

Squash in the U.S.

- 500,000+ players, and the numbers are growing every year.
- Participation in junior squash tournaments is up over 40% the last year alone
- More than 200 colleges and universities have courts, and the number of schools offering programs is likely to increase by 15% in the next 3 years.
- More than 150 high schools have programs, public schools in Connecticut, New York and New Jersey now recognizes squash as a varsity sport
- Squash offers strong social, community and networking aspects, and the sport is broadening its reach to new audiences.
- National Teams performing at their peak: Men's best finish in 26 years, Junior Women finished 4th in the World in 2009.



- A Forbes magazine study pronounced squash the #1 sport in the world for getting and staying fit, better than any other sport including rowing, running, and swimming.

U.S. SQUASH Overview



MISSION: to enhance people's health and well being by increasing participation in squash, to enrich the experiences of our members of all ages, and to build awareness of the sport

VISION: For all people to have the opportunity to enhance their health and well being through the sport of squash.

- First squash national governing body in the world, founded in 1904
- Member of the U.S. Olympic Committee
- 501(c)3 not-for-profit organization
 - Manage all Organized Play & official rankings
 - Organize all U.S. Championships (over 20)
 - Junior, Adults, Singles and Doubles
 - Own and license major professional tournaments
 - U.S. Open Squash Championships
 - North American Open Squash Championships
 - Select the U.S. National teams competing internationally
 - Drive grassroots and junior development
- Membership at all-time high (12,000), up 50% in 3 years, **45,000+ player database**
- More than 30 partner district associations
- Strategic partnerships with **College Squash** and **High School Squash Associations**





Squash Demographics

Affluent Base

- 19% are “C” Level, Owners, Partners or Presidents
- \$287,000 is the average household income
 - \$1,407,000 is the average net worth
- 98% have college degrees
 - 57% have graduate degrees
- Database comprised of 3 of the top 5 and 5 of the top 11 most represented zip codes from top 100 wealthiest zip code list

Diversifying

- In the past 10 years, more than a dozen programs have launched nationally in underserved communities including
 - South Boston
 - South Chicago
 - North Philadelphia
 - Harlem and the Bronx
- Programs offer squash, education and mentoring to hundreds of high school students each year
- In 2008-2009, these programs graduated 100% of their seniors from high school.
- ALL of these students have matriculated in college and \$600,000 was awarded in scholarships to this group collectively.
- In all, 79 urban squash graduates are now studying in college, 12 of whom played competitive college squash last season.



Growth of Squash

Juniors

- Participation in junior squash tournaments is up over 40% last year
 - Five year figures are 196% growth for boys, 179% growth for girls
- The number of junior tournaments was up over 30% last season

High Schools

- U.S. High School Team Championship participation has increased 480% in four years
- In 2008, public high schools in CT, NY and NJ have approved varsity squash programs
- Sanctioned High School League play will increase by 25% this season, with the number of markets reach potentially doubling from 5 to 10

Colleges

- In the last decade, men's participation in the College Squash Association, the sport's governing body, has almost doubled, from 36 teams in 2000 to 66 this year.
- The number of teams in women's squash - considered an "emerging sport" by the NCAA - has increased from 28 to 39.

Professionals

- Pro prize money: In the United States for men's and women's pro tours
 - From nearly zero 10 years ago, to 40% of all prize money paid out worldwide



Making the Case for Squash

SQUASH @ High Schools

- Squash fosters loyal, lifelong relationships, among the student body, team members, and alumni
- Squash engages both adults and children, and is a life time sport, enjoyed by all ages.
- Squash is growing in the US, and offers an excellent alternative to basketball and hockey as a the winter, often offering
- Squash does not require investment in facilities, many private and commercial clubs partner with schools across the country for court usage in non-peak times

SQUASH @ Colleges

- Schools that have competitive squash programs attract top student-athletes from the best private school, as well as internationally
- Squash communities at colleges are a diverse cross-section of the school, with student, professors and staff all enjoying the sport together
- Squash only requires 10 players to field a team, and fits well into Athletic Department budgets focused on balancing Title IX programs