

## **Liverpool Cricket Club Open 2024**

### **THE CLUB**

Liverpool Cricket Club was founded in 1807 and is the oldest amateur sports club in Merseyside. It has over 1000 club members, of which, there are 700 playing members. The club caters for Bowls, Cricket, Darts, Lacrosse, Squash and Racketball, Tennis. Three Padel Courts have recently been installed which are the only public courts in Liverpool.

All sports sections compete in local leagues within Liverpool but also beyond and across the North West generally.

LCC is also host to prestigious annual events such as the International Tennis Tournament and Lancashire County Cricket. Combined with LCC hosting over 200 functions a year, over 25,000 guests visit the club each year.

### **THE SQUASH SECTION**

The LCC Squash and Racketball section is the most prominent within Merseyside and one of the leading clubs in the North-West.

The section currently has over 250 active playing members, with 7 Men's teams, 2 Ladies' teams, 1 Racketball team and a strong junior section.

The club hosts an abundance of tournaments, including Senior and Junior County Closed, the North-West Regional Racketball Closed and every other year the Friendship cup; the latter sees over 50+ juniors visiting the club from Rotterdam.

With our 1st team competing in the Premier Division of the North-West Counties Squash League (the largest squash league in Europe) for so many years and the club hosting the British Open in 2008, it was always a desire to bring more world class professional squash to Liverpool.

## PSA EVENTS

Given LCC's continued success, including significant year on year growth of the section, in 2022 it was agreed that they would embark upon their first Professional Squash Association (PSA) tournament and so began the Liverpool Cricket Club Open.

The PSA is the governing body of the men's and women's professional squash circuit. It operates in a similar fashion to the ATP and WTA for tennis.

LCC's key goal is to ensure the squash players have the best experience when participating in their tournaments. To do so, all players were serviced a complimentary package including but not limited to:-

- Pick up and drop off: Collection from airports and train stations with transport to accommodation;
- Accommodation: Premium hotel stays in central locations with good local amenities;
- Transport: Shuttle bus services to and from LCC Club;
- Physiotherapy: Onsite treatment and therapy available throughout the tournament;
- Food: Breakfast, lunch and dinner onsite.
- Graded Tournament: Entry into the A Grade tournament with cash prizes awarded to the top three players;
- Clothing: Contemporary, lightweight and breathable branded t-shirts for all participants;

LCC's PSA package can be distinguished from the majority of PSA hosts in the sense that others simply offer a tournament and sustenance but nothing more.

### Year 1

The first PSA tournament took place from 24 to 26 March 2022 - it comprised a Men's \$6k challenger tournament. From the outset, the event gained significant traction and interest with elite internationally ranked players taking part. The games were streamed via the LCC Squash and the official PSA Challenger YouTube channels respectively. Online viewing figures totalled 9058 with spectator attendance totalling 200 over the tournament.

## **Year 2**

LCC were keen to build upon the success of the first tournament by hosting a second PSA Challenger. It took place from 29 March to 1 April 2023 and comprised a Ladies' \$6k and Men's \$6k tournament. Feedback from the players indicated the tournament was one of the best events on tour. Online viewing figures totalled 11,524 with spectator attendance increasing to over 350 over the three day tournament.

## **Year 3**

Moving forward, the plan is to host a \$15k Men's event from 26 to 30 March 2024. The hope and expectation is that it will be the most successful of the events, to date. LCC has been applauded for their PSA tournaments. The LCC PSA tournaments have been recognised as huge success stories with overwhelmingly positive feedback from the elite players, the PSA, local press, and, of course, the squash fans.

## **SPONSORSHIP**

LCC's goal is to build upon the success of the PSA tournaments and continue to provide a premium experience for the players whilst facilitating the growth of the sport particularly at a professional level. To do so, LCC needs sponsorship.

Sponsorship options are as follows:-

### **1. Exclusive Platinum Sponsorship - £18,000**

- Naming rights to the event;
- Premium seating on the show court for all games including the PSA final;
- Complimentary drinks upon arrival;
- Sponsor's ambassador to present awards to the professional players i.e. winner and runner up of the PSA Tournament;
- Award presentation will include sponsor's branding and banners;
- Sponsor's branding and links to be included in all LCC member and PSA participant emails;
- Sponsor's branding affixed to official roll up tournament banner (6 foot) and stand-alone banner;
- Title sponsorship of the graded tournament t-shirts;
- Large side wall advertisement board on each court - (6 'x 6') for 12 months;
- Central advertisement on main front wall of each court for 12 months;

- Sponsor mentioned in all PSA advertisements/write-ups related to this event;
- Sponsor's branding to be included on all livestreams of the event - 11000+ views last year;
- Sponsor's branding and links to be included in all social media content including but not limited to the 800 followers across their two Instagram channels (@LCCsquash and @abc\_squash);
- Sponsor's branding and links to be included in all LCC Squash correspondence for 12 months.

## 2. **Gold - £5,000**

- Premium seating on the show court for all games including the PSA final;
- Complimentary drinks upon arrival;
- Large side wall advertisement board - (6 'x 6') for 6 months;
- Central advertisement on main front wall of each court for 6 months;
- Sponsor's branding affixed to official roll up tournament banner (6 foot);
- Sponsor's branding and links to be included in all LCC member and PSA participant emails;
- Sponsor's branding and links to be included in all social media content including but not limited to the 800 followers across their two Instagram channels (@LCCsquash and @abc\_squash);

## 3. **Silver - £2,500**

- Complimentary drinks upon arrival;
- Large side wall advertisement board - (6 'x 6') for 3 months;
- Half a tin advertisement for 3 months;
- Sponsor's branding affixed to official 6 foot roll up tournament bannerr;
- Sponsor's branding and links to be included in all LCC member and PSA participant emails;
- Sponsor's branding and links to be included in all social media content including but not limited to the 800 followers across their two Instagram channels (@LCCsquash and @abc\_squash);

## 4. **Bronze - £1,000**

- Sponsor's branding and links to be included in all LCC member and PSA participant emails;
- Sponsor's branding and links to be included in all social media content including but not limited to the 800 followers across their two Instagram channels (@LCCsquash and @abc\_squash);