

SPONSORSHIP PLAN

OPEN DE LA VILLE DE QUÉBEC 2026

INTERNATIONAL SQUASH TOURNAMENT · PSA CHALLENGER TOUR

5	48	46	\$21,000	1,000	WORLD
MATCH DAYS	PRO PLAYERS	MATCHES	PRIZE MONEY	EST. ADMISSIONS	PSA BROADCAST

THE EVENT AT A GLANCE

DATES	September 22 to 26, 2026
VENUE	Espace Y, 2145 rue Léon-Harmel, Québec G1N 4N5
SANCTION	PSA Challenger Tour: Challenger 9 (men) · Challenger 6 (women)
PRIZE MONEY	CAD 21,000 in total: \$12,600 (men) and \$8,400 (women). Funded by the presenting partner.
DRAWS	International elite: 24 men and 24 women on the PSA World Rankings, 46 matches
COVERAGE	SquashTV, official international broadcast on PSA platforms
ALONGSIDE	Amateur tournament, September 25 to 27: a PSA Satellite draw (the entry point to the professional circuit, counting toward the world rankings) plus amateur categories. 60 to 100 players expected.

ESPACE Y : A NEW WORLD-CLASS CENTRE IN QUÉBEC

4 COURTS

brand-new squash courts, to international standards: pro lighting, mezzanine above

23,500 SQ.FT.

of squash, 3 baseball cages, recovery, athletic development and Café Y

PROGRESSION

guidance for youth and athletes of every level: advice and follow-up

A UNIQUE EVENT

World-class squash, in Quebec City.

Associate your brand with a top-tier international event.



WHY PARTNER WITH US

A PREMIUM SHOWCASE

Squash joins the Olympic programme at **Los Angeles 2028**, a sport recognized for its values of excellence, performance and discipline. An international tournament brings together a broad audience: players of every level, families, sports fans and local business people. It is a natural setting to raise your brand's profile and build relationships, alongside an event sanctioned by the PSA, the Professional Squash Association.

THE OPEN'S AUDIENCE

Around **1,000 total admissions** expected across the event.

PLAYERS

of every level

FAMILIES

and friends of the players

ENTHUSIASTS

of sport and performance

MEMBERS

of sports clubs

WHAT YOU GET

- **Association** with a demanding, spectacular and fast-growing sport.
- **Repeated visibility** before, during and after the event, on site and online.
- **International reach** : matches streamed on the PSA's official platforms, reaching the global squash audience.
- **National & international exposure** : your brand featured across all event publicity, from ads and PSA coverage to media and social networks.
- **Direct interaction** with players and your guests (networking, on-site hosting).
- **Enhanced credibility** and brand awareness among an engaged, loyal audience.
- **A network to grow** : the other partners, the players and the region's sporting community.

EXPLORE OUR PACKAGES

A tier for every ambition.

See the full partnership grid on the next page.



BECOME A PARTNER

PACKAGES & BENEFITS

All amounts are in Canadian dollars.

	EXCLUSIVE PRESENTER \$21,000	2 SPOTS GOLD \$10,500	2 SPOTS SILVER \$6,300	3 SPOTS BRONZE \$2,100
BENEFITS				
ON SITE, DURING THE TOURNAMENT				
Naming & logo associated with the tournament (« presented by »)	✓	—	—	—
Logo on the front wall of the main court	✓	—	—	—
Logo on the court walls (tin and side walls)	✓	✓	—	—
Signage visible on camera during the broadcast	✓	✓	—	—
Signage throughout the club	✓	✓	✓	—
Promotional table on site	✓	✓	✓	—
Announcer mention on every match day	✓	—	—	—
THE EVENT				
Official prize money partner (\$21,000)	✓	—	—	—
Presenting the prize money to the champions	✓	—	—	—
Logo on the trophy	✓	—	—	—
Week-long passes, transferable	10	6	4	2
Reserved mezzanine seating on finals night	✓	✓	—	—
LASTING VISIBILITY, AT THE CLUB				
Signage at the club through June 2027	✓	✓	✓	—
Court signage maintained through June 2027	✓	✓	—	—
Logo and link on the event page, 12 months	✓	✓	✓	✓
FOR YOUR TEAMS				
Corporate evening: squash intro and club tour	2 sessions	1 session	1 session	—
ONLINE AND IN COMMUNICATIONS				
Mentions in communications (before/during)	✓	✓	✓	—
Logo on the website and social media	✓	✓	✓	✓

The corporate evening is to be scheduled between September 2026 and June 2027. Exact quantities, sizes and placements are detailed in the agreement.



HOW IT WORKS

HOW WE PROCEED

A partnership comes together in three steps: you choose a tier, we sign an agreement that specifies every deliverable (size, location, quantity, duration) and you receive a written summary after the event.

KEY DATES

COMMITMENT	By Friday, August 28, 2026 at the latest
SIGNAGE	Your logos are added to the posters and to the club signage as agreements are signed: the sooner the better.
ARTWORK	Within 3 business days of signing, in vector format (.ai, .eps or .svg) and PNG on transparent background
PAYMENT	In full, within 48 hours of signing

WHAT THE AGREEMENT COVERS

EXCLUSIVITY

The Presenter is the only partner in its business sector, defined in the contract. Other tiers carry no exclusivity.

DELIVERABLES

Every visibility element is described in the contract: size, location, quantity and duration. Nothing is left to interpretation.

WRITTEN SUMMARY

Sent within a month of the tournament: photos of your visibility, coverage and commitments delivered.

PRIORITY FOR 2027

You receive the 2027 plan before any other company, and your tier is held while you consider it.

PLEASE NOTE

Visibility elements located on the playing areas are subject to PSA approval, which governs the size and placement of logos at its sanctioned tournaments.

We confirm in writing, before signing, what is secured for your tier.

Tax : Sponsorship is generally fully deductible as an advertising expense, and is not subject to GST or QST (s. 135 ETA). In-kind partnerships are also accepted: equipment, products or services, credited at market value. Consult your tax advisor, then write to us: we will build an arrangement that fits your situation.

PARTNER WITH THE OPEN AND THE CLUB

LET'S TALK.

Come and visit the centre whenever you like, with no obligation.

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