

BRADLEY



BALL:NET

**BRADLEY BALL SQUASH PROFESSIONAL  
SPONSORSHIP PROPOSAL  
2003 / 2004**



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# **BRADLEY BALL SQUASH PROFESSIONAL**

- **Age 26**                      **World**              **Ranked No**              **43**  
    **England**        **Ranked No**              **13**
- **Suffolk No 1**              **Suffolk Mens Champion**

Currently sponsored by:

**Wilson Sporting Goods**  
**Prince training shoes**  
**Technifibre Strings UK**  
 (All by virtue of goods only)



## **HISTORY**

Playing squash from the age of ten I achieved top five National rankings in under 14, 16 and 19 age groups. I turned pro in 1995 and for the past 5 years I have been Suffolk Mens champion and Suffolk's highest ever English and World ranked player player.

## **PREVIOUS SEASONS RESULTS**

- **PSA** Mexico Puebla Open                      July    1998    Finalist
- **PSA** Oklahoma Open                            July    1998    Winner
- **PSA** Alberque Open                            July    1999    Finalist
- **PSA** South Of England                        Nov    1999    Winner
- **PSA** Grasshopper Cup Switzerland        Nov    1999    Finalist
- **PSA** Oklahoma Open                            July    2001    Finalist
- **BSPA** Duffield Open                            April   2000    Winner

## **2001 / 2002 SEASONS RESULTS**

**3 British Squash Professional Association BSPA tournament finals winning 2 BSPA finals**

- **BSPA** Proctor Memorial Newcastle Open    March 2002    Finalist
- **BSPA** Croydon Open                            April    2002    Winner
- **BSPA** Wimbledon Open                        March 2003    Winner

**7 Professional Squash Association PSA tournament finals winning 5 PSA finals**

- **PSA** Barcelona Open                            Jan    2002    Winner
- **PSA** Belgium Open                            Feb    2002    Winner
- **PSA** Atlanta Open                            May    2002    Winner
- **PSA** Oklahoma Open                            July    2002    Winner
- **PSA** Belgium Open                            Feb    2003    Winner

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## **BRADLEY BALL ON SQUASH**

As Ipswich Sports Clubs head Squash Professional Coach I have organised International exhibition tournaments and captained Ipswich's National Super Squash League Team as pictured on the right

### **MATCH LIST 2003 - 2004**

- National Super Squash league
- National league
- Surrey
- Middlesex
- Sussex
- French League
- Belgium League
- Dutch League
- German Bundesliga



### **SPONSORSHIP OVERVIEW**

In the 2003 / 2004 season I will compete in 92 National Club and League competitive matches as seen above, none of which count towards my world ranking position and are played only to finance my career.

In addition I compete in 12 World circuit tournament events and 10 National events which all count towards my World and English Ranking.

In the forthcoming season with the help of your sponsorship I would be able to reduce the non-ranking matches and replace them with more world circuit events.

#### **Any help will make a massive difference to my challenge ahead.**

I have regularly beaten the worlds best players in matches and league fixtures but do to a lack of funds I cannot afford to support myself with International travel to the big events on the world circuit.

In competing locally at Ipswich Sports Club in the National Super League I have regularly beaten world top 30 ranked players and, with your support am now ready to take this confidence to the world circuit and try to fulfil my ambition.

## TARGETS 2003 - 2004

### SHORT TERM

- To achieve a top 30 world Ranking
- To reach the top 10 England Ranking
- Create the opportunity for England team selection
- 12 World Ranking Events
- British Mens Closed
- 6 BSPA Tournaments
- National / Super League Matches



### LONG TERM

- \*To reach last 16 or above of the Mens World championships\*
- \*To reach the last 16 or above of the British Open\*
- To gain full international honors
- Commonwealth Games 2006 etc.
- European Team Champs - World teams
- To Achieve **World TOP 10**



\*These are two of the most prestigious events on the squash circuit calendar.

# **PROPOSAL FOR SPONSORSHIP OF BRADLEY BALL**

## **BENEFITS TO THE SPONSORING COMPANY**

### **DIRECT SPONSORSHIP**

### **ASSOCIATION**

- You will be associated and directly linked to Squash an energetic and exciting sport.
- You will be directly associated with Ipswich Sports Club which added to its 3000 members is the leading club in the eastern region.



### **ASSOCIATED PRESS**

- Guaranteed preview day with Anglia Television, Suffolk Radio, SGR Radio, East Anglian Daily Times and Suffolk County Newspapers.
- Internet reporting on three squash websites and the Ipswich sports club website.
- Associated newspaper and magazine articles on player, throughout the year.
- Promised regional television, radio and newspaper reports of matches fixtures and results.

### **DIRECT MARKETING**

- Advertising on clothing
- Advertising links through [www.bradleyball.net](http://www.bradleyball.net)
- Name on Sponsor Club Board (Permanent annual fixture)
- Advertising space on court and boards at Ipswich Sports Club.
- Company name details and logo to be displayed on Bradley Ball's car
- Through the year most leading world tournaments are shown on satellite and digital TV



## **BENEFITS TO THE SPONSORING COMPANY**

### **8 MAN DRAW INVITATION EVENT HOSTED AT IPSWICH SPORTS CLUB**

- Held over two days and organised by Bradley Ball.
- Company mentioning Via MC.
- Advertising space on the tickets
- Entitlement to all above mentioned associated press
- Held on a fri/sat date to be confirmed
- Hospitality Buffet and drinks after the finals match
- This would be a field of international players from all over the world. Ranked in top 100
- You receive title for the event and the front cover program advert
- The freedom to set up stand and handout information of company
- Tickets would be sold to an expected 80 spectators



### **MATCH NIGHT SPONSORSHIP (OPTIONAL)**

#### **NATIONAL SUPER LEAGUE HOSTED AT IPSWICH SPORTS CLUB**

- An evening event organised by team captain Bradley Ball.
- Company mentioning Via MC
- A choice of up to three events during 1<sup>st</sup> quarter of 2004
- Tickets would be sold to an expected 80 - 100 spectators
- Reserved seating for the matches
- This would be a field of international players from all over the world. Ranked in top 100
- 4 VIP tickets with access into Hospitality areas including dinner buffet and drinks
- To set up stand

## **BENEFITS TO BRADLEY BALL SQUASH PROFESSIONAL**

To enable me to **fully focus** on my **TARGETS** I require financial support. With this income I would reduce the number of non-rank qualifying matches to a minimum, therefore giving me time to focus on the World and National ranked matches

The details below show the areas of expense involved in playing National and International world class squash

## **TRAVEL AND ACCOMMODATION ARRANGMENTS**

### **INTERNATIONAL TRAVEL AND ACCOMODATION**

- Flights 32 international
- Hotel
- Taxi
- Train
- Tunnel / Ferry

### **NATIONAL TRAVEL AND ACCOMODATION**

- 24,000 miles traveling to and from 30 or more matches/tournaments all over the UK
- Hotels
- Trains
- Taxi

### **DIET AND NUTRITION**

- **Professional** diet and nutrition advice.
- Correct food and drink supplements.
- Hi energy professional athlete drinks and food bars



## TRAINING AND COACHING REQUIREMENTS

**Professional** coaching and training advice to improve

- Fitness
- Strength
- Stamina.

## **INJURY PREVENTION TREATMENT**

To have regular massage and take general care of body correctly.

- **Professional** Massage
- Physiotherapist
- Osteopath

## **RACKETS BALLS AND KIT**

- 6 squash rackets
- 30 sets of racket strings
- 8 top shorts and socks kit
- 6 sets squash shoes
- 2 track suits
- 200 balls



## FINANCE

### **EXPENSE**

International travel and accommodation	£ 9,400
National travel and accommodation	£ 9,600
Diet and Nutrition	£ 1,200
Training and Coaching Requirements	£ 900
Rackets, balls, kit	<b>Already sponsored</b> £ 2,300

Total annual expense                      £ 21,100

### **CLOSING SUMMARY**

During 2002/2003 I generated £10,000 from coaching and playing league matches. Competing in PSA and BSPA tournaments generates income that breaks even against my expenses over the course of the year.

I am looking to fund up to 50% of these expenses through sponsorship without which it will be difficult to strive towards my **Targets**, ambitions and ultimately that **world Top 10**

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