



# U.S. OPEN SQUASH



**PHILADELPHIA, PA**  
**OCTOBER 8-15, 2022**



# A PSA WORLD TOUR PLATINUM EVENT AND THE MOST PRESTIGIOUS TOURNAMENT IN THE U.S.

- \$330,000 in equal prize money on offer for women and men—pioneered by the U.S. Open in 2013, a precedent adopted by every major championship on the world tour
- The stars of Team USA are on the rise and will make a run for the title on home soil, with 4 women in the top 20 of the world rankings, led by U.S. Champion and world-ranked #4 Amanda Sobhy
- Hosted at the world's finest squash arena, the 76,000 sq. ft. Arlen Specter US Squash Center



Americans Amanda Sobhy (L), world ranked #4, and Olivia Fiechter, world ranked #10, will be competing for the US Open title this October

*The U.S. Open helps to support an array of programming at the Specter Center—the world's largest community squash center, national headquarters of US Squash and home of Team USA*

- Valuable business-building opportunities among a valued corporate partners and demographic
- Premium backwall seating and VIP access to the Champion's Deck and Mezzanine
- Complimentary food and beverage throughout the week
- Invitations to special events including Pre-Finals Private VIP Sponsor Reception
- Customizable on-site marketing and brand experience
- Inclusion in marketing with broad media reach and impact



*The U.S. Open has quickly become a Philadelphia sports institution. It not only is an important economic driver bringing spectators and world-class athletes from around the world. It also provides eight days of exciting sports entertainment for the Philadelphia community.*

Larry Needle - Executive Director, Philadelphia Sports Congress

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**U.S. OPEN  
SQUASH**

## **SPONSORSHIP BENEFITS**

### **Bronze Level Sponsor \$5,000**

- Includes backwall tickets, event souvenirs and valet parking passes
- Complimentary food and beverage for guests throughout the event
- Access to VIP Mezzanine
- Invitations to special events including Pre-Finals Private VIP Sponsor Reception
- Half-page advertisement in event program
- Recognition as event sponsor

### **Silver Level Sponsor \$10,000**

- Includes upgraded Bronze level benefits, plus...
- Includes a reserved high-top table with two additional GA tickets
- Rights to use U.S. Open marks

### **Gold Level Sponsor \$15,000**

- Includes backwall tickets, a reserved high-top table with GA tickets, event souvenirs and valet parking passes
- Complimentary food and beverage for guests throughout the event
- Access to VIP Mezzanine
- Invitations to special events including Pre-Finals Private VIP Sponsor Reception
- Full page advertisement in event program
- Recognition as event sponsor and rights to use U.S. Open marks
- Right to display on-site at event and voice and digital promotion throughout the event



## **Diamond Level Sponsor \$25,000**

- Includes upgraded Gold level benefits, plus...
- US Squash social media posts announcing partnership
- Advertising in broad-reaching daily national email coverage of event
- On-court signage recognition on side wall of feature courts
- Opportunity to host private corporate event during the year at the Specter Center

## **Official Partner Level \$50,000**

- Includes upgraded Diamond level benefits, plus...
- On-court signage recognition on front wall of feature courts
- Year-round recognition as Arlen Specter US Squash Center Corporate Partner
- Full year of corporate membership benefits for up to 20 employees
- Opportunity to host private corporate event during the year at the Specter Center



# BECOME A SPONSOR OF THE 2022 U.S. OPEN SQUASH CHAMPIONSHIPS

## FOR MORE INFORMATION:

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# APPENDIX

- Proceeds from the U.S. Open are used to fund local community programming at the Specter Center, including no and low cost sponsored memberships, ongoing free community clinics, and underwriting hosting of the Philadelphia public school league.
- The Specter Center provides access and lifelong engagement in squash to people spanning the entire socio-economic spectrum; This will shape lasting relationships across generations, genders, races and religions and building a lasting and diverse community rooted in shared values.
- Players from partner schools in West Philadelphia forming a new Philadelphia School District league:
  - SLA Beeber High – Girls and Boys
  - Parkway West High – Coed
  - SLA Beeber Middle – Girls and Boys
  - SLAM– Girls and Boys
  - Middle Years Alternative – Coed
  - Boys Latin Charter – Middle and high school teams
  - Boys & Girls Club of West Philadelphia
  - James Wright Recreation Center





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VILLA PUCCINI

# SQUASH: REACHING A VALUED DEMOGRAPHIC

- 20+ million players worldwide
- 1.2 million players in the U.S.
- 101% growth in the last ten years
- Median household incomes topping \$300,000
- Average net worth of nearly \$1.5 million
- 98% college educated
- 57% with graduate degrees
- 45% successful managers, VP's, CEO's and Presidents
- 41% with investment assets of \$175,000 to \$5 million





Private event hosting opportunities  
throughout the year.  
2022 William Penn Award Night  
pictured here.





	Official \$50,000	Diamond \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Backwall Tickets	6	4	4	2	2
Reserved High Top Table: Mezzanine Sidewall (Tues-Sat)	2	2	1	1	
Complimentary Food and Beverage	✓	✓	✓	✓	✓
Access to VIP Mezzanine Area	✓	✓	✓	✓	✓
Invitation to Pre-Finals Private VIP Reception	✓	✓	✓	✓	✓
Full-color Ad in U.S. Open Program	Full-page (Preferred Placement)	Full-page	Full-page	Half-page	Half-page
U.S. Open Souvenir Vouchers	16	12	8	4	2
Complimentary Valet Parking Pass	3	2	2	1	1



	Official \$50,000	Diamond \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Recognition as Official U.S. Open Sponsor on Event Website and Promotional Materials	✓	✓	✓	✓	✓
Right to Use U.S. Open Marks	✓	✓	✓	✓	
Right to Display Product and Service Information On-Site	✓	✓	✓		
Announcements and Digital Advertising Throughout Event	✓	✓	✓		
USQ Social Media Post re: Sponsorship	✓	✓			
Digital Drive Banner Ad	✓ (Full Week)	✓			
On-Court U.S. Open Logo Presence	✓ (Front Wall)	✓ (Side Wall)			
Private Court Custom Hospitality (All Week)	Available for additional \$10k				

# WHO WE ARE

The national governing body and membership organization for 1.2 Million squash players in the U.S.

- Member of the U.S. Olympic & Paralympic Committee
- Founded in 1904 in Philadelphia, headquartered in Philadelphia
- First national squash governing body (currently 150 squash governing bodies worldwide)
- 501(c)3 nonprofit organization



## OUR PEERS



UNITED STATES TENNIS ASSOCIATION

