

SQUASH DAY IN CANADA

SEPTEMBER 30-2017

Event Organizer's Guide | How to Use the Squash Day in Canada Tool Kit | Event Ideas



Planning an event or activity for Squash Day in Canada doesn't have to overwhelm you! There are lots of simple and easy ways for you to celebrate Squash Day in Canada without breaking the bank or tearing your hair out with event logistics!

Here's your step-by-step guide on how to plan an activity/event on September 30th:

STEP 1 | WHO'S COMING?

Decide what types of squash players you want to attract to your club/court. Is it kids or adults? Are you hoping to entice diehard squash players to come out and play or are you more interested in inviting newbies – people who have never tried squash before – to visit and give it a try?

Make a list of potential event attendees and how you might be able to connect with them – over email, in-person, through the local newspaper or event listings in your community, Facebook, etc.



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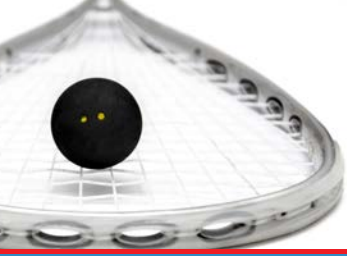


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STEP 2 | TYPE OF ACTIVITY

Now that you know who your event attendee will be, it's time to pick the type of activity or event that this group will be most interested in. Here are a few suggestions to get you started:



Open House



Consult a Pro



Bring a Friend



Free Lessons



See it, Try it!



Demo Day

Your event attendees are not expecting tons of bells and whistles at your event. They're coming because they want to give squash a try for the very first time or because they already have a passion for the sport. Keep it simple! Put on some music, post some signs or balloons to make it festive and open the doors. Some complimentary refreshments or free giveaways won't hurt either!

If you're attracting newcomers, ensure you're creating a non-intimidating environment – a place where people will feel welcome and not be too shy to give squash a try and swing a racquet for the very first time.

See page 5 for more details on the types of events/activities that we suggest you host on Squash Day in Canada.



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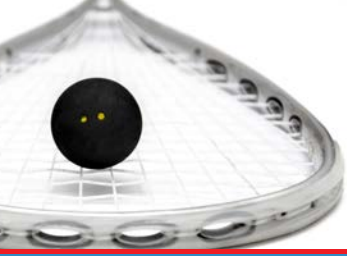


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STEP 3 | TIME & PLACE

Decide where specifically you'll host the event/activity and when – is it a full-day event or a 2-hr drop-in? Consider what timing will work best for your potential event attendees – a morning or early afternoon event would be best suited for kids and families. Students may prefer a later afternoon or early evening 'happy hour' type of thing. Masters players (55+) may be early risers and prefer a breakfast or early morning activity.

STEP 4 | BUDGET

Calculate the potential expenses associated with staging your event/activity and make sure you are prepared to invest the dollars required to execute your event. If you're short on funds,

there are lots of easy and practically free activities you can offer. Scale things back if funds are tight. Keep it simple!

You can also ask for donations from local businesses to help you off-set some event costs, find a sponsor to help, or partner with another sport to offer two activities in one and share the costs.

STEP 5 | RECRUIT HELPERS

You can't do this alone! Recruit a squash pro, coach or volunteers to help you plan and execute the event.

STEP 6 | MAKE A 'TO DO' LIST

Make a list of things that will need to be in place for your event to be a success and then delegate every task on the list to one of your event helpers. Give yourself enough lead time to plan and advertise the event.

STEP 7 | START ADVERTISING

Take advantage of the Squash Day in Canada Tool Kit and use the helpful resources included in the kit:

- **Printable Poster** – print off a copy of the poster in colour and write-in the event info specific to your event in the white space provided. You can also edit the PDF and



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insert your event info right into the document and then email it to potential event attendees.

- **News Release Templates** – we've pre-drafted some news releases and event announcements that you can send to your local media. We've also provided some media relations tips if you're new to dealing with media.
- **Social Media** – use one of our pre-made social media infographics (Twitter, Instagram and Facebook) and post a graphic along with your message about your upcoming event/activity on September 30th.
- **Header & Footer Graphics** – we've created header and footer graphics (jpg files) that can be used in a Microsoft Word document that you create yourself and send to potential attendees. You can also use these graphics for a newsletter or in internal documents related to your event.
- **PPTs for Email Marketing** – our PowerPoint presentation gives you several slides that include graphics and sample invitation text. These are perfect for your email marketing campaign, presentations about the event activity you are staging or as graphics on social media.
- **Why Play Squash Poster** – print off a copy of the poster in colour and post it at your club/court. You can also email it or extract some of the info on the poster and use these ideas in your social media posts. This poster



has been designed for use beyond September 30th so take advantage of this helpful promotional piece year-round.

- **Email Signature Graphic** – insert this handy image into your email signature and hyperlink it to Squash Canada's website, the ParticipACTION website or your own!

All of our tool kit resources are available in French or English or in bilingual formats. They have been designed to be customizable for your province, territory, city, town or client group! Feel free to adapt any of these items with your own logos, text or images. If you need alternative file formats for any of these resources, please contact us at: Britany.gordon@squash.ca



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EVENT/ACTIVITY SUGGESTIONS FOR SQUASH DAY IN CANADA

Here are some ideas to help you determine what type of event or activity you could offer on September 30th – Squash Day in Canada.



OPEN HOUSE

It's easy! Open your doors on September 30th and welcome people to come in, take a look around and try squash if they wish. You can have a coach or pro available and a staff member or volunteer to give a tour and explain a few fun facts about squash.

Make it a no pressure environment. Hand out flyers or programming info and maybe some gifts or fun things for kids. Put on a demonstration with some of your top squash players and crank up the music. Make it fun and carefree and newcomers to squash will feel welcome.



CONSULT A PRO

Ask a squash pro to offer one-on-one personal consults to existing players or simply explain the ins and outs of the sport to rookies. If you don't have an in-house pro, contact Squash Canada or your provincial or territorial squash association to find a local pro or coach to take part in your event.



BRING A FRIEND

Invite your current members or regular clients to bring a friend for free on Squash Day in Canada. Offer to have some loaner equipment on hand so that he or she can give it a try. Reward members or regular users for bringing a buddy by offering free passes, discounts or other perks that will make it worthwhile for them to invite someone along and introduce someone new to squash.



FREE LESSONS

Everyone loves a freebie! Offer free lessons (one-on-one or group lessons for different skill levels) throughout the day. This is a great opportunity for a seasoned player to hone his or her skills or for a newcomer to learn some basic skills before committing 100% to joining a club or program (or buying equipment for a sport that he or she may not be sure about).



SEE IT! TRY IT!

This type of event is well-suited to kids. Host a one-hour activity on the squash court that will include some squash skills and other fun games or exercises. Have current youth players teach the class, demonstrate squash and run the activities.

Kids will love a mix of squash skills combined with typical favourite games, like races, obstacle courses or scavenger hunts throughout your venue. Be sure to have some snacks on hand at the end and some programming info for the parents to take away.

Partner with another sport to offer a combo-activity! Squash and soccer? Squash and swimming? Everything goes well with squash!



DEMO DAY

Connect with your local equipment supplier rep to have them demo new equipment. You can also arrange for some high level players to put on a show of their athletic prowess that showcases squash at its best!

You could also offer a gear swap activity for people looking to trade-in an older piece of equipment (gently used) for a newer one. This could provide families with a low-cost way to outfit growing kids with new equipment or provide a newbie to the sport with a cost-effective way to gear up for squash! There are lots of ways to conduct a demo day.

NEED ANOTHER IDEA?

If none of these event/activity ideas seem like a good fit, reach out to us and we'll help you plan something that will resonate with your target audience and fit within your budget and the time you have available for planning and execution.

Even the smallest and simplest event or activity can be part of Squash Day in Canada! For a list of what other clubs and courts are offering across Canada on September 30th, [visit our website](#).

Hint: Sometimes the best idea is someone else's!

Good luck with your Squash Day in Canada events!