



## SPONSORSHIP PROPOSAL

# ABOUT SQUASH SA



The Squash Rackets Association of SA Inc. trading as Squash SA is a not for profit organisation governed by a voluntary Board of Directors. The Association is the State representative body for squash and racquetball in South Australia and has been operating successfully for over 60 years.

Squash SA is committed to raising the profile of squash and racquetball in South Australia with an emphasis on growing participation, particularly at a grass roots level.

There are 57 Squash Centres operating across South Australia. Collectively, the centres maintain a social participation base of approximately 5,000 players.

Squash SA coordinates:

- Metropolitan Pennant - 750 players
- Secondary School Competitions - 250 players
- Junior Tournaments - 250 players
- State Development Squad - 25 players
- Masters Squash 250 - players

## Our Vision

**Squash and Racquetball are flourishing sports for people of all ages in South Australia**

# What is 24/7 Squash @ Tonsley?



“Tonsley is an economic development project led by the Department of State Development with Renewal SA acting as the master developer.” The precinct is located on the former Mitsubishi site and houses major organisations such as Flinders University and Tafe SA, as well as other industry, business and retail organisations. It is an innovative site leading the way in sustainable design, technology, and practices, and has been awarded a 6 Star Green Star accreditation by the Green Building Council of Australia (GBCA).

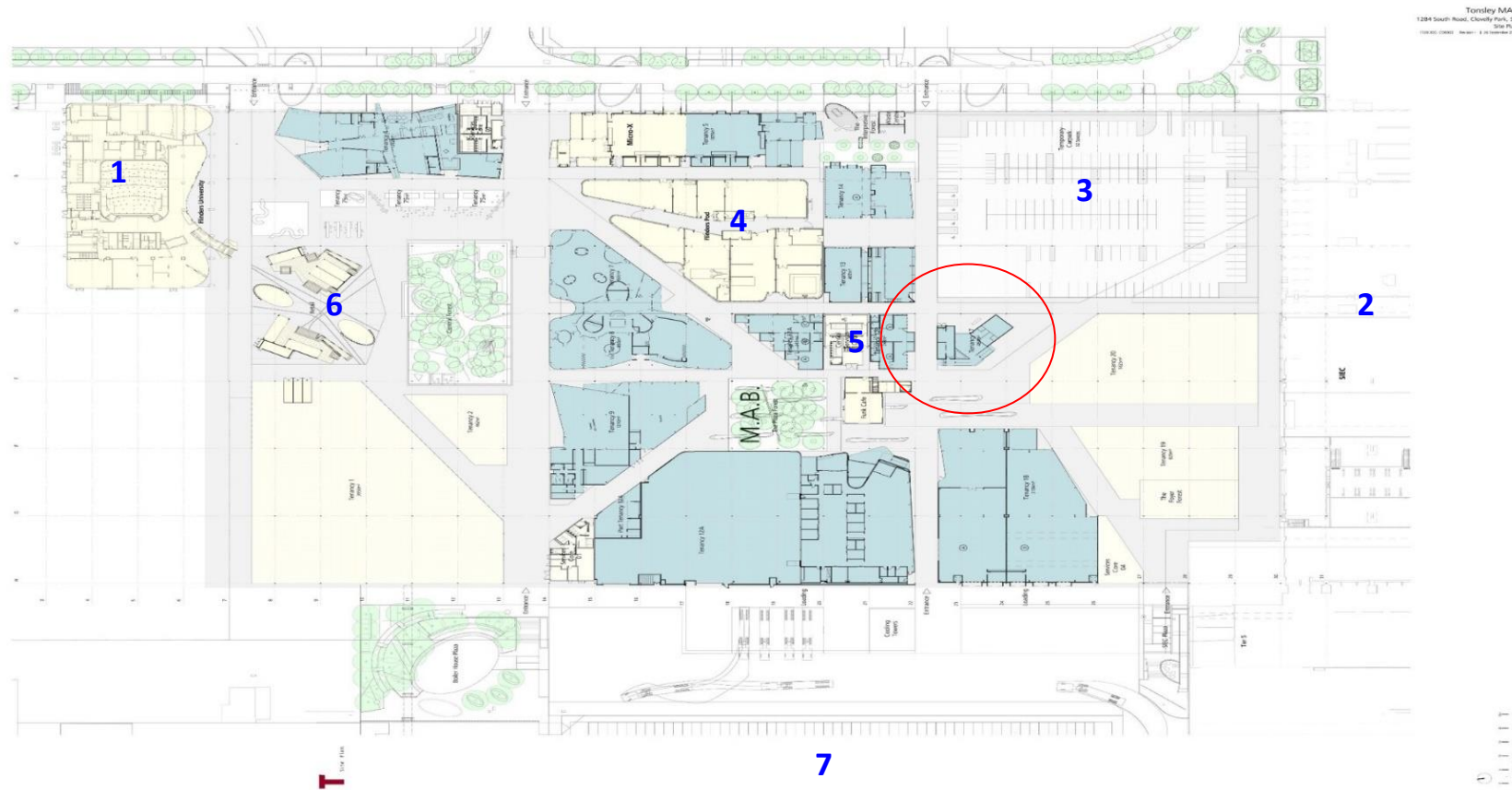
In a world first for our game, Squash SA has placed one of Australia’s only three glass courts in a public space. The court features in the middle of the Main Assembly Building (MAB) at Tonsley to activate the Tonsley precinct. The international standard championship court is the same as those used by the Professional Squash Association (PSA) to hold the Super Series – the most elite of over 200 tournaments hosted yearly by the PSA.

## Now anyone can enjoy playing on the same court as the pros!

Innovation is the key to ‘24/7 Squash @ Tonsley’. Anyone will be able to access the court through the online booking system developed by Squash SA. Access will be 24/7 - another first for South Australian squash. Once booked, players will be emailed a unique code to enter upon arrival which unlocks the court, turns the lights on, and gives Bluetooth access to stream your music onto the court. The court can also be used for prestige events such as the SA Open Squash Championship which is streamed live around the world from the court’s four permanent cameras.



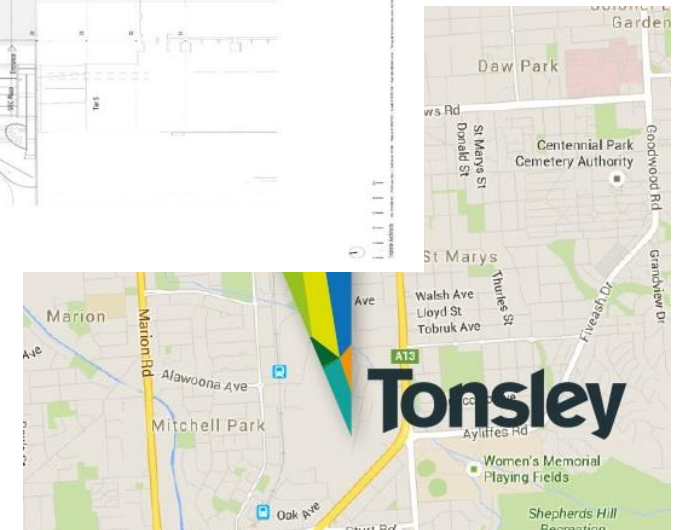
# Tonsley Main Assembly Building & 24/7 Squash Location



## Key for the Main Assembly Building (MAB) at Tonsley

1. Flinders School of computer science, engineering & Mathematics with medical device research institute
2. TAFE SA Tonsley Campus for building & construction
3. Undercover secured car ark for MAB tenancies (52 spaces)
4. Flinders Pod
5. Funk Coffee & Café
6. Retail Pod Precinct
7. Parking for 500 cars

*All Blue shaded areas are tenancies that will be completed in the next 12 months. Mixture of office space & technology businesses*



# **What exposure will your business get by advertising at 24/7 Squash @ Tonsley?**

**Demographic of Tonsley Population:  
Students, High Tec, Engineering, Corporate, Residential**

<b>Projected worker population</b>	<b>6,300</b>
<b>Projected residential population</b>	<b>1,200</b>
<b>Projected TAFE population each year</b>	<b>6,500</b>
<b>Projected Flinders University population each year</b>	<b>2,000</b>
<b>Projected student population each day</b>	<b>2,000</b>



## SPONSORSHIP BENEFITS



Sponsorship packages will be offered to businesses that fit the squash culture & innovative, high tech vibe of the Tonsley precinct. Squash SA anticipates sponsorship from squash equipment brands, local licensed venues, glass manufactures, hardware and tool suppliers and tradespeople graduating from TAFE as examples.

Tonsley 24/7 Sponsorship packages are limited to 30 businesses. Packages are for a period of 12 months and will include:

- Signage on an upright glass support fin (sign size 1000mm x 290mm) *Sign must be approved by Squash SA*
- 10 x 45 minute squash sessions so you can expose your employees to the benefits of the court, the sport, and the friendly, healthy squash culture (a coach will be provided for one session if 8 or more of your employees attend)
- Promotion of your logo with a link to your website via the Squash SA website
- Your logo with a link to your website in a Squash SA e-news edition to welcome your sponsorship (circulated to over \$1000 readers)
- Exposure through photos and live streamed events on Squash SA's social media sites

**All for the low cost of \$300 + GST + cost of sign (estimated \$50)**

# SPONSORSHIP AGREEMENT

*{Insert your business name here}*.....agree to enter into a 12 month sponsorship agreement with Squash SA.

*{Insert your business name here}*..... acknowledge that as the sponsor, we will be responsible for the cost of the sponsorship sticker production and installation. The sticker must be no larger than 1000mm by 290mm and needs to be approved prior to installation.

We agree that our sponsorship sticker design will be sent to Squash SA for approval prior to printing.

EXECUTED by the parties as an agreement.

Signed for and on behalf of ....*{Insert business name}*

Name:

Position:

Signed: .....

Date: ..... day of ..... 20....

EXECUTED by the parties as an agreement.

Signed for and on behalf of Squash SA by:

Name: Phil Sinnott

Position: Chief Executive Officer

Signed: .....

Date: ..... day of ..... 20....

**Thank you for considering a future partnership with Squash SA.**

**For any further enquiries please contact:**

Phil Sinnott

CEO

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