

# SQUASH

MEDIA MARKETING OPPORTUNITIES



GET INVOLVED



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x x x x

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x x x x  
x x x x  
x x x x

# WELCOME TO OUR **PREMIER CLUB**

**500+**  
MEMBERS

ESTABLISHED  
1964

7 COURTS  
GYM  
LOUNGE  
BAR

SOCIAL AND  
COMPETITIVE  
SQUASH

JUNIOR  
SENIOR &  
MASTER NZ  
REPRESENTATION

REGIONAL  
NATIONAL  
INTERNATIONAL  
TOURNAMENT  
HOSTS

THE BEST VIEWS  
A LARGE SOCIAL  
FOLLOWING





WHAT DO YOU NEED TO KNOW

# ABOUT THESE OPPORTUNITIES

North Shore Squash club has a number of opportunities to partner with suppliers who are interested in connecting with the many people we engage with each day.

We connect with our audience in the following ways :

- ▶ In person in our club
- ▶ Newsletter
- ▶ Social Media
- ▶ Webpage

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# FOOT TRAFFIC

## NORTH SHORE SQUASH CLUB

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x x x x  
x x x x  
x x x x

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x x x x

**30000+**  
feet through our  
club each year

**GYM**  
DAILY AVERAGE 16.4  
ANNUAL  
6000

**FUNCTIONS**  
WEEKEND AVERAGE  
77  
ANNUAL  
4000

**CLUB MEMBER  
VISITS**  
DAILY AVERAGE 55  
ANNUAL  
20,000

**BAR AND  
LOUNGE**  
LUNCH, DINNER,  
DRINKS  
WEEKLY AVERAGE  
84  
ANNUAL 4400

**INTERCLUB**  
WEEKLY AVERAGE  
32  
ANNUAL  
1600

**TOURNAMENTS**  
6 MAJOR EACH YR  
2400 VISITORS

- Our Club is open to members 365 days a year, 24 hours a day
- Casual players access the club as they book it
- The Bar is accessible 6 days a week for around 49 weeks of each year
- The kitchen offers breakfast, lunch and dinner and is open to the public 4-5 days a week
- The gym is used by staff from the hospital as well as members



50+

places to connect



# IN CLUB BRANDING PARTNER OPPORTUNITIES



North Shore Squash Club connects in person with people who live, work, exercise and socialise on the North Shore.

- We have just over 500 members who play squash both competitively, socially and casually.
- We have an extended business community surrounding us that visit our lounge and catering partner most days of the week.
- We host visiting players and spectators almost every week of the year. Some of these players travel from out of region, and in some instances for the PSA tournament, from out of country.
- Each month, approximately 30 000 people pass our entrance heading to the North Shore Hospital

7 COURTS  
14 TINS

CONNECT  
ON COURT

LOUNGE  
BAR NAMING  
RIGHTS

CONNECT  
IN THE  
LOUNGE

OFF COURT  
BANNER

CONNECT  
COURTSIDE

ELECTRONIC  
BOARD

CONNECT  
OUTSIDE

SUPPORT SQUASH IN YOUR  
COMMUNITY



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x x x x  
x x x x  
x x x x

# OUR COURTS

## CONNECT ON THE TIN

- ▶ 7 courts tin top and bottom. You can take one or both depending on availability.
- ▶ Initial set up cost to install each tin includes \$200 fee for removal in the first year, in the event you choose not to renew the following year. Subsequent years cost less.
- ▶ Printing and installation costs are supplier costs.
- ▶ Court 7 is used for live streaming. In tournaments where we have naming sponsors for streaming, your brand may be covered to present a clean court.
- ▶ In fully sponsored Tournaments, naming sponsors have the right to temporarily cover the tins with alternative messaging.
- ▶ Brand visibility in our booking system "Hello Club" and on our webpage footer.

300+ DAYS OF EXPOSURE ON  
COURT

x x x x  
x x x x

# OUR LOUNGE CONNECT WITH MEMBERS AND GUESTS

- ▶ We have been told we have the friendliest barman in town! We also have a wide range of members and guest visiting our club each week. Our lounge and bar facility is booked out months in advance, catering for parties, meetings, art classes and other functions.
- ▶ Naming rights for our Club bar and or lounge, which includes select placement of branding in the area .



MAKE SOCIAL CONNECTIONS WITH  
OUR VISITORS

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# OTHER PLACES INSIDE TO ENGAGE WITH OUR AUDIENCE

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▶ Spectator seating surrounds: Along side courts 1, 6& 7 there is tiered seating. There are a number of opportunities to position your brand visible to players and spectators.

▶ Spectator seating surrounds: From the viewing areas alongside courts 1-5

▶ On our notice boards, Tournament control and changerooms



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### CAR PARK

We have 82 permanent parking tenants who work in our surrounds. These parks are restricted during weekdays for these tenants, and then the park is opened to all other visitors to the club. This opportunity does not include the street-facing signboarding and is not fixed to our Club walls.

### ELECTRONIC SIGNBOARDING

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× × × ×  
× × × ×  
× × × ×

We are looking to partner with someone to establish a street facing electronic sign boarding. This could mean permanent naming alongside our Squash Club. North Shore Hospital (NSH) traffic is approximately 1000 people per day; staff, visitors, trade.

NORTH SHORE  
**SQUASH**

**30 000+**  
staff and visitors  
to NSH each  
month



**CONNECT OUTDOORS  
YOUR NAME HERE**



# SPONSOR A TEAM

## JUNIORS

## SUPER CHAMPS

## COUSIN SHIELD/MITCHELL CUP

## INTERCLUB

- ▶ Sponsor opportunities for
  - Coaches
  - Accommodation
  - Apparel
  - Travel costs

# SPONSOR A TOURNAMENT

PSA INTERNATIONAL PLAYERS

NATIONAL PLAYERS

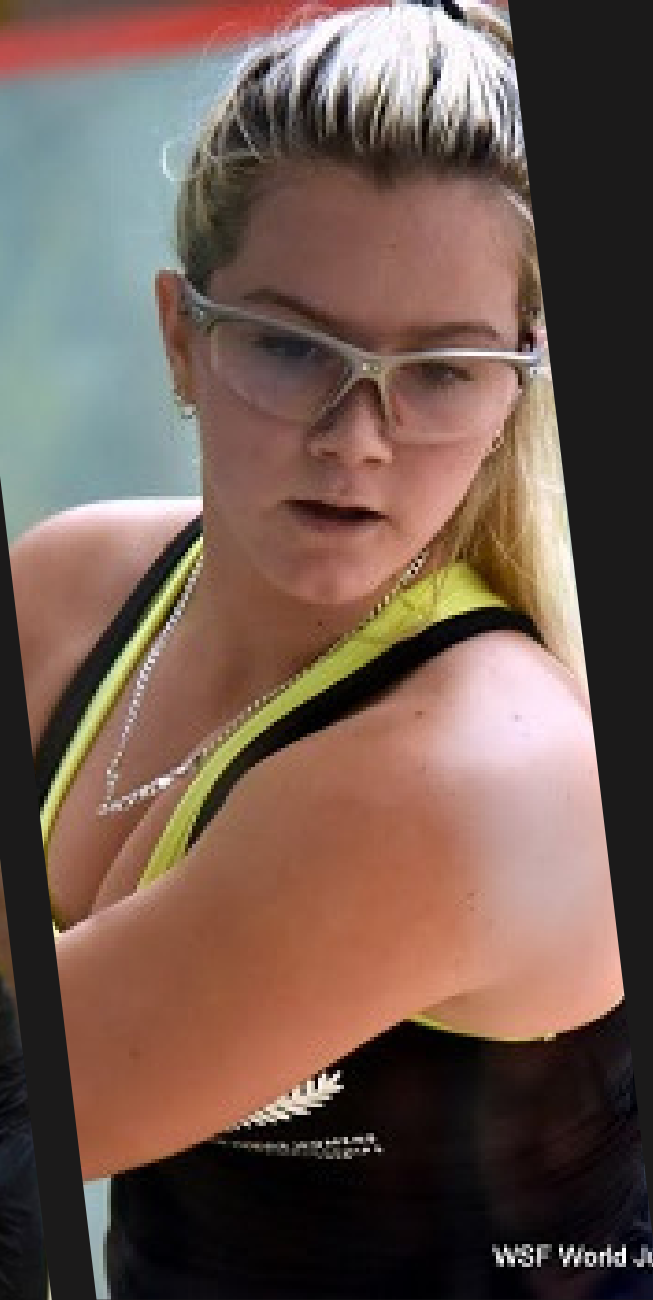
REGIONAL TEAMS

REGIONAL AND NATIONAL SPECTATORS

LIVE STREAMING EXPOSURE

PRINT MEDIA EXPOSURE

- ▶ Sponsor opportunities vary from one tournament to another. Your brand could be on a court, on prizes, in our lounge, on TV, published on our webpage, on a coffee cart outside.
- Next 12 months
- AUCKLAND OPEN PSA OCEANIA
- SECONDARY SCHOOLS
- RACKETBALL



WSF World Jv



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# CONNECT ON-LINE

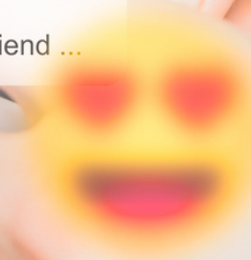


## OUR AUDIENCE IS ENGAGED

We communicate with our audiences through Social Media, our webpage, and a newsletter we send out fortnightly.

There are approximately

- 1000 people subscribed to our newsletter
- 300 unique visitors to our webpage each month who spend on average 3-4 minutes on our website
- 700+ active followers on SM



OUR AUDIENCES LIKES US A LOT

# PARTNERSHIP COSTS

SPONSORSHIP OPPURTUNITIES	EXPOSURE	PERIOD	COST	AVAILABILITY
CLUB	EXTERNAL ELECTRONIC SIGN BOARD	60 MONTHS	\$30,000	CONTACT US
COURT TIN 1	ON COURT TOP OR BOTTOM	12 MONTHS	\$ 750 plus GST . INSTALLATION COSTS BELONG TO SPONSOR	CONTACT US
COURT TIN 2	ON COURT TOP OR BOTTOM	12 MONTHS		CONTACT US
COURT TIN 3	ON COURT TOP OR BOTTOM	12 MONTHS		CONTACT US
COURT TIN 4	ON COURT TOP OR BOTTOM	12 MONTHS		CONTACT US
COURT TIN 5	ON COURT TOP OR BOTTOM	12 MONTHS		CONTACT US
COURT TIN 6	ON COURT TOP OR BOTTOM	12 MONTHS		CONTACT US
COURT TIN 7	ON COURT TOP OR BOTTOM	12 MONTHS		CONTACT US
BAR	COASTERS/BBQ AREA/UMBRELLS'S	12 MONTHS		TAKEN
LOUNGE	SIGNAGE	12 MONTHS		TAKEN
PASSAGES	NOTICE BOARDS	PER MONTH	FREE TO MEMBERS	CONTACT US
OUTDOORS	FENCE SURROUND CLUB	12 MONTHS	\$500 PER YEAR PER SIGN	CONTACT US
NEWSLETTER	SPONSOR BANNER	PER EDITION	XXX	CONTACT US
SOCIAL MEDIA	MENTIONS AND LINKS	PER ENAGEMENT	XXX OR OTHER SPONSORSHIP	CONTACT US
WEBPAGE	NAME ON EACH PAGE	12 MONTHS	XXX OR OTHER SPONSORSHIP	CONTACT US
TEAM	APPARELL	EVENT	\$500- \$1000	CONTACT US
	TRAVEL	EVENT	TBE	CONTACT US
	ACCOMMODATION	EVENT	TBE	CONTACT US
TOURNAMENT	NEGOTIATED	EVENT	\$1000 - \$10,000	CONTACT US
TOURNAMENT CONTROL	UPSTAIRS NOTICE BOARD	12 MONTHS	\$500	CONTACT US



# THANK YOU



[WWW.NORTHSHORESQUASH.CO.NZ](http://WWW.NORTHSHORESQUASH.CO.NZ)

