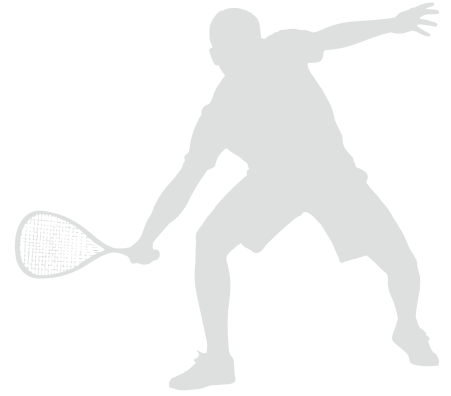




HINCKLEY
SQUASH
& **RACKETBALL**
CLUB. ESTABLISHED 1935

SPONSORSHIP
OPPORTUNITIES
2026/27

WHO WE ARE



Established in 1935, Hinckley Squash & Racketball Club (HSRC) is one of Leicestershire's oldest squash clubs. To this day, our club remains member-owned and volunteer-run, and we pride ourselves on being inclusive and community-focused. We encourage players of all ages and abilities and are committed to offering a warm welcome to all our members and supporters.

With a wide and diverse membership of more than 420 people from the local community, HSRC is proud to champion a vision of "squash for all." We are committed to creating an inclusive, supportive environment where players

and supporters alike feel valued and inspired. As a vibrant social hub with state-of-the-art facilities, the club offers far more than squash, bringing people together as part of a thriving, connected community.



It is a great club, with incredible facilities and people... I feel like I'm part of a real thriving hub for the community.

WHY SPONSOR HSRC?



Sponsoring HSRC gives local businesses and individuals the opportunity to gain valuable visibility while supporting a well-established and ambitious sports club. With hundreds of active members, regular visitors, and strong links to the local business community, sponsorship provides direct exposure to a wide and engaged audience.

Sponsorship benefits include:

- **Local visibility**
Exposure to hundreds of members, visitors, and local business owners through club activity, events, and facilities.
- **Extended reach through events**
Association with local, national, and international tournaments that attract players and supporters from beyond the immediate area.
- **Growing digital presence**
Promotion through evolving social media channels, with ambitions for live-streamed matches and wider online exposure.
- **Supporting sporting excellence**
Direct investment in junior development, emerging talent, and competitive teams, including our Ladies Team—2025 Leicestershire Ladies League Champions.
- **Meaningful community impact**
Helping to sustain inclusive opportunities in sport while contributing to the long-term development of players and the wider community.
- **Flexible partnership opportunities**
Tailored sponsorship options for businesses or individuals, designed to deliver mutual value and long-term relationships.



SPONSORSHIP BENEFITS – WHAT YOU GET



- By supporting the club, it can raise the profile of your business to hundreds of local people, as well as visiting guests and teams from across Leicestershire and the UK
- The 'feel good' factor of investing in a long-standing club that will ensure it continues to thrive
- Our premium supporters can also benefit from access to our club and excellent facilities including bar, gym, snooker and pool facilities
- Welcome letter, 'Proud Sponsor' certificate and digital partner logo
- Networking opportunities
- Website publicity
- Email newsletter publicity despatched regularly to a mailing list of over 1,000 people





“ It feels great to support a local club. Having advertising at the venue has been great for new business and connections. ”

ADVERTISING SPACE PACKAGES



HSRC offer prime back board advertising space that will feature on social media and communication posts for our major events, particular within our “Ryley” and “Jennings” competition show courts. These are large and extremely visible, so have great impact and visual presence for anyone that visits or plays at the club. All court back boards are available for multi-year sponsorships, alongside smaller advertising spaces within the training and bar area, at the prices below.

	Space	Cost Per Year
	Top Court Back Boards (6,405 mm x 720 mm)	£400
	Bottom Court Back Boards (6,405 mm x 370 mm)	£250
	Top + Bottom Court Back Boards	£600
	Logo/Poster	£250

We work with a local designer who can provide copy, production and installation at an additional cost.

As a forward-thinking organisation, we are always open to new areas for advertising and sponsorship so if you are interested in other opportunities or multi-year sponsorship deals, please contact us directly on the details below.

EVENT SPONSORSHIP



HSRC delivers impact beyond its scale when it comes to elite level competitions. We host an annual high profile international Professional Squash Association (PSA) tournament which is growing bigger and better each year. Events like these attract some of the world's best emerging young talent.

We also hold other events listed below that generate interest nationally, regionally and locally. All our events are open to guests to watch live as well as streamed online and with regular updates on our website and social media platforms.

Sponsors are encouraged to attend and will receive access to the club and photo opportunities as desired, as well as the broadcasts that HSRC will put out regarding the event.

TITLE SPONSOR

Our Title Sponsors will receive headline graphics and logos on all event materials (digital and hard copy) including pop up banners and clothing if appropriate. They will be invited to the event and can present an award if desired.

ASSOCIATE SPONSORS

Our Associate Sponsors will feature on all material for the event both digital and hard copy and will be invited to attend the event.



Event Tier	Event Name	Title Sponsor	Associate Sponsors
Premier Tier	PSA Challenger Tour Men and Women's Draws	£3,000	£800
Second Tier	England Squash - Bronze and Copper Junior Tournaments	£1,500	£500
Third Tier	Leicestershire County Racketball Tournament Hinckley Open Squash Tournament Hinckley Open Racketball Tournament	£800	£250

TEAM SHIRTS & PACKAGE DEALS



**Shirt Sponsor
for 1 year**

**Team Shirts Title
Sponsor £1,000**

**Team Shirts Associate
Sponsors £250**

Team shirts are a fun and affordable way to get involved and support the club and its players as they play matches across Leicestershire and into Warwickshire and Northamptonshire. We offer full back logo and graphics for team t-shirts that are worn for all home and away matches throughout the season.

Wearing a professional team shirt empowers our players and helps our club to present itself professionally across the leagues we participate in. Your company logo will be displayed proudly as we compete at a high level across the county and to a wide audience.

As our single team shirt sponsor, your brand will feature as the sole logo on the front of all our teams' shirts, worn by up to 100 club members. HSRC are incredibly proud of all the teams that compete on behalf of the club but thanks

to previous investment we are especially proud of the Junior members that have been coached and mentored into these top tier teams thanks to the support and efforts of our members and our sponsors.

Each associate team shirt sponsor will have their logo featured on the back of all team shirts, supporting both new and experienced players as they develop their skills and personal progression journeys. A maximum of four associate sponsors will appear on the shirts.



Package Deals

HSRC are open to multi-year, combination deals that offer even greater value and exposure for our supporters based around our three core offers;

Advertising Space | Event Sponsorship | Team Shirts

Any combination of two of our offers you will receive a 10% discount.

If you take up the opportunity to support across all three of our offers you will receive a 20% discount. HSRC is always open to discuss bespoke packages to individuals or organisations so please get in touch with us to discuss this.



BUY A BRICK!

At the heart of HSRC is our modern, state-of-the-art squash club — a place where members come together to train, connect, and compete. We are incredibly proud of this facility, and if you would like to leave a lasting mark on the club, you can quite literally become part of the building by buying a brick.

For a one-off fee of £60 you can have a printed plaque with a personalised message of your choice, fixed forever as a part of the fabric of the club. Why not go down in history as a club supporter? You may want to purchase as a tribute to a loved one or a lifelong rival on the court? Maybe just to memorialise the score in a victorious match!

Funds raised will further support the committee in continuing to improve all areas of the club.



CONTACT US

If you are interested in supporting HSRC in any way or would like to know more, please contact us;

website: hinckleysquash.com

email: sponsorship@hinckleysquash.com



The events held are incredibly professional. It has been great to attend these and see the fantastic exposure to an energetic audience that my organisation receives.

