event

Hospitality and Tickets

- Four (4) Front Wall VIP tickets (includes complimentary food and beverage and serving staff)
- Access to Champion's Club (complimentary food and beverage)
- Complimentary parking passes
- Official U.S. Open souvenir

Special Events

- Invitations to all signature U.S. Open events

SILVER SPONSOR BENEFITS SUMMARY

Sponsorship cost: \$5,000

Branding

- Full-color advertisement in official U.S. Open program
- Name listing recognition as official U.S. Open Sponsor on-site, on usopensquash.com, and in official program

Hospitality and Tickets

- Four (4) Front Wall VIP tickets (includes complimentary food and beverage and serving staff)
- Access to Champion's Club (complimentary food and beverage)
- Complimentary parking passes
- Official U.S. Open souvenir

Special Events

- Invitations to all signature U.S. Open events

BRONZE SPONSOR BENEFITS SUMMARY

Sponsorship cost: \$2,500

Branding

- Half page advertisement in official U.S. Open program
- Name listing recognition as official U.S. Open Sponsor on-site, on usopensquash.com, and in official program

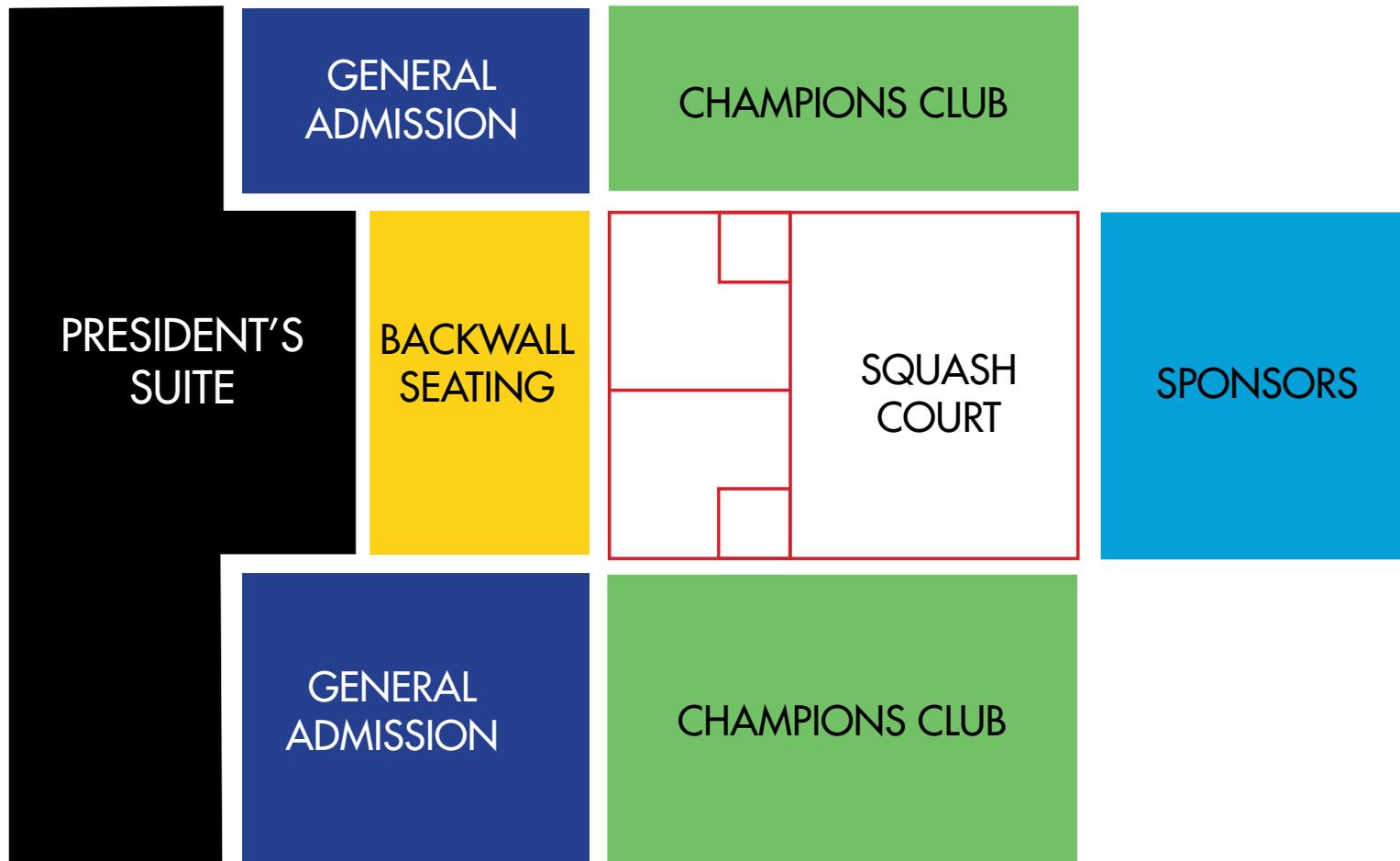
Hospitality and Tickets

- Two (2) Front Wall VIP tickets (includes complimentary food and beverage and serving staff)
- Access to Champion's Club (complimentary food and beverage)
- Complimentary parking passes
- Official U.S. Open souvenir

Special Events

- Invitations to all signature U.S. Open events

2014 U.S. OPEN SEATING OVERVIEW



2013 U.S. OPEN SPONSORS

Major Sponsors

Delaware Investments®
A member of Macquarie Group



Diamond Level Sponsors



Platinum Level Sponsors



The Philadelphia Trust Company

Silver Level Sponsors



RBC Capital Markets*

Bronze Level Sponsors



Brown Brothers Harriman



Media Partners

