



CORPORATE MENTORSHIP PROGRAM

ADOPT-A-CANUCK



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- Canada has a long tradition of producing world-class squash talent who go on to become community and business leaders in their fields
- Playing international-level squash requires a unique skill set including work ethic, determination, problem-solving, independence and time management
- The Corporate Mentorship (CM) Program offers an opportunity for organizations and individuals to support our best young athletes as they begin their journey to represent Canada
- The CM Program aims to pair Canadian Junior, NextGen and Senior Squad athletes with organizations that will support them both financially and through valuable work experience



HOW IT WORKS

Corporate Partners will “Adopt-a-Canuck” and support an athlete’s journey to achieving international squash success. Corporate Partners commit to a 4-year cycle on the road to LA2028 and future Olympics

Funds are issued to Squash Canada, and a business tax receipt is provided on request

Athletes can access 80% of the funds to recoup training, coaching, travelling, PSA membership, equipment and support services costs

20% of the funds will be allocated to subsidize National Training Centres and international travel costs as part of Team Canada



\$10,000 – GOLD



Intended for Canadian National Squad athletes competing internationally on the PSA tour

Up to 96 hours annual internship including client events, team building, special projects, admin support, etc., as agreed upon

Minimum monthly Social Media post and quarterly blogs/articles by the athlete

Logo on the athlete's PSA and training uniforms (Team Canada exemption)

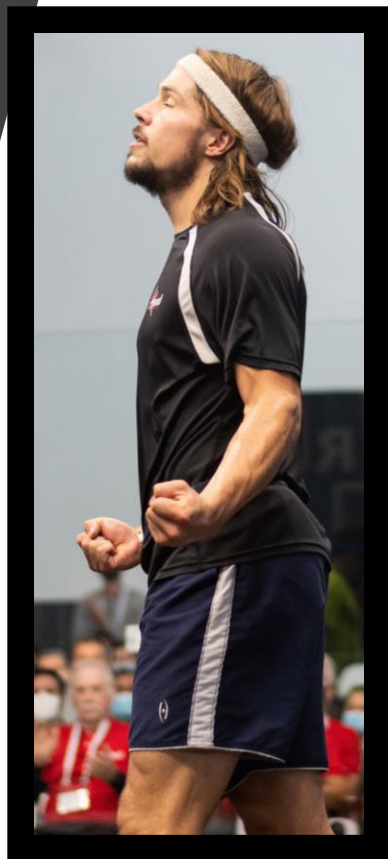
Logo on squash.ca as a participating member of the program

Preferred ticketing for Squash Canada events the athlete is competing in

Full Squash Canada uniform

Note an athlete may have multiple Gold Partners

\$5,000 – SILVER



Intended for Canadian Squad Professional Squash Association players competing in North America

Up to 48 hours annual internship including client events, team building, special projects, admin support, etc., as agreed upon

Minimum bi-monthly Social Media post and quarterly blogs/articles by the athlete

Logo on athlete's PSA and training uniforms (Team Canada exemption)

Logo on squash.ca as a participating member of the program

Preferred ticketing for Squash Canada events the athlete is competing in

Full Squash Canada uniform

Note an athlete may have multiple Silver Partners

\$2,500 – BRONZE



Intended for Canadian Junior and NextGen Squad members competing in North America and internationally

Up to 48 hours annual internship including client events, team building, special projects, admin support, etc. during summer, as agreed upon

Minimum monthly Social Media post and quarterly blogs/articles by the athlete

Logo on the athletes' PSA and training uniforms (Team Canada exemption)

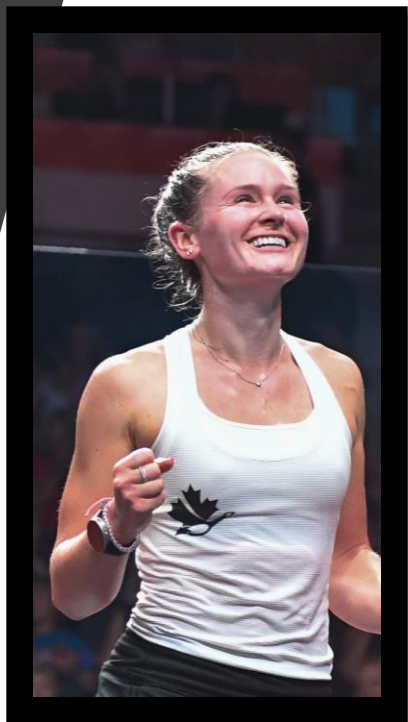
Logo on squash.ca as a participating member of the program

Preferred ticketing for Squash Canada events the athlete is competing in

Squash Canada uniform – shirt

Note an athlete may have multiple Bronze Partners

\$1,000 – Program Patron



Intended for Canadian Junior and NextGen Squad members competing in North America and internationally

Social Media post by athlete once partnership finalized, as agreed upon

Up to 24 hours annual internship including client events, team building, special projects, admin support, etc., as agreed upon

Squash Canada uniform
- shirt

Be Part of the Future



Contact Jamie Nicholls, CEO

jamie.nicholls@squash.ca

416-880-1854

www.squash.ca