



BRITISH OPEN

SQUASH 2024

BIRMINGHAM

Sponsorship Opportunities

Birmingham - UK | June 02-09, 2024

PSA[®]
WORLD TOUR

The Opportunity

Be Part Of A Strong Community Legacy

**BRITISH
OPEN**
SQUASH 2024
BIRMINGHAM

- Get involved in a major global event with deep local roots creating a sporting festival that brings the whole community together
- Create an emotional connection with a highly-sought-after demographic
- Drive brand awareness through local, national and international media exposure across TV, digital, social and print publications
- Leverage the event, venue, sport and players to deliver unforgettable experiences for clients, employees and other key stakeholders
- Deliver meaning and purpose to the local community through a year-round community engagement program - delivered in collaboration with Birmingham City Council and West Midlands Growth Company
- Bring partnership to life through a wide range of activation opportunities



British Open

Where Legends Are Made

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- Oldest event in squash (dating back to 1922), comparable to Wimbledon and the All England
- Platinum event with total prize fund of USD \$500,000 split equally between men and women
- Featuring the 96 best squash players (48 male and 48 female) in the world from 25+ nations
- Played on a state-of-the-art all-glass squash show court at The Rep theatre in Birmingham
- Over 4,000 tickets sold in 2023 with 87% of attendees rating their experience as “excellent”
- Guaranteed global media exposure reaching millions of squash enthusiasts and sport fans

Squash

Dynamic, Equal, Global & Social Sport



- Appealing demographic made up of affluent, loyal, passionate and influential individuals with corporate decision-making ability
- Widely regarded as one of the best sports for improving fitness and wellbeing, providing a maximal workout in minimum amount of time
- Played globally by over 6 million people in traditional and emerging markets with World Champions hailing from all continents
- Wide range of authentic storytelling opportunities through the PSA's operated media platforms and those of third parties
- Equality is the norm with the PSA representing both the men's and women's game and offering prize money parity at all major events
- Strong growth potential on the back of recent investment, potential LA28 inclusion and forward-thinking leadership

Demographics

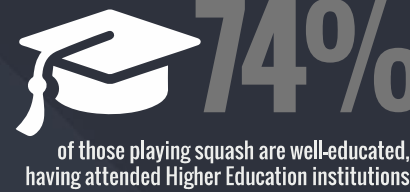
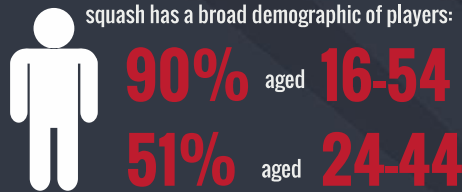
Affluent & Passionate Community



142 national associations recognised by the World Squash Federation (WSF)



included in major multi-sport games such as the Commonwealth Games, Asian Games, Pan American Games and World Games



Host City

Be Bold, Be Birmingham

- The second largest city in the UK with a population of 1.15m in the city proper and 2.9m in the West Midlands
- Proud sporting history and heritage dating back to 1823 and the home to world class venues, infrastructure, teams and major events
- Ambitious Major Sporting Events strategy to capitalise on the hugely successful Birmingham 2022 Commonwealth Games
- Hotbed for squash with world-class facilities, the UK's best players, the annual British Junior Open and a thriving squash community
- Strategic and marketing support from WMGC to boost trade, tourism and investment through hosting of Major Sporting Events



Venues

The Rep & Edgbaston Priory Club

- The Rep is the longest-established of Britain's building-based theatre companies (since 1913)
- Located on Centenary Square in the heart of Birmingham
- Seating capacity for more than 800 spectators, all with great sightlines to the spectacular all-glass court on the main stage, creating a truly magnificent 'night out' for attendees
- Early round matches to be played at Edgbaston Priory Club
- A private members' club in Birmingham boasting over 3,000 members and world-class tennis, squash and leisure facilities
- Premier squash club in the UK featuring ten squash courts as well as some of the world's best players and coaches



Global Exposure

Wide-Array of Media Platforms



- Live broadcast of 46 matches on SQUASHTV and Amazon Prime Video
- Live coverage of the semi-finals and finals in 84 countries (including the UK) through 10 media partners such as BT Sport, ON Sport, Red Bull TV, Sky NZ, SPOTV, SuperSport and Viacom18
- News clips of the event transmitted by over 100 broadcasters worldwide
- Over 5 million viewers across linear TV and digital media for British Open
- Extensive coverage across the PSA's Digital Distribution Network* accounting for more than 10m watch minutes, 5m impressions and 500k engagements
- More than 150 published articles across 100 global media outlets with reach of 200m people

* The PSA's Digital Distribution Network includes 640k Facebook followers, 192k YouTube subscribers, 128k Instagram followers, 76k TikTok followers, 58k X followers, 75k SQUASHTV users and 150k unique website visitors a month

Unique Experiences

Premium Hospitality & Player Access

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- Combine LIVE squash and a unique venue for a memorable experience for clients, partners, staff or other shareholders
- Get the best seats in the house to enjoy a stunning sporting spectacle
- Play with the world's best players on the all-glass show court
- Treat your guests to delicious food and drinks in the relaxed environment of our hospitality suites
- Unprecedented access to (and insights from) the legends of the game to enhance the guest experience
- PSA staff on hand to assist with managing the logistics



Community Engagement

Year-Long Programme in West Midlands



- Improve accessibility to squash through better utilisation of existing facilities and creation of new (outdoor) courts in community places
- Delivery of outreach squash sessions in underserved and ethnically diverse communities with portable equipment
- Expansion of Rackets Cubed programme to deliver integrated squash, education and nutrition programme to disadvantaged young children
- Roll-out of the PSA Foundation's school programme (endorsed by Sport England) in the West Midlands
- Squash roadshow featuring portable mini-courts to showcase the sport at strategic locations across Birmingham and surrounding areas
- Close collaboration with Birmingham Major Event Leadership Group to maximise impact of event in the region

Activation Opportunities

Bring Partnership To Life All Year Round

- Leverage the ready-made glass court venue (The Rep) to stage own corporate activities during the British Open
- Deliver experiential marketing campaigns onsite and online
- Create engaging digital and social content in collaboration with the PSA's in-house media team
- Sign-up the world's best players as brand ambassadors
- Use the portable glass show court and interactive squash wall to stage impactful activities in locations with high-footfall-traffic
- Partner with England Squash to develop the grass roots game
- Sponsor the British Junior Open and British Open Masters which are also staged in Birmingham and attract 750 participants each





Sponsorship Packages

Sponsorship Privileges

Wide Range of Available Benefits

**NAMING
RIGHTS TO
EVENT**

**INTEGRATION
OF BRAND
IN EVENT
DESIGNS**

**DOMINANT
BRANDING ON
AND OFF
COURT**

**TICKETS AND
CORPORATE
HOSPITALITY**

**PLAYER
ENGAGEMENT
ACTIVITIES**

**EXPERIENTIAL
MARKETING
ACTIVATIONS**

**TAILORED
MEETING
SPACES**

**RECOGNITION
AND USE OF
EVENT IP**

**USE OF VIDEOS
AND IMAGERY**

**COMMUNITY
ENGAGEMENT
INVOLVEMENT**

Sponsorship Structure

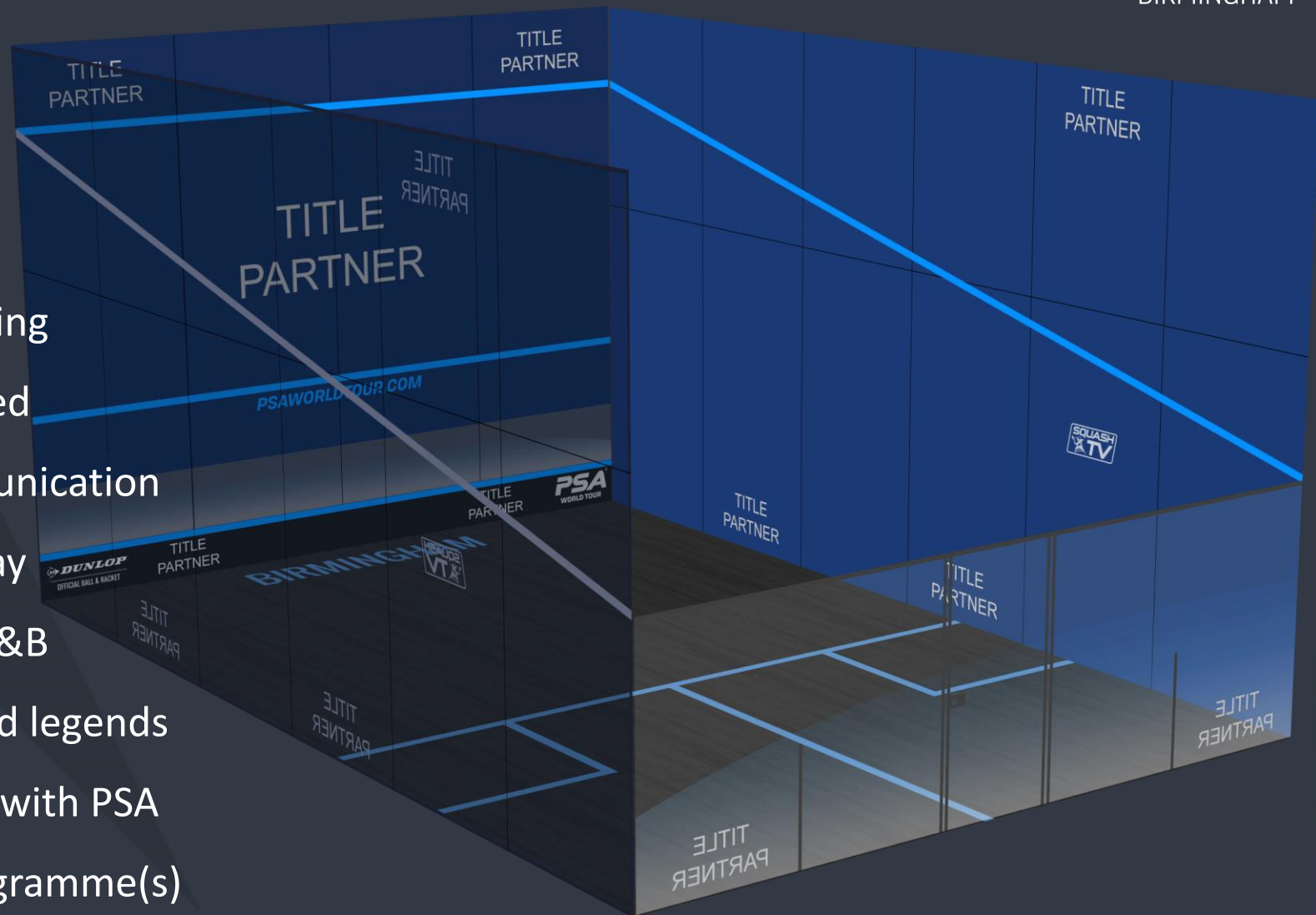
5-Tier Level To Get Involved



Title Sponsor

£500,000 plus VAT

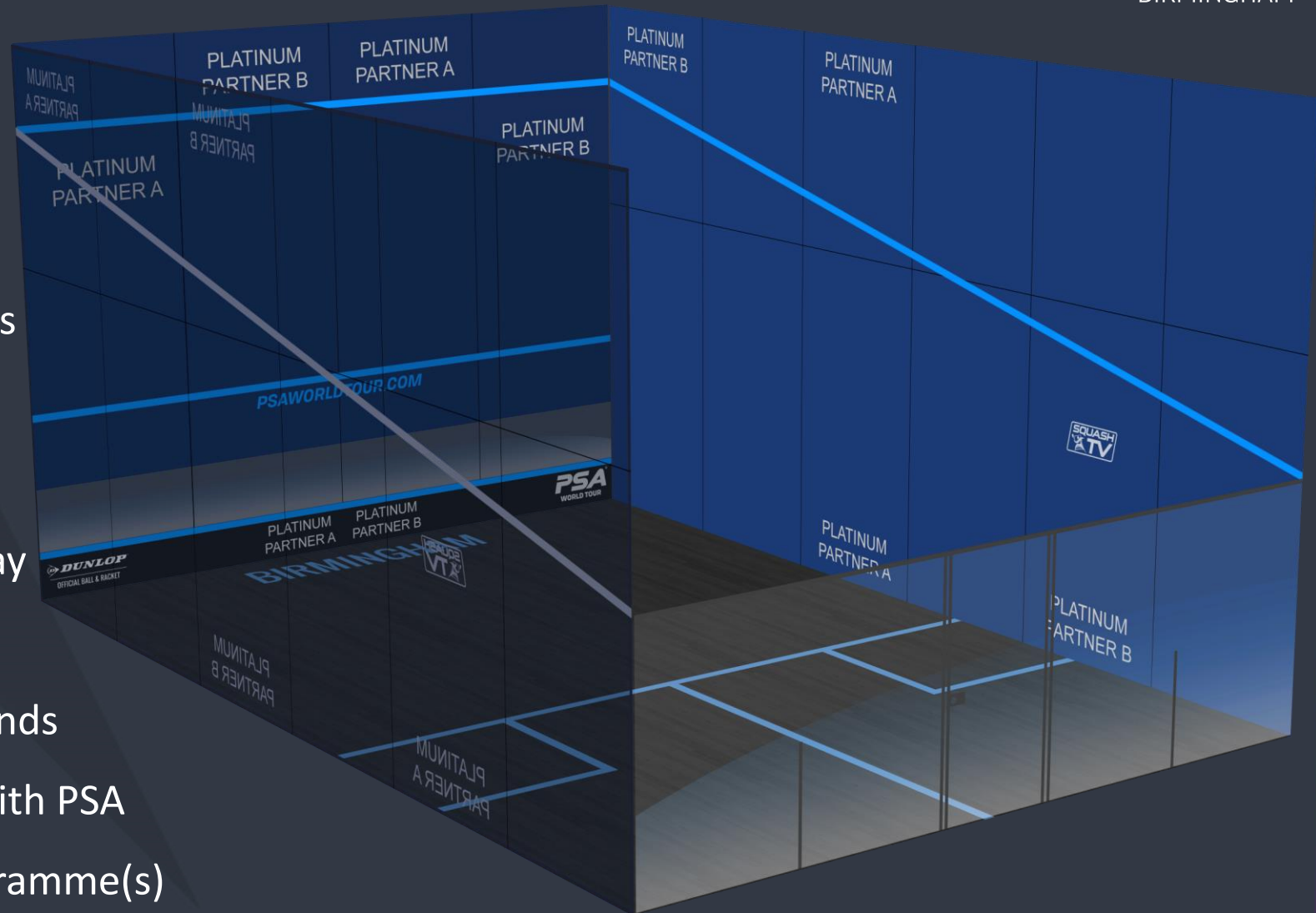
- Naming rights to event
- Dominant on-court branding
- Extensive off-court perimeter branding
- Integration of brand in broadcast feed
- Brand integration in all event communication
- Premium tickets for 40 guests per day
- Access to own VIP lounge with full F&B
- Unprecedented access to players and legends
- Year-round activation opportunities with PSA
- Headline partner of community programme(s)



Platinum Sponsor

£125,000 plus VAT

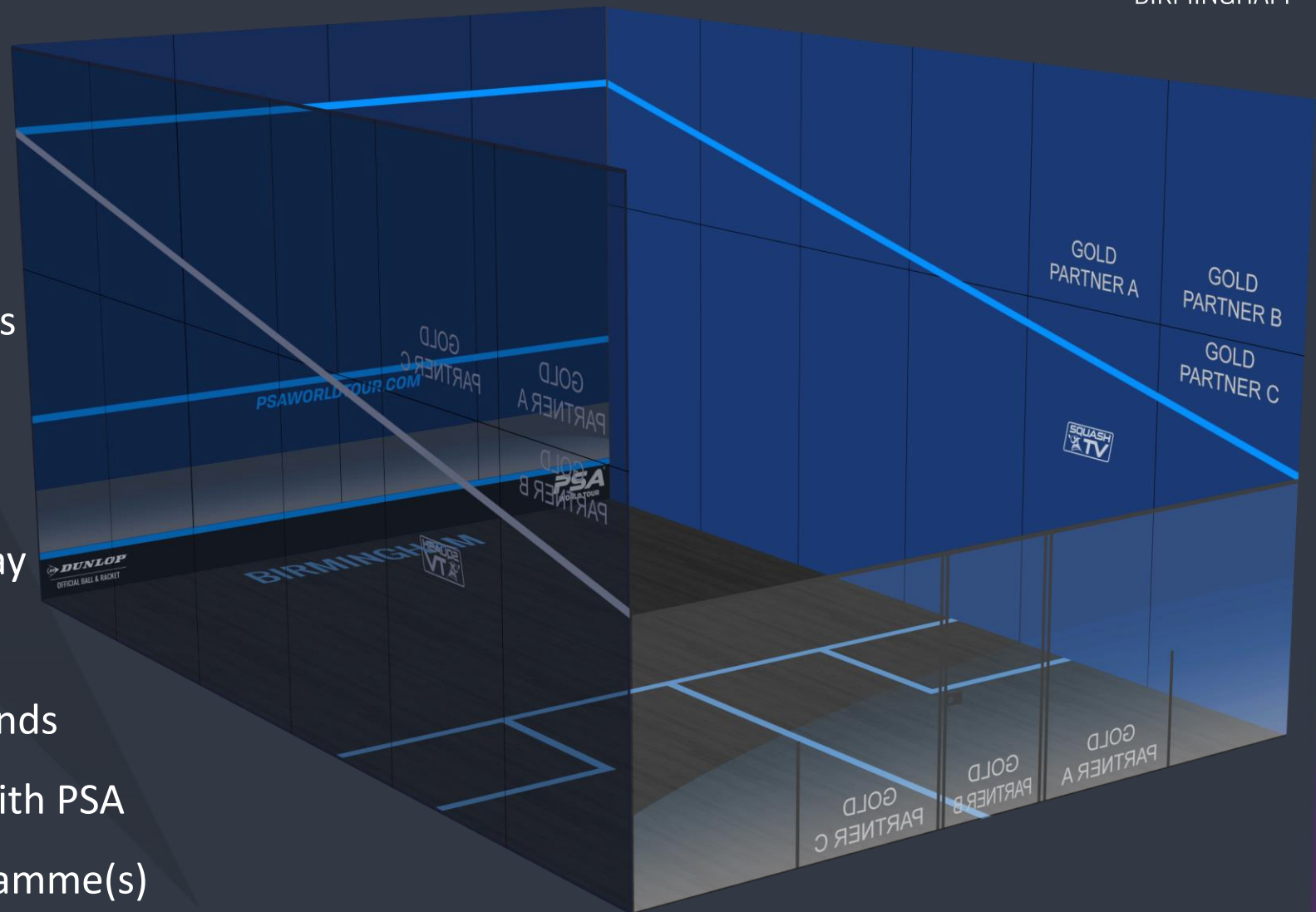
- Prominent on-court branding
- Off-court perimeter branding
- Branding & adverts on venue screens
- Advertising in event programme
- Digital branding opportunities
- Premium tickets for 20 guests per day
- Access to VIP lounge with full F&B
- Special events with players and legends
- Experiential marketing campaigns with PSA
- Premier partner of community programme(s)



Gold Sponsor

From £50,000 plus VAT

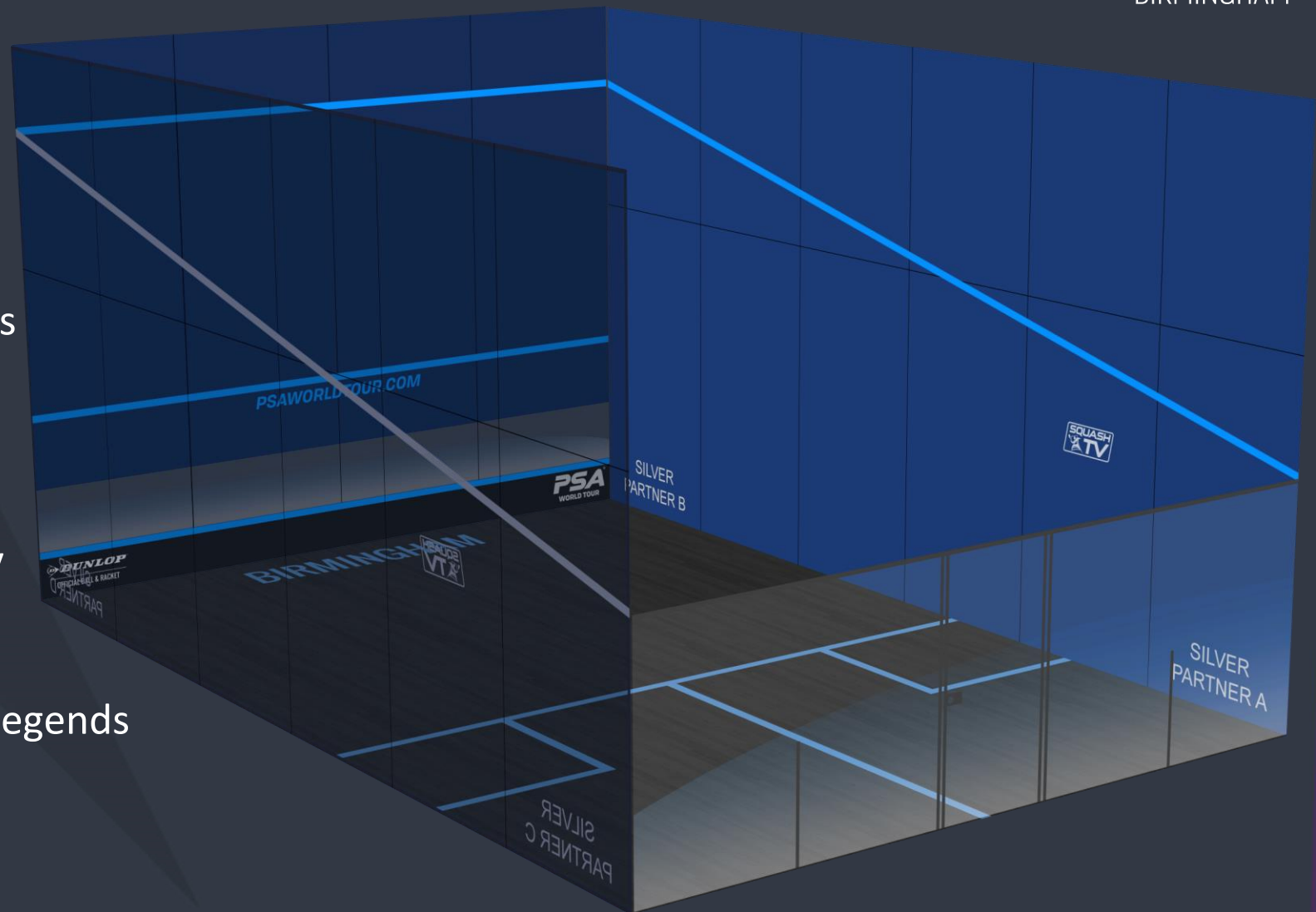
- On-court branding
- Off-court perimeter branding
- Branding & adverts on venue screens
- Advertising in event programme
- Digital branding opportunities
- Premium tickets for 12 guests per day
- Access to VIP lounge with full F&B
- Special events with players and legends
- Experiential marketing campaigns with PSA
- Official partner of community programme(s)



Silver Sponsor

From £25,000 plus VAT

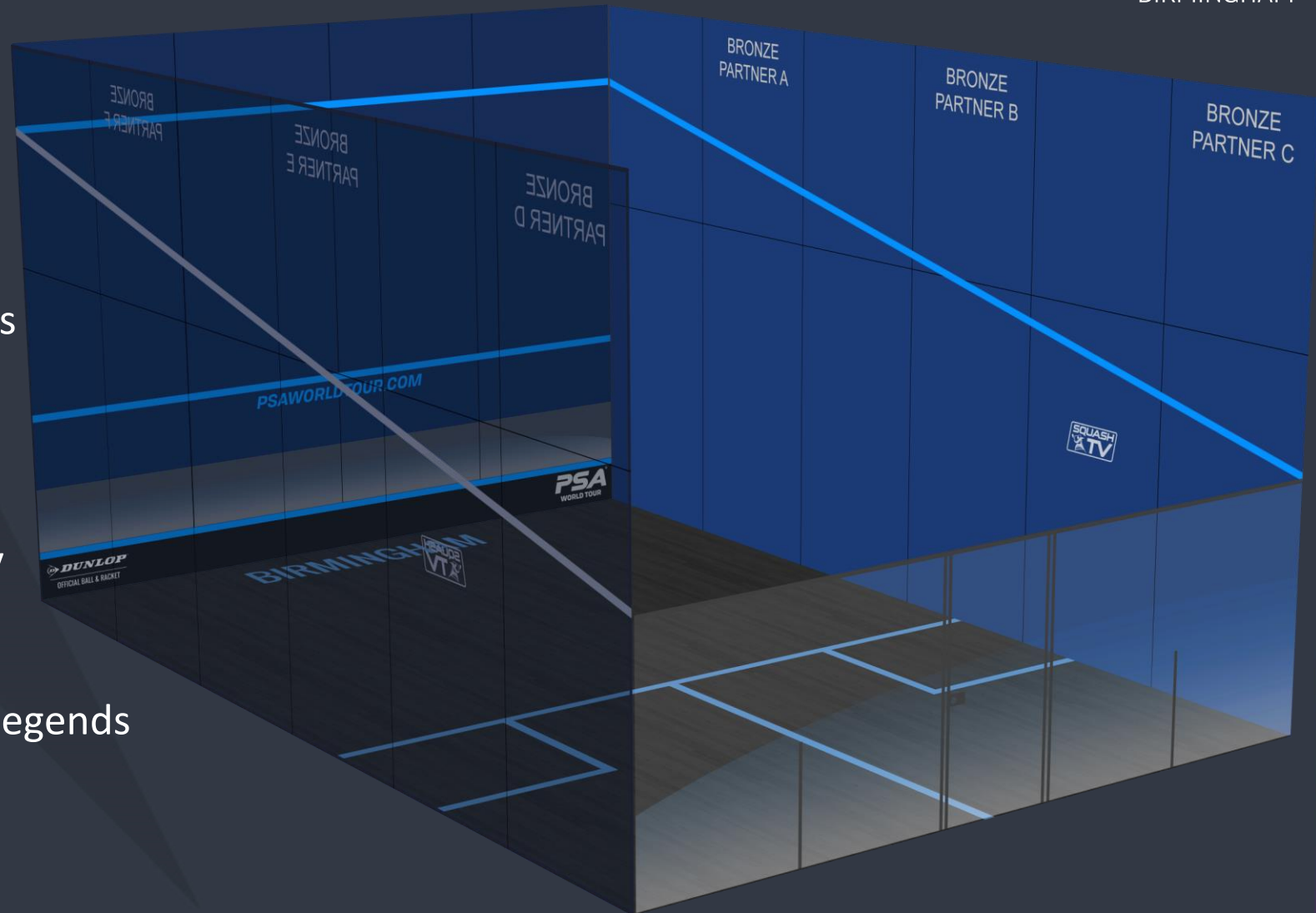
- On-court branding
- Off-court perimeter branding
- Branding & adverts on venue screens
- Advertising in event programme
- Digital branding opportunities
- Premium tickets for 8 guests per day
- Access to VIP lounge with full F&B
- Special events with pro players and legends
- Use of event IP and digital content



Bronze Sponsor

From £15,000 plus VAT

- On-court branding
- Off-court perimeter branding
- Branding & adverts on venue screens
- Advertising in event programme
- Digital branding opportunities
- Premium tickets for 4 guests per day
- Access to VIP lounge with full F&B
- Special events with pro players and legends
- Use of event IP and digital content



Patron Packages

From £1,500 plus VAT

- One of the exciting ways for individuals and companies to get behind the British Open is to invest as a patron. The return on investment is 8 days of world-class squash in a true sporting environment.
- Three different packages varying between £1,500 and £5,000 per package

Gold - £5,000	Silver - £2,750	Bronze - £1,500
4 Premium Seats	2 Premium Seats	1 Premium Seat
Access to VIP Lounge	Access to VIP Lounge	Access to VIP Lounge
4 SQUASHTV Subscriptions	2 SQUASHTV Subscriptions	1 SQUASHTV Subscription
4 Event Merchandise Items	2 Event Merchandise Items	1 Event Merchandise Items
Name on Patron Wall	Name on Patron Wall	Name on Patron Wall

Contact Us

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