

# 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 30<sup>th</sup> – Squash Day in Canada.



## OPEN HOUSE

It's easy! Open your doors on September 30<sup>th</sup> 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.

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## 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 30<sup>th</sup>, [visit our website](#).

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

Good luck with your Squash Day in Canada events!