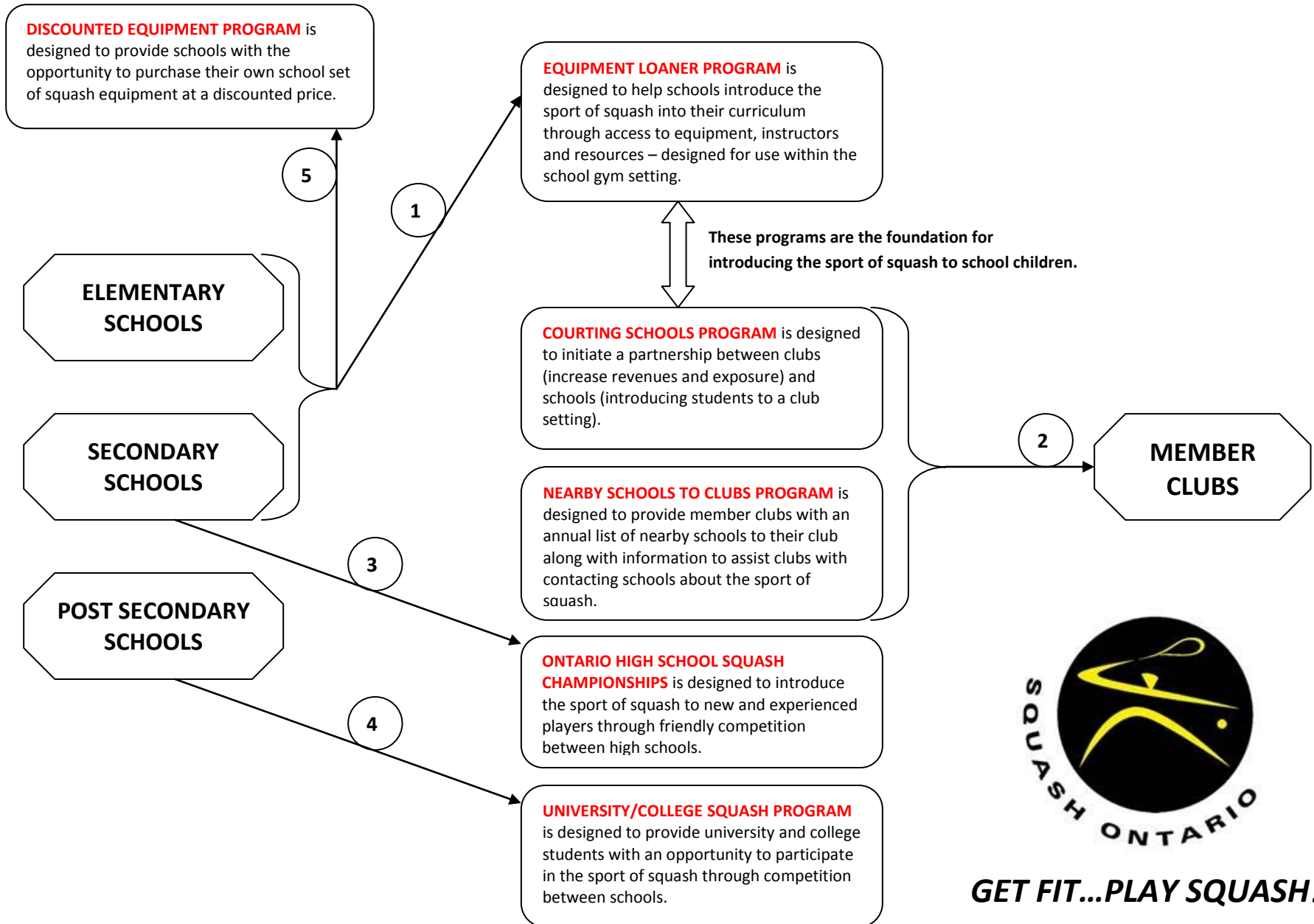


SCHOOL SQUASH PROGRAMS – OUTLINE



GET FIT...PLAY SQUASH!

SCHOOL SQUASH PROGRAMS – OUTLINE

1. Elementary Schools/Secondary Schools ⇒ Equipment Loaner Program

- In many cases, this is the first opportunity for schools to be introduced to squash. The main purpose of this program is to introduce the basics (FUNdamentals) of the sport of squash with the goal of connecting the school to a squash facility going forward (where geographically possible). Some key points related to this program are:
 - Squash Ontario provides equipment, instructors and resources to schools across Ontario
 - Squash Ontario encourages schools using this program to complete their squash unit with a visit to a squash facility by connecting them to the closest squash facility. Squash Ontario will provide contact information to the school to arrange a visit.
 - Squash Ontario will contact the closest squash facility to schools using the program to encourage the squash facility to contact the school directly about arranging a school visit. Squash Ontario will provide contact information to the squash facility to arrange a visit. Squash Ontario will also ask club if they would like us to distribute club information to the students (ie. free trial club pass, club pamphlet, etc.) that will be provided by the club.

2. Member Clubs ⇒ Courting Schools Program/Nearby Schools to Clubs Program

- These programs are available for member squash clubs as a benefit of club membership to assist them in reaching out to schools, whether for in club visits or in school visits. Some key points related to these programs are:
 - Squash Ontario will add a new feature to the website under the Courting Schools Program section to list squash facilities that have school programs in place (include a brief description or success story) along with contact information so that other clubs may follow-up directly if they have questions.
 - Squash Ontario will add a new feature to tournament registrations for juniors to now ask for their school name. This would allow Squash Ontario to reach out to those schools listed and to offer this type of information to member clubs to help further their reach into to schools.

3. Secondary Schools ⇒ Ontario High School Squash Championships

- These schools play a vital role in feeding this program by sending students to participate in the event. Some key points related to this program are:
 - Squash Ontario encourages clubs to target 1-2 high schools that use their facility and bring them to the Ontario High School Squash Championships (ie. Squash Club similar to a Chess Club – with the focus on the Squash Club training and competing at the event).

SCHOOL SQUASH PROGRAMS – OUTLINE

4. Post Secondary Schools ⇒ University/College Squash Program

- These schools play a vital role in feeding this program by sending students to participate in the league. Some key points related to this program are:
 - Squash Ontario will create an Ontario Championship for University/College level players.

5. Discounted Equipment Program ⇒ Elementary Schools/Secondary Schools

- This program is available for schools to purchase their own equipment set (racquets, eyeguards and balls) at a discounted rate.

Other key elements to the School Squash Program – Marketing/Promotion:

- Social Media – Squash Ontario will develop a Facebook page with key information for students, teachers, parents, etc.
 - Testimonials – teacher feedback on the program, student thoughts on squash, etc.
 - Pictures – instructors to take pictures when they go into schools or squash pros when they have school groups
 - Articles – key information that will show why squash is a must in schools such as its physical fitness benefits, Sport4Life, etc.
 - Program Information – breakdown of each program and how it works