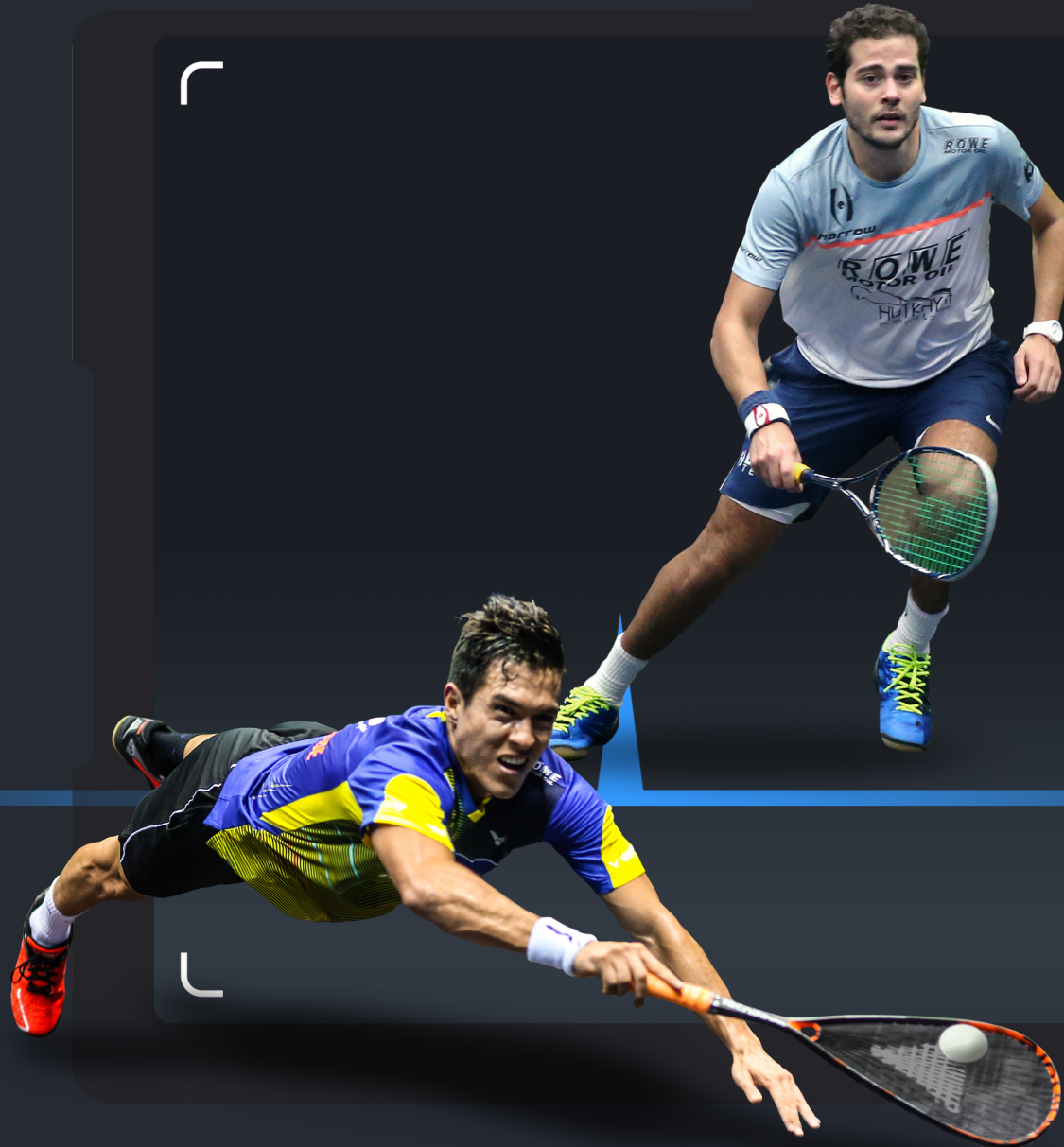


# HOUSTON OPEN 2020

Men's **\$70,000** prize money  
24 players draw

THE STAGE IS SET...

August 19-23, 2020.





## INTRODUCTION

Welcome. The following presentation will introduce you to the modern, dynamic world of squash and how you can partner with our event.



# SQUASH

## SQUASH IS THE ESSENCE OF MODERN DAY SPORT

- Athletic, dynamic, demanding, exciting and lightning fast - the ultimate game of strength and skill
- Unique ability to be played in iconic locations
- The sport's top stars have the ability to entertain and inspire squash players and followers around the world
- The sport is a sleeping giant that has the ability to grow exponentially over the next few years
- Professional squash tournaments deliver significant commercial value



## Forbes MAGAZINE RANKED SQUASH AS THE 'WORLD'S NO.1 HEALTHIEST SPORT'





PSA



The Professional Squash Association (PSA) is the global governing body for professional men's and women's squash and sanctions over 200 tournaments in 65 countries.

The PSA also

- Supports promoters in the delivery of successful tournaments
- Works to increase the engagement of fans and followers of the sport
- Develops the sport's commercial opportunities

**OVER 200 EVENTS SPANNING  
ALL 5 CONTINENTS**

## **PSA WORLD CHAMPIONSHIP**

The annual tournament to decide men and women World Champion titles



## **WORLD TOUR:**

Platinum events are a select group of the highest calibre global tournaments.

Gold, Silver and Bronze range from traditional courts through to high profile glass court events. The tour culminates with the World Tour Finals

**PSA CHALLENGER  
TOUR**

30/20/10/5

## **CHALLENGER TOUR:**

Mainly targeted at young and up and coming players





# AMAZING ATHLETES



**900** professional squash players



**75** nations represented on PSA World Tour



**6** continents have produced World Champions




**OUR PLAYERS ARE AMONGST THE MOST TALENTED, DEDICATED, ATHLETIC AND FITTEST SPORTS PROFESSIONALS IN THE WORLD**

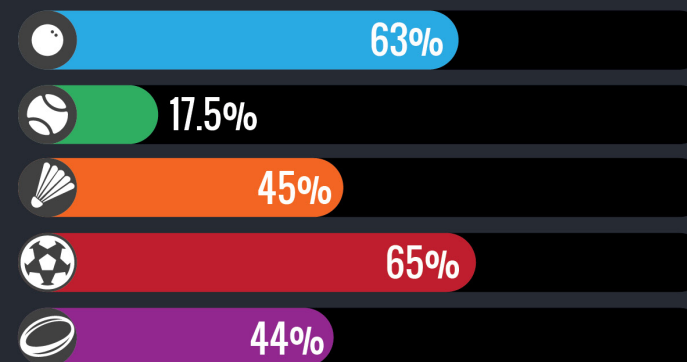
**TYPICALLY, A PROFESSIONAL SQUASH PLAYER WILL:**

 HAVE AN AVERAGE MATCH TIME OF **52mins**  
WITH THE BALL IN PLAY  
FOR **63%** OF THE TIME

 COVER **2500m** IN DISTANCE  
ON THE COURT

 STRIKE THE BALL **500** TIMES

## TIME IN PLAY





## FAN PROFILE



**20m** people play squash worldwide

**50,000** squash courts  
in **185** nations

**21%** A bar chart with three horizontal bars. The first bar is blue and represents 21%. The second bar is white and represents 10%. The third bar is blue and represents 10%.

of professionals chose squash as their preferred lunchtime sport, topping of the poll beating gym, tennis and golf

**98%**

have college degrees

**57%**

have graduate degrees

**90%**

are aged 16-54 years

**51%**

are aged 25-45 years

**79%**

own their homes

**36%**

own luxury cars

**55%**

have 2 or more cars

**57%**

fly 6+ times per year

**73%**

fly internationally

**32%**

own 2+ homes

**34%**

belong to the wealthiest 10% of the population

**45%**

are managers, VP's, CEO's Presidents, or partners

**41%**

have investment assets of \$175,000 - \$5,000,000

**\$287k**

average household income

**\$1.4m**

average net worth

*\*Data from US Squash*





# SQUASH VENUES



## SQUASH CENTRES AND CLUBS OFFER AN ACCESSIBLE WAY TO HOST A TOURNAMENT

As the life-blood of the world's squash scene, with over 50,000 courts world-wide, squash clubs and centres can provide an accessible and cost-effective way to host a tournament. Courts can range from the traditional plaster variety, to full glass courts with practical amenities and a social scene that provides an accessible audience for your tournament. These are ideal for a wide range of PSA events and can be used to co-host major PSA tournaments.



## GLASS COURTS CAN SHOWCASE YOUR TOURNAMENT AROUND THE WORLD

Temporary glass courts can be erected in a variety of venues, or permanent ones can be found in some clubs and centres. They are ideal for hosting the best players and highest tiers of the PSA World Tour. These courts are also the most suited for video broadcasts by SquashTV, which broadens your exposure up to the world via webcasts and, for certain events, live Television broadcasts.





# SPECTACULAR VENUES

**SQUASH'S UNIQUE GLASS COURT ENABLES TOURNAMENTS TO BE HELD ALMOST ANYWHERE, INCLUDING SOME OF THE MOST ICONIC LOCATIONS IN THE WORLD.**





## PRESS & PR

The PSA is able to provide PR support\*, such as PSA media representatives and a PSA photographer, on-site throughout the tournament to provide comprehensive coverage via the PSA website, social media and press releases to local and international media organisations to obtain significant coverage.

If SquashTV is at an event, clips from the live action can be shared through PSA channels and tournament-owned social media channels if requested, providing dynamic video content for a world-wide audience.

## PSA CAN PROVIDE PR SUPPORT FOR PRESS AND SOCIAL MEDIA OUTLETS VIA OUR ESTABLISHED NETWORK



\*subject to tournament tier level

### PSA PR REACH

**937k**

unique users on  
psaworldtour.com

**12.5m**

page views on  
PSA website

**1.3bn**

audience reach across  
outlets covering squash

**160mins**

watched of squash  
content on PSA platforms

**140m**

social media following  
across PSA partner platforms

### PSA SOCIAL MEDIA CHANNEL REACH

over  
**43,700**  
followers on twitter



over  
**90,200**  
subscribers  
for PSA SQUASHTV channel



over  
**215,700**  
facebook likes for  
PSA World Tour



PSA website  
**120,000**  
monthly unique visitors



over  
**35,000**  
followers on instagram





# WEBCASTING

SquashTV is the PSA's in-house webcasting production arm for high quality multi-camera live coverage of over 500 matches a year via the SquashTV platform and Eurosport Player in Europe. Individually tailored solutions for local TV can be arranged too, subject to further conversations with PSA.

As well as live broadcasts, matches remain available in SquashTV's video on-demand archive so that squash fans around the world can watch your event, whatever the time-zone!

SquashTV coverage also enables you to expand your social media reach thanks to edited daily highlights and clips of incredible rallies and moments being shared via the PSA social channels. Some clips have gone viral in the past and have been picked up by many on-line outlets such as ESPN's Sports Center.

**WITH SQUASHTV, YOUR EVENT CAN BE SEEN AROUND THE WORLD**

News edits are also made available for local and international TV news distribution.

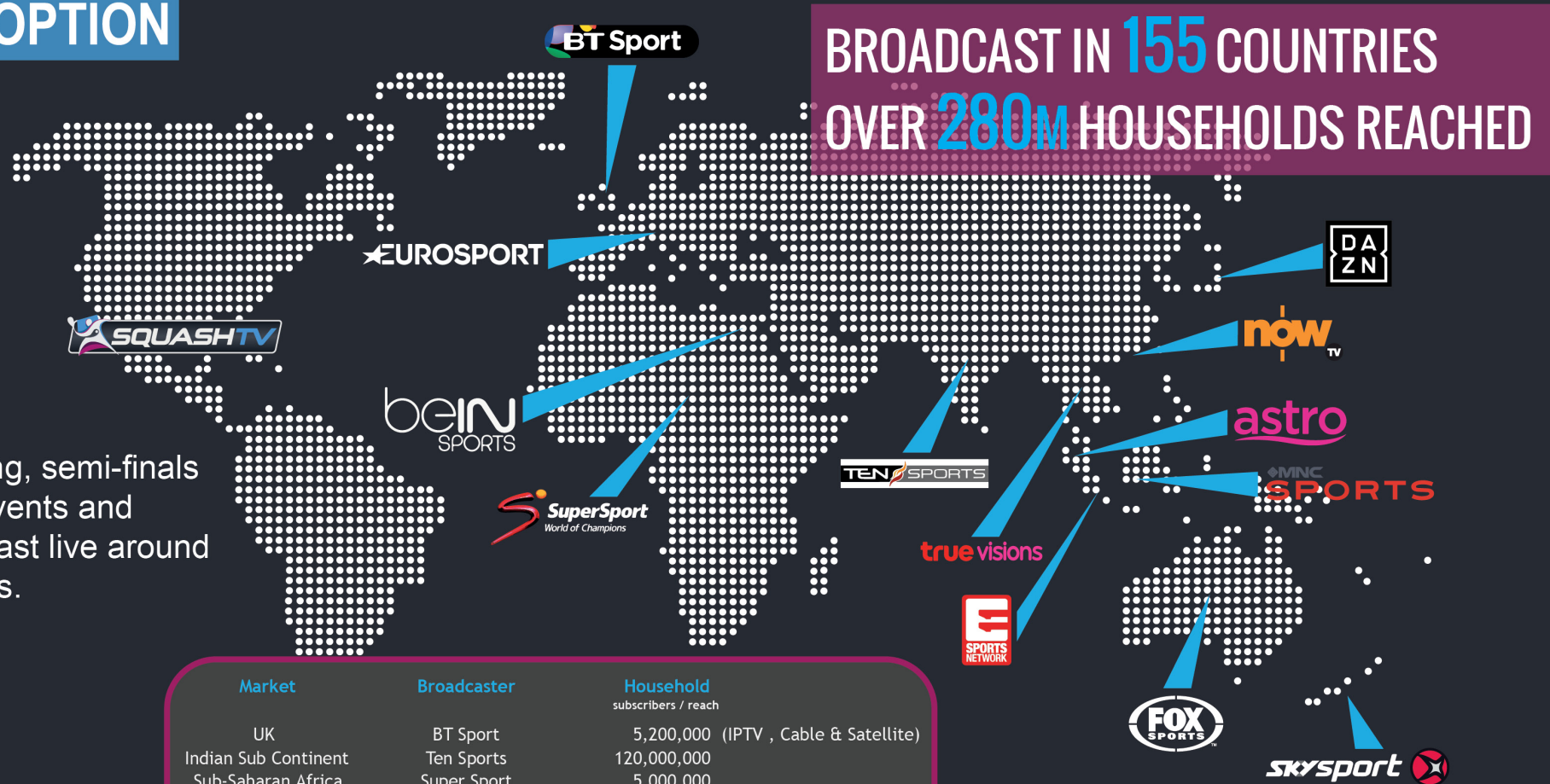
As well as increasing the international reach and visibility of your tournament, the spectators at the venue can enjoy SquashTV's slow-motion replays and video reviews which enrich the live experience.





# TV BROADCAST OPTION

In addition to the webcasting, semi-finals and finals of all Platinum events and selected others are broadcast live around the world to our TV partners.



Market	Broadcaster	Household subscribers / reach
UK	BT Sport	5,200,000 (IPTV , Cable & Satellite)
Indian Sub Continent	Ten Sports	120,000,000
Sub-Saharan Africa	Super Sport	5,000,000
Middle East / N.Africa	beIN	2,500,000
Australia	Fox Sports	2,300,000
New Zealand	Sky Sports	700,000
Hong Kong	Now TV	600,000
Thailand	Truevisions	1,000,000
Malaysia / Brunei	Astro	4,200,000
Singapore / Taiwan	Eleven Sports	450,000
Indonesia	MNC Sports	2,400,000
Europe	Eurosport	137,000,000
Japan	DAZN	n/a
		<b>Total 281,500,000+</b>

CURRENT DISTRIBUTION AS OF JULY 2018  
 FIGURES RELATE TO ALL TELEVISED EVENTS (WORLD SERIES,  
 WORLD SERIES FINALS AND WORLD CHAMPIONSHIP)





# PARTNERSHIP OPPORTUNITIES

PSAWORLDTOUR.COM

DAVID BENNETT  
PSA WORLD TOUR

PSA  
WORLD TOUR





# PARTNERSHIP RIGHTS

TITLE PARTNER

**TITLE  
PARTNER**  
\$50,000

2 x TIER 2  
PARTNERS

**Presenting  
Sponsor**  
\$25,000

7 - 14 x TIER 3  
PARTNERS

**TIER 3  
PARTNER**  
\$15,500

UNLIMITED TIER 4  
PARTNERS

**TIER 4  
PARTNER**  
\$6,250

**GREATER  
SCOPE OF  
RIGHTS**

RIDING  
EAST RIDING

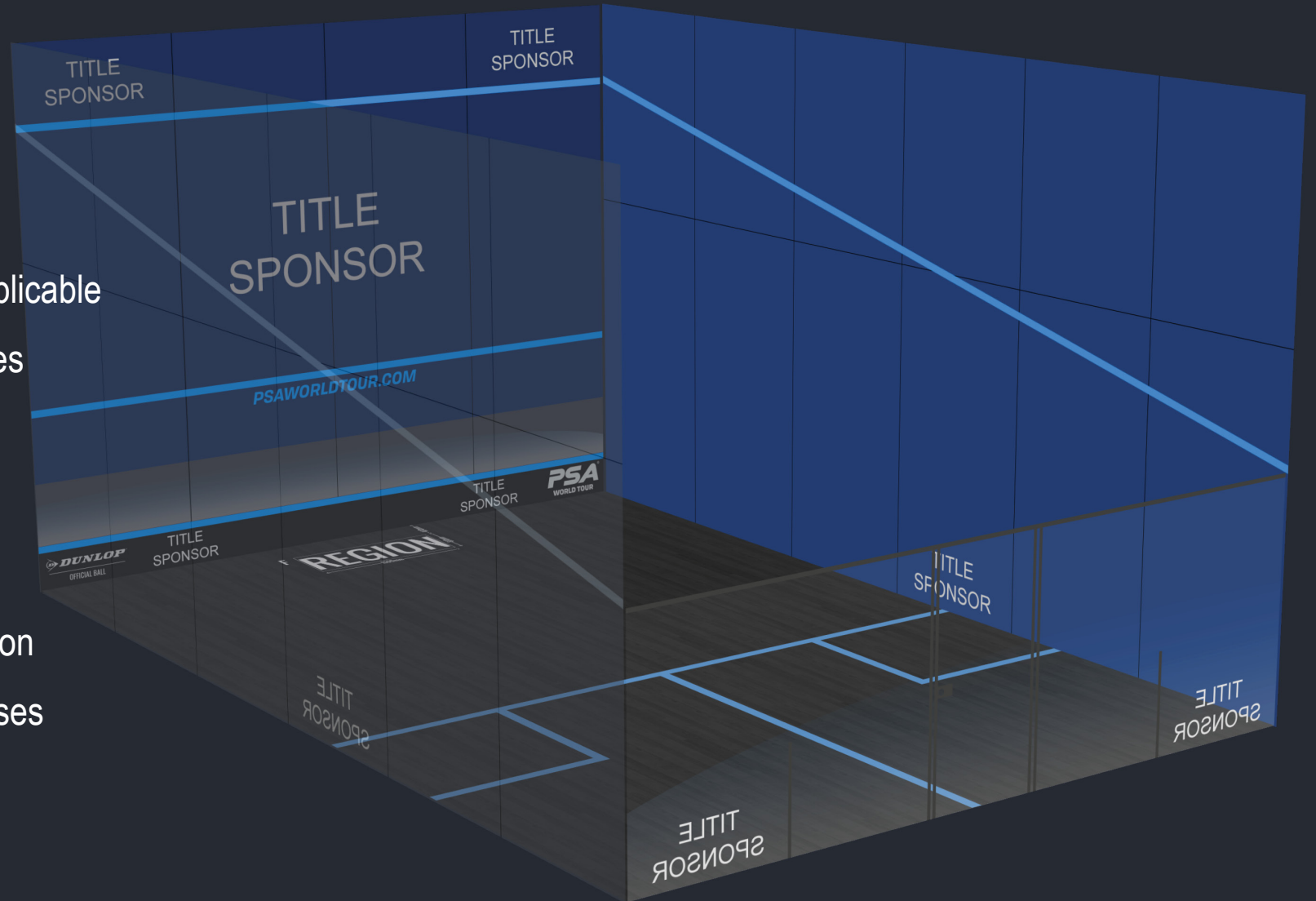
healthy  
people

EAST RIDING



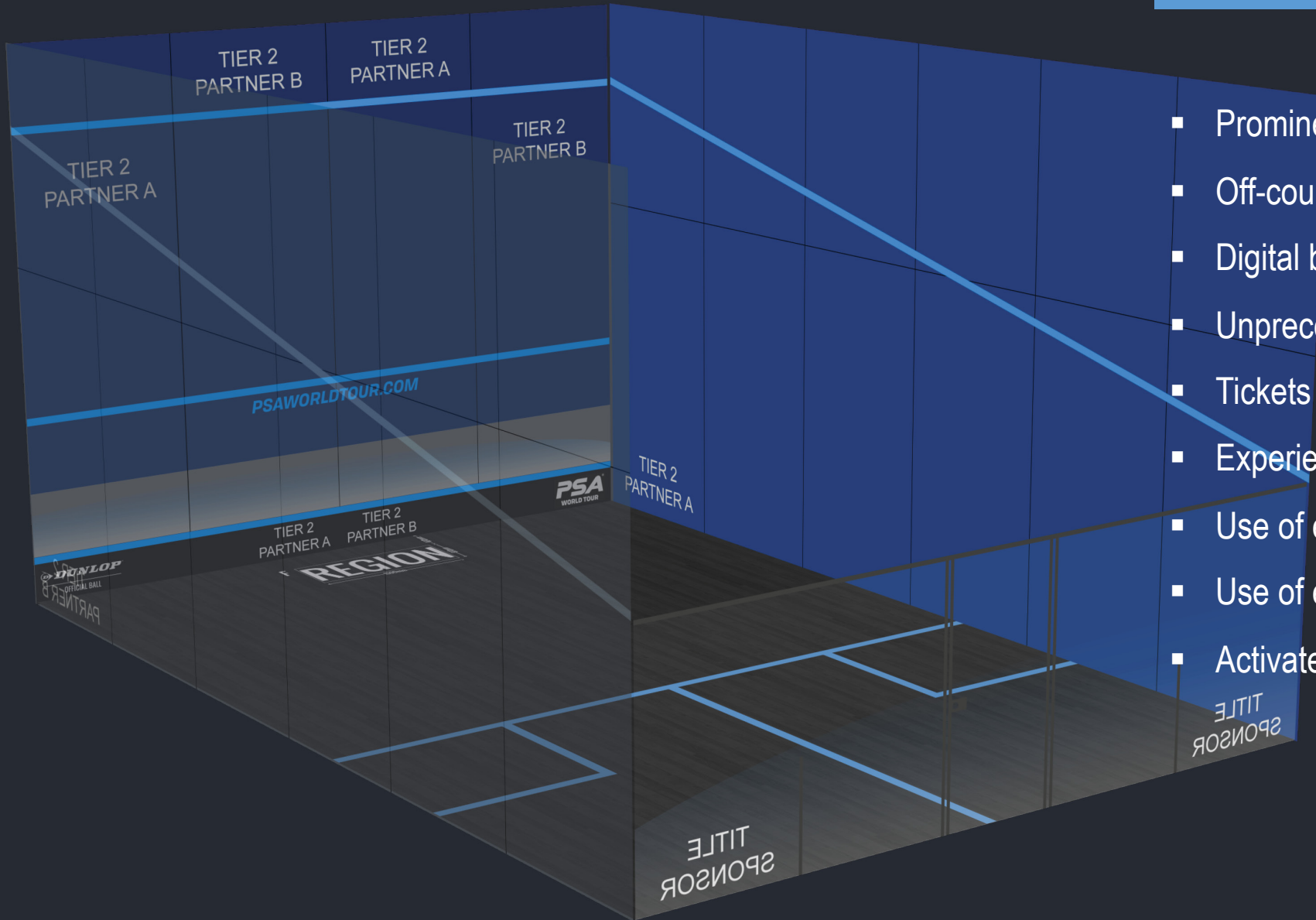
# TITLE PARTNER PACKAGE

- Naming rights to event
- Dominant on-court branding (see visual)
- Extensive off-court perimeter branding
- Brand integration in broadcast feed if applicable
- Far-reaching digital branding opportunities
- Unprecedented player engagement
- Tickets & Hospitality options for guests
- Experiential marketing opportunities
- Use of event IP to demonstrate association
- Use of event content for company purposes
- Activate partnership with event





## TIER 2 PARTNER PACKAGE

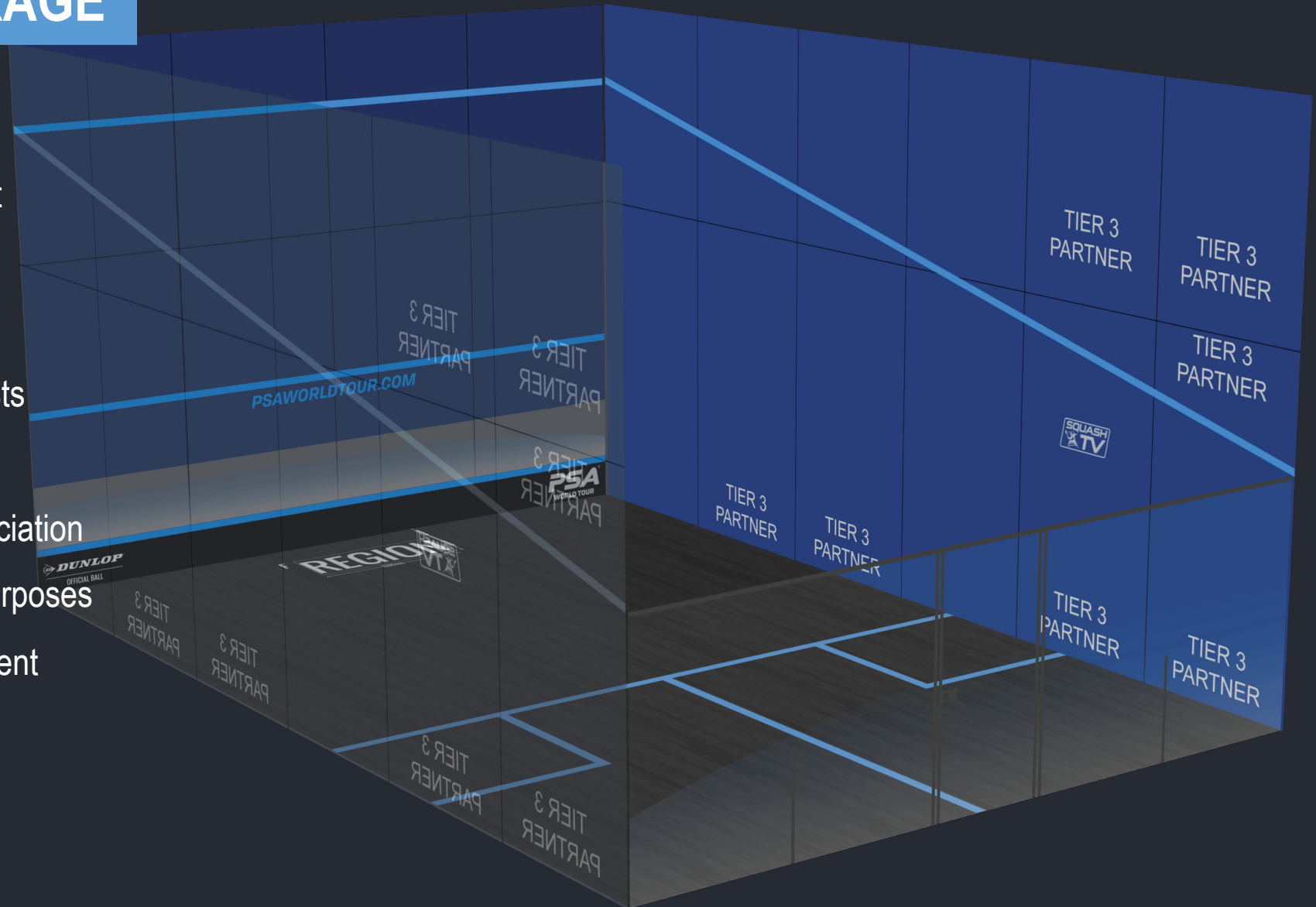


- Prominent on-court branding (see visual)
- Off-court perimeter branding at event
- Digital branding opportunities
- Unprecedented player engagement
- Tickets & Hospitality options for guests
- Experiential marketing opportunities
- Use of event IP to demonstrate association
- Use of event content for company purposes
- Activate partnership with event



## TIER 3 PARTNER PACKAGE

- On-court branding (see visual)
- Off-court perimeter branding at event
- Digital branding opportunities
- Unprecedented player engagement
- Tickets & Hospitality options for guests
- Experiential marketing opportunities
- Use of event IP to demonstrate association
- Use of event content for company purposes
- Ability to activate partnership with event





## TIER 4 PARTNER PACKAGE



Negotiable options including

- Off-court perimeter branding at event
- Digital branding opportunities
- Player engagement opportunities
- Tickets & Hospitality options for guests
- Experiential marketing opportunities
- Use of event content for company purposes
- Use of Event IP to demonstrate association
- Ability to activate partnership with event



# VIP HOSPITALITY AND UNIQUE EXPERIENCES

Negotiable options including

- Ticketing & Hospitality for guests
- Meet & Greet with the world's best players
- On-court experience with the sport's super stars
- Use of championship court for guests
- Signature and photography sessions with pro players



# SQUASH IN HOUSTON

Lifetime Athletic-City Center (LTF City Center) opened in 2007 with 4 squash courts, nearly doubling the number of courts available to the Houston squash community. Today in 2019, Houston has 14 squash courts, over 400 adult squash players, and 100 juniors, most of whom participate in Lifetime's largest squash league, located in City Center.

In 2020 LTF City Center will install three additional squash courts, one of which will be a four wall glass court. This glass court will be the first of its kind in the state of Texas and LTF City Center will be the only Lifetime location, of 144 clubs nationwide, to have this amenity.

Since 2012, LTF City Center has hosted over 70 squash tournaments and camps, including both professional and amateur level competitions. LTF City Center juniors are provided support as they train with knowledgeable LTF coaches and when they travel and compete in competitions across the country. 5 LTF juniors have recently acquired squash sponsorships for their success in ranking tournaments nationwide.

With Houston being home to the largest medical center in the world (Texas Medical Center) and squash being the healthiest sport in the world, health is frequently promoted via sponsorship.



## CONTACT

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**THANK YOU**