



Grand Prix Squash Tour

City Centre, April 17th-23rd

The Houston Open 2017

\$70,000



**Sanctioned Tournament
and Amateur Event**

Featuring Fight Night
and World Champion
Karim Gawad



A LITTLE BOUNCE CAN MAKE A BIG DIFFERENCE

Water pipes. Chimneys. Ledges. They didn't make for an ideal Racquets court. But it was out of the cramped spaces at Harrow School in England that Squash was born. Rather than play with a ball used in the game of Racquets, students realized that if they punched a hole in the ball, it "squashed" when it hit the wall, diminishing the bounce and distance the ball traveled. A long court was no longer needed. And a whole new game was invented. One that required great skill and stamina. A game that favored finesse over power.

The spirit of innovation continues as Squash has evolved beyond the days of Harrow School. Today it's played in 150 countries and attracts over 20 million players. **And more people play Squash at Life Time than anywhere else in the world.**

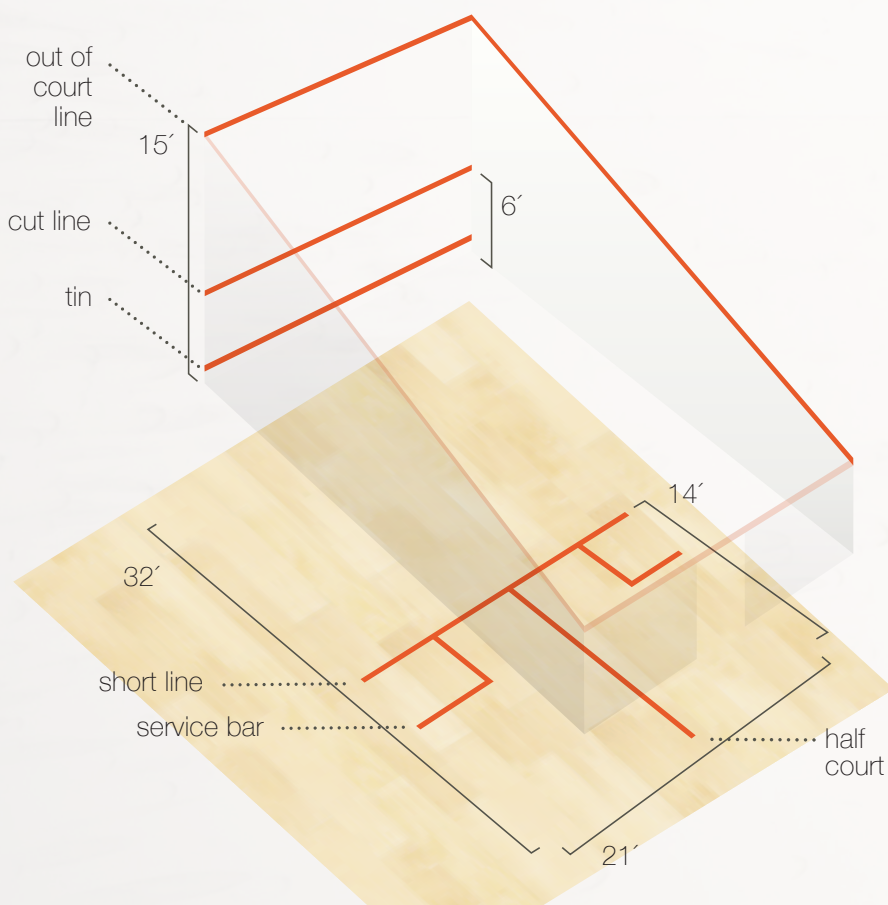


“LIFE TIME IS THE MOST INNOVATIVE SQUASH CLUB IN THE COUNTRY”

— Kevin Klipstein, U.S. Squash

Details matter at Life Time. But the court is just the beginning. With a national program director and programming for every age group and skill level—kids, adults, beginners and pros.

Life Time squashes the competition. If you want to reach a dedicated Squash audience, Life Time is the place.



The court is measured to the exact specs of the international court. Play commences when service is given at the service line 6 feet above the floor with a 19-inch high “tin” acting as a net, which gets its name from the distinctive sound it makes when hit by the ball.

HISTORY OF LIFE TIME SQUASH

The Grand Prix Squash Tour is one of the most prestigious in the United States.

It began in 2000 in Atlanta and due to its popularity with the squash community, we have had the opportunity to host this event in 7 cities across the United States for the past 3 years.


With over a 1,000 participants, their families and friends, the tour is hosted in Georgia, Florida, New York, Texas, Nevada, Minnesota and New York.

Houston will host this event April 17th to the 23rd, 2017 at our Life Time City Center location. The club has 4 beautiful courts that will be used for our hospitality and parties. 32 top ranked PSA players will come to compete for \$70,000 in prize money while the amateurs compete in their skilled draws creating a unique opportunity for intimacy and engagement with the professional players.

This tournament will be broadcasted on US Pro Squash Tour and will reach out to 1.1 billion viewers.

During the event we bring a photographer so we can “capture the moments” for our participants, offer junior free event days with the professional pros and host sponsor and player parties. Each participant receives a racquet valued at \$220 and an event shirt as part of their gift for playing.

As a sponsor, you get the best seats in the house to view the matches and opportunities to build your brand awareness not only with the participants but with the members of the club as well. Our players are passionate and dedicated to the sport and Life Time, partnering with our brand comes with some great benefits.



The prestigious W. Stewart Brauns Jr. award recognizes growth and development of Squash across the United States and is given out by the

20 million
people play squash
WORLDWIDE

1.4 million
play in the **U.S.**

98% are
COLLEGE
GRADS

\$300,000+
SQUASH PLAYERS'
average household income

The majority of players are
**SENIOR EXECs &
BUSINESS OWNERS**

Mazen Hesham
2 time Houston Open Champion



We are able to help sponsors connect with hard-to-reach, appealing audiences that are thoughtful, discerning consumers, committed to actively improving their lifestyle. We have **126 locations** with **1.8 million members** nationwide. With over **215,220 visits per day** and **64,704,550 per year**, that's a very busy traffic flow and a huge opportunity for our partners.

Our membership base meets many different categories that sponsors are looking for, from families to adults, young and old. With Life Time's business model, we attract the **top 20%** of

LIFE TIME IS A HEALTHY WAY OF LIFE COMPANY AND ITS BRAND IS WELL RESPECTED.

the consumer market and build clubs in strong demographic locations. Our members are active, healthy and committed and very passionate about the lifestyles they are most interested in. When you add squash to the mix, you also include luxury driven members who travel, own businesses, or are senior management in their field, who golf, play tennis, and spend more dollars than the average member per month in our clubs.

Depending on what sponsorship level you choose, you will have the opportunity to increase your brand awareness.



CLUB VISITS EACH YEAR: 64,704,550

215,220 MEMBERS VISIT LIFE TIME EVERY DAY

1.8 MILLION
MEMBERS NATIONWIDE

\$125,000
MEDIAN INCOME

TOUR
PARTICIPATION:
1,000
PLAYERS

2,110 VISITS PER CLUB,
PER DAY, ON AVERAGE

PROGRAM PARTICIPATION
NINETY-FIVE THOUSAND

46 CLUBS
WITH COURTS

8 LIFETIME
TOUR LOCATIONS

Business Benefit - Cross Promotion with Life Time Fitness Brand

Life Time's reach helps connect sponsors with successful, affluent, and influential consumers who are health conscious and lifestyle oriented.

Take the opportunity to cross brand within Life Time clubs nationally, regionally, or locally, and to become a national partner with Life Time Fitness. Access to 1.8 million database and growing, at an average of 26,500 new members a month.



- 1.8 million members nationwide
- 200k+ members visit daily
- Median income: \$125,000
- Median Age: 41
- 75% are homeowners
- Largest squash facility in the nation
- 46 clubs with squash courts
- 26,000 squash members nationally

Squash players:

- 98% of squash players are college graduates
- 57% having graduate degrees
- Men and women with median income of \$300,000 and average net worth of 1.4 million
- 36% are senior executive, equity partner, or business owners

US Pro Squash Tour:

- Free Live Streaming
- 43 million views world wide

Squash Magazine - Our Reach:

- Visits - 1,651,029
- Page Views - 15,011,945
- Unique Visitors - 362,965
- Circulation is 12,000 to US Squash members and Squash Magazine subscribers, clubs and colleges

ussquash.com - Web Reach:

- Facebook: 12,000+ fans
- Twitter: 5,000+ followers
- Instagram: 3,000 followers
- 3 million visits annually
- 600,000 unique visits annually
- 24 million pageviews annually
- 5:00 average time on site

EXPERIENCE THE HOUSTON OPEN



Karim Gawad
World #2
2016 world champion



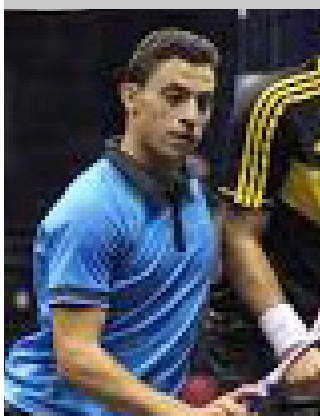
Mazen Hesham
Two time Houston
Open Champion



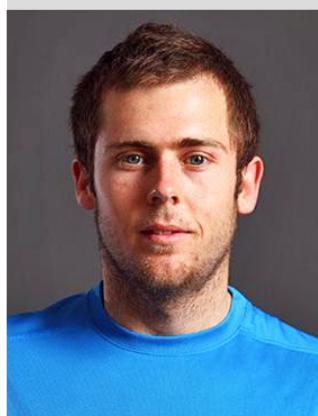
Marwan Elshorbagy
World #6, 2016 Houston
open Champion



Omar Mosaad
World #11, 2016 Egypt
National Champion



Fares Dessouky
World #12, Quarter
Finalist British Open



Ryan Cuskelly
World #15, #1 Australia



Nafiizwan Adnan
Malaysia #1 Player



Stephen Copping
South Africa #1 Player



Cesar Salazar
Mexico #1 Player

The Houston Open players are among the most talented, dedicated, athletic and fittest sports professionals

The top 35 in the PSA world rankings features players from 16 different nationalities. A diverse mix of characters and playing styles creates intense rivalries between the world's top squash players and keeps spectators entertained.

The Houston Open attracts sell out crowds and fans are increasingly engaging with the sport via social media and television coverage. A powerful fan base, our audience is global, affluent and fanatically loyal to the sport.

A new Generation of young, skillful players are challenging the established elite, contributing to exhilarating encounters in our amateur level event.

**AT 150MPH
THE IMPACT IS
DARWINIAN**

THE CONQUEROR

We are honored to have this great legend at the Houston Open.



Jahangir Khan

- Won World Amateur Championships at age 15
- Youngest ever World Open Champion (aged 17)
- Unbeaten in 555 consecutive matches over 5 years and 8 months
- Won the British Open Championship 10 times in succession
- Six-times World Open Champion
- First to win World Open Championships without dropping a game
- Played the second longest match in the squash history 2.46 hour

The greatest squash player of all time will be coming to the Houston Open. Time magazine has named him as one of Asia's Heroes in the last 60 years. From 1981 to 1986, he was unbeaten in competitive play. During that time he won 555 matches consecutively, the longest by any athlete in top-level professional sports as recorded by Guinness book of world record.

After his retirement in 1990, Jahangir was elected Chairman of The Professional Squash Association, and in 1997, Vice-President of the Pakistan Squash Federation. He was elected as Vice-President of the World Squash Federation in November 1998, and in October 2002 was elected WSF President. In 2004, he was again unanimously re-elected as President of the World Squash Federation.

The Houston Open is an exclusive global brand exposure and premium platform to showcase your products and services to a worldwide audience through innovative sponsorship packages.

On-Court Branding
Television Graphics
High-End Hospitality

Community Programs
Official PSA Publication such as SquashXtra
Player Appearances

PATRON SPONSORSHIP: \$1,000 - \$2500

Sponsorship Amount

\$2500

\$1000 - \$1500

Gift of Sponsorship	LT Bucks \$50	None
Personal Name in Event Brochure	Yes	Yes
Name on Sponsor Board at Court	Yes	Yes
VIP Seats for Pro Matches	1	1
Sponsor Party Invites	1	1
Name Announced during semi final	Yes	Yes
Gift for Sponsor	Yes	No

SPONSORSHIP LEVEL: \$75,000

Title Sponsor for PSA Sanctioned Houston Open

Naming Right - (Sponsor) Houston Open

Only 1 Title Sponsor

Global TV: Live stream with logo displayed on scoreboard

Local TV: KPRC2 coverage

Life Time National Club promotion

- 1) Thank You and About Company paragraph in article about the tournament in Experience Life magazine with 3.1 million distribution
- 2) Email promotion in newsletter to all Life Time members (1.8 million)
- 3) We are able to help sponsors connect with successful, affluent and influential consumers who are committed to actively improving their lifestyle
- 4) Opportunity to access our 1.8 million database on future promotion

Experience Life Magazine - Houston (36,600 readership)

Two page spread about the tournament featuring About Our Sponsor and Thank You

Squash Magazine

Full Page Ad

PSA and US Squash

Newsletter, Social Media and web coverage

Local Club Promotion

Display Banner in club main lobby	March 23 – April 23
Ad in event brochure	2 page Spread
Ad in Squash Magazine	Full Page
Logo on squash court	Back Wall Center, 4 courts - 6 months
Logo on squash shirt	Yes
Logo on tour website	Yes

During the Event

Entry to play	3
VIP seats for pro matches	6
Sponsor party invites	16
Name announcement during finals	Yes
Trophy presentation	Yes
Photo with PSA winner for website coverage	Yes
Photo with PSA Winner and finalist	Yes

SPONSORSHIP LEVEL: \$50,000

Presented by Sponsor for Houston Open

Naming Right - Houston Open presented by (Sponsor)

Only 1 Presented by Sponsor

Global TV: Live stream with logo displayed on screen

Local TV: KPRC2 coverage

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Full Page Ad

PSA and US Squash

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Local Club Promotion

Display Banner in club main lobby	March 23 – April 23
Ad in event brochure	2 page Spread
Ad in Squash Magazine	Full Page
Logo on squash court	Back Wall Top, 4 courts - 6 months
Logo on squash shirt	Yes
Logo on tour website	Yes

During the Event

Entry to play	3
VIP seats for pro matches	6
Sponsor party invites	12
Name announcement during finals	Yes
Trophy presentation	Yes
Photo with PSA winner for website coverage	Yes
Photo with PSA Winner and finalist	Yes

SPONSORSHIP LEVEL: \$25,000

Diamond Sponsor

Number of Sponsors - 4

Global TV: Live stream

Local TV: KPRC2 coverage

Local Club Promotion

Display Banner at club in Lobby	March 23 – April 23
Email Promotion	All Texas Club Members
Ad in event brochure	Full Page
Logo on squash court	Bottom Backwall, 4 courts - 6 months
Logo on squash shirt	Yes
Logo on tour website	Yes
Experience Life Houston Magazine	Logo

During the Event

Entry to play	1
VIP seats for pro matches	2
Sponsor party invites	8
Name announcement during finals	Yes
Photo with PSA Winner and Finalist	Yes

SPONSORSHIP LEVEL: \$15,000

Platinum Sponsor

Number of Sponsors - 4

Global TV Coverage: Live Stream

Local TV: KPRC2 coverage

Local Club Promotion

Display Banner at club in Lobby	March 23 – April 23
Email Promotion	3 emails – All Houston Club Members
Ad in event brochure	Half Page
Logo on squash court	Bottom Backwall, 4 courts - 6 months
Logo on squash shirt	Yes
Experience Life Houston Magazine	Logo

During the Event

Entry to play	1
VIP seats for pro matches	2
Sponsor party invites	6
Name announcement during finals	Yes
Photo with PSA Winner and Finalist	Yes

SPONSORSHIP LEVEL: \$10,000

Gold Sponsor

Number of Sponsors - 4

Global TV: Live Stream

Local TV: KPRC2 coverage

Local Club Promotion

Display Banner at club in Lobby	March 23 – April 23
Email Promotion	1 email - All Houston Club Members
Ad in event brochure	Half Page
Logo on squash court	Bottom Frontwall Glass, 4 courts - 6 months
Logo on squash shirt	Yes
Experience Life Houston Magazine	Logo

During the Event

Entry to play	1
VIP seats for pro matches	2
Sponsor party invites	8
Name announcement during finals	Yes
Photo with PSA Winner and Finalist	Yes

SPONSORSHIP LEVEL: \$5,000

Silver Sponsor

Number of Sponsors - 4

Global TV: Live Stream

Local TV: KPRC2 coverage

Local Club Promotion

Display Banner at club in Lobby	March 23 – April 23
Email Promotion	1 email – Life Time Fitness City Centre
Ad in event brochure	Quarter page
Logo on squash court	Sidewall Glass, 4 courts - 6 months
Logo on squash shirt	Yes
Experience Life Houston Magazine	Logo

During the Event

Entry to play	1
VIP seats for pro matches	2
Sponsor party invites	2
Name announcement during finals	Yes
Photo with PSA Winner and finalist	Yes

Event Program Advertising

Rates Houston Open 2017 - All ads are 4-color

Delivery of Print Ad Materials

Email - ?

FTP Transfers* - Host: <https://>

Spread Ad - \$700

16.5" x 10.75" (bleed)

16.25" x 10.5" (trim)

15.75" x 10" (live)

*allow 0.5" total gutter space for crossover test

Full-Page Ad - \$400

8.375" x 10.75" (bleed)

8.125" x 10.5" (trim)

7.625" x 10" (live)

1/3-Page Ad - \$250

2.125" x 9.5" (non-bleed)

Acceptable file formats: High-resolution, PDF/X-1a compliant PDF is preferred. We are not responsible for the print quality of files lower than 300 dpi. Once submitted, changes or corrections are not permitted.

Native files also accepted:

InDesign (Packaged File)

Adobe Illustrator (remove spot colors and layers)

Adobe Photoshop (no ICC profiles or LZW compression)

Fonts: Only use Postscript or OpenType fonts. Avoid using TrueType fonts. Do not use menu-stylized fonts for italic or bold type. All fonts used in art files must be converted to outlines.

Linked images: No Pantone/PMS or RGB colors. All images must be in CMYK format. We are not responsible for color on RGB or PMS files that must be converted to CMYK; minimum recommended resolution is 300 dpi. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi; all images should be in EPS or TIFF format. Usage of JPG, GIF, BMP, and PICT images is strongly discouraged as they will result in lower image quality.

