

# 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 in recent years, forming the No. 2 team in the world, and including 4 women in the top 16 of the world rankings for the first time led by U.S. Champion and world No. 5 Amanda Sobhy
- Hosted at the world's finest squash arena, the 76,000 sq. ft.
   Arlen Specter US Squash Center
- 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 the home of Team USA Squash



Americans Amanda Sobhy (R), world No. 5, and Olivia Fiechter, world No. 7, will compete for the U.S. Open title this October

## 2023 U.S. OPEN: REACHING A VALUED DEMOGRAPHIC



- Expected in-person attendance of over 5,000 fans throughout event
- 2022 U.S. Open had more than 2 million streamed views on web and social platforms
- 20+ million squash players worldwide
- 1.2 million squash 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
- 45% successful managers, VP's, CEO's and Presidents
- 41% with investment assets of \$175,000 to \$5 million



"The U.S. Open has quickly become a Philadelphia sports institution. It not only is an important economic driver bringing spectators and top 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

## **2023 SPONSOR BENEFITS & LEVELS**



U.S. Open sponsorships provide deep engagement with the U.S. Open, US Squash, and the Specter Center, with year-long activation opportunities across three unique properties. The 2023 U.S. Open sponsorship levels are:

Title Sponsor
Founding Sponsor
Presenting Sponsor
Official Sponsor
Diamond Sponsor
Gold Sponsor

### **Sponsor Benefits:**

- Business-building opportunities among corporate partners and a valued demographic
- Premium seating and VIP access to the Champion's Deck and Mezzanine
- Complimentary food and beverage
- Invitations to special events
- Customizable on-site marketing and brand experience
- Inclusion in marketing with broad media reach and impact
- Year-round activation & engagement through US Squash and the Specter Center



2022 U.S. Open Champions and Finalists (L-R): Nour El Sherbini, Nouran Gohar, Diego Elias, Ali Farag with Travis Rhodes, Regional President of Truist and Maisha Kelly, Athletic Director of Drexel University

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## OFFICIAL SPONSOR



#### U.S. Open benefits include, but are not limited to:

- Daily access for 10 guests, including 4 reserved backwall seats and 2 reserved high-top tables, including complimentary food and beverage for all, access to VIP areas, and invitation to Pre-Finals VIP Reception
- Logo presence on front wall of exhibition glass courts
- Recognition in all marketing and promotional materials associated with the event, including 1 full-page preferred placement program ad, web presence, 4 days of e-bulletins, and event signage
- Right to use U.S. Open and US Squash marks and display product and service information on-site
- Digital video advertising and announcements on-site throughout the event
- Social media announcement of sponsorship

#### **Year-long Specter Center and US Squash benefits include, but are not limited to:**

- Recognition and inclusion as a Specter Center Community Hero (See Appendix)
- Advertising presence on US Squash website
- Invitation to Specter Center and US Squash special events
- 4 annual corporate individual Specter Center memberships

#### **Sponsorship Price**

1-Year	\$ 100,000
3-Year	\$ 90,000/yr
5-Year	\$ 80,000/yr
10-Year	\$ 70,000/yr

Limited to 1 sponsor per industry

## DIAMOND SPONSOR



#### U.S. Open benefits include, but are not limited to:

- Daily access for 8 guests, including 4 reserved backwall seats and 1 reserved high-top table, including complimentary food and beverage for all, access to VIP areas, and invitation to Pre-Finals VIP Reception
- Logo presence on side wall of exhibition glass courts
- Recognition in all marketing and promotional materials associated with the event, including 1 full-page program ad, web presence, 2 days of e-bulletins, and event signage
- Right to use U.S. Open and US Squash marks and display product and service information on-site
- Digital video advertising and announcements on-site throughout the event
- Social media announcement of sponsorship

#### **Year-long Specter Center and US Squash benefits include, but are not limited to:**

- Invitation to Specter Center and US Squash special events
- 4 annual corporate individual Specter Center memberships

### **Sponsorship Price**

1-Year	\$ 50,000
3-Year	\$ 45,000/yr
5-Year	\$ 40,000/yr
10-Year	\$ 35,000/yr

## **GOLD SPONSOR**



### U.S. Open benefits include, but are not limited to:

- Daily access for 4 guests, including 2 reserved backwall seats and 1 reserved high-top table, including complimentary food and beverage for all, access to VIP areas, and invitation to Pre-Finals VIP Reception
- Recognition in all marketing and promotional materials associated with the event, including 1 half-page program ad, web presence, and event signage
- Right to use U.S. Open and US Squash marks and display product and service information on-site
- Digital video advertising and announcements on-site throughout the event
- Social media announcement of sponsorship

#### Year-long Specter Center and US Squash benefits include, but are not limited to:

- Invitation to Specter Center and US Squash special events
- 2 annual corporate individual Specter Center memberships

### **Sponsorship Price**

1-Year	\$25,000
3-Year	\$ 22,500/yr
5-Year	\$ 20,000/yr
10-Year	\$ 17,500/yr

## **2023 PATRON BENEFITS & LEVELS**



U.S. Open Patron packages provide premium tickets for each day, a VIP experience on site, and recognition as an important supporter of the championship.

#### **Silver Patron Benefits**

- Daily access for 4 guests, including 2 reserved backwall seats and 1 reserved high-top table
- Access to VIP areas and complimentary food & beverage
- Invitation to Pre-Finals VIP Reception
- Patron listing in U.S. Open program, website, and digital signage
- Event patron gift

Silver Patron Package: \$10,000

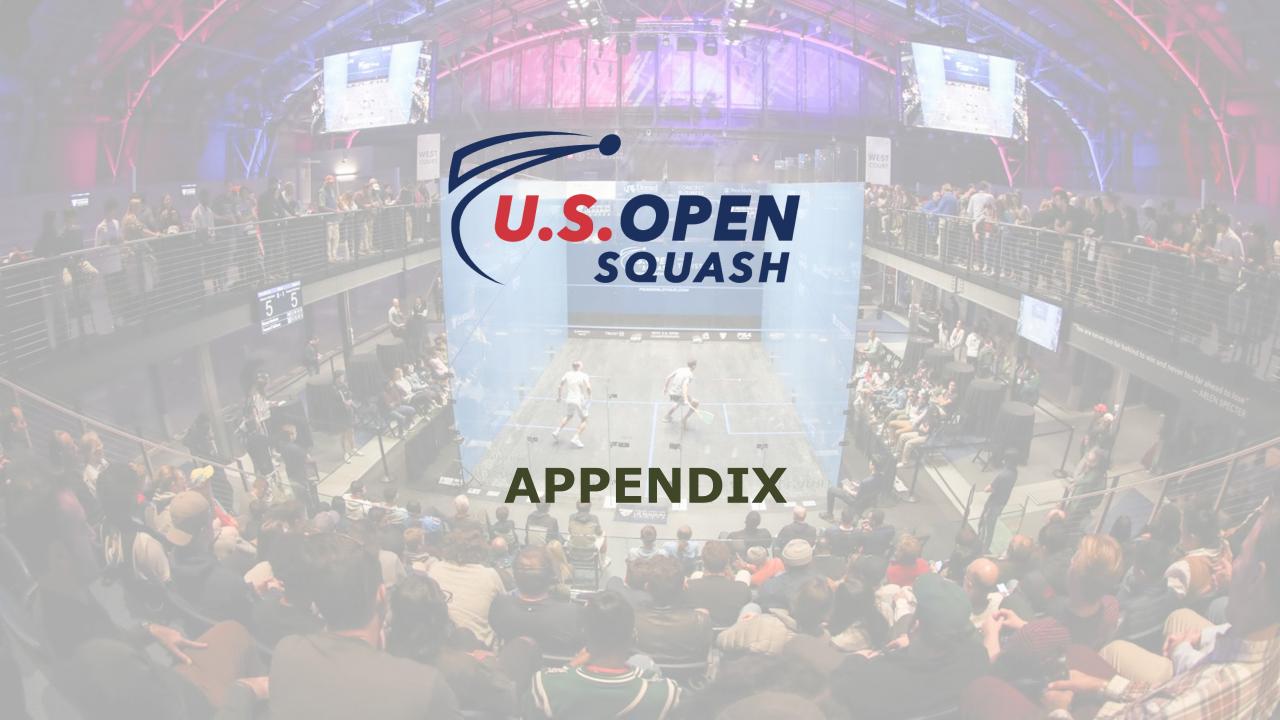
#### **Bronze Patron Benefits**

- Daily access for 2 guests with reserved backwall seats
- Access to VIP areas and complimentary food & beverage
- Invitation to Pre-Finals VIP Reception
- Patron listing in U.S. Open program, website, and digital signage
- Event patron gift

**Bronze Patron Package: \$5,000** 



Patrons receive tickets in the heart of the action while providing essential support that makes the U.S. Open possible



## **2022 U.S. OPEN SPONSORS**



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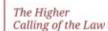




















## LOCAL, NATIONAL & INTERNATIONAL REACH

US Squash, the national governing body for the sport and member of the U.S. Olympic & Paralympic Committee, is proud to offer opportunities for broad and deep engagement with the squash community nationally and via its major international Championships and National Center.

The combined reach and appeal of **US Squash**, the **U.S. Open** and the **Arlen Specter US Squash Center** offers an unparalleled platform for advancing the brand, messaging and goals of leading organizations and companies.



Member, United States Olympic & Paralympic Committee

## ABOUT US SQUASH & THE U.S. OPEN



US Squash is a 501(c)3 nonprofit organization, the only national governing body for the sport in the United States. Founded in 1904 and headquartered at the Arlen Specter US Squash Center on the campus of Drexel University in Philadelphia, US Squash is responsible for growth and success at all levels of the sport, from community grassroots development and school teams, to junior and college competition, adult amateur squash, and the U.S. National Team reaching for the podium on the world stage.

The **U.S. Open** is a Professional Squash Association World Tour Platinum event and the most prestigious professional tournament in the U.S., first brought to Philadelphia in 2011 through an enduring partnership with Drexel University. The tournament pioneered equal prize money for men and women in 2013, a precedent now adopted by every major championship on the world tour. The U.S. Open has featured the rise of Team USA Squash stars in recent years, forming the #2 team in the world, and including four women now in the top 16 of the world rankings led by world No. 5 Amanda Sobhy.



www.usopensquash.com



## ABOUT THE **SPECTER CENTER**

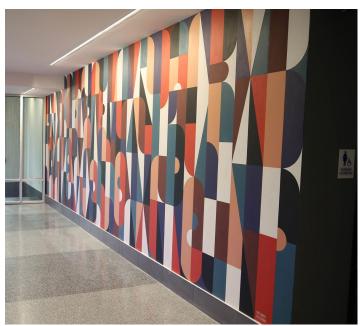


The **Arlen Specter US Squash Center** is the home of squash in the U.S., serving as the **world's largest community squash center** with 20 publicly accessible courts. The Specter Center welcomes a broad and diverse community located in one of twenty-two federally-designated Promise Zone neighborhoods and on the campus of Drexel University.

Beyond serving its neighborhood, the Specter Center brings major national and international competitions to Philadelphia, houses the U.S. Squash Hall of Fame, serves as the US Squash national headquarters, offers world-class high-performance training resources to Team USA athletes, and operates a Learning & Innovation Center in partnership with SquashSmarts.







# SPECTER CENTER HERO AVAILABLE TO OFFICIAL LEVEL AND HIGHER U.S. OPEN SPONSORS



## Supporting Philadelphia's youth with safe, no-cost, structured after-school and summer squash programming:

- Philadelphia Public League & Outreach
  - The nation's first urban public school league; in-school PE squash programming across West Philadelphia
- Work Ready/Sunrise Partnership:
  - US Squash training of high school students, taking them from never playing squash before to a certified squash coach and level 3 referee with employment opportunities
- Girls Inc. Partnership
  - Ongoing year-round collaborative programming for adolescent girls and their parents/guardians which provides ongoing recreation and wellness
- Summer Programming
  - Camps at the Specter Center partnering with the YMCA, Philadelphia Parks & Recreation, and the Boys & Girls Club
- Sponsored Memberships @ Specter Center
  - Subsidized club memberships and scholarships for community members

## **Specter Center Hero Benefits:**

- Year-round name and logo recognition as a Specter Center Hero on website, physical signage, and rotating large-screen digital signage
- Announcement in social media post
- Volunteer opportunities in community programs
- Logo on t-shirts at U.S. Open Community Day



## PRIVATE EVENT HOSTING OPPORTUNITIES



The Specter Center provides opportunities for companies to host special events that further their business development goals and create memorable experiences for their employees and clients.

Events options range from small gatherings to large celebrations that leverage the Specter Center's full unique space along with exceptional catering and entertainment capabilities.

U.S. Open corporate partners receive preferential booking and the benefit of further activation against their sponsorship investment.



# Become a Sponsor or Patron of the 2023 U.S. Open Squash Championships

## **Nick Kokiko**

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