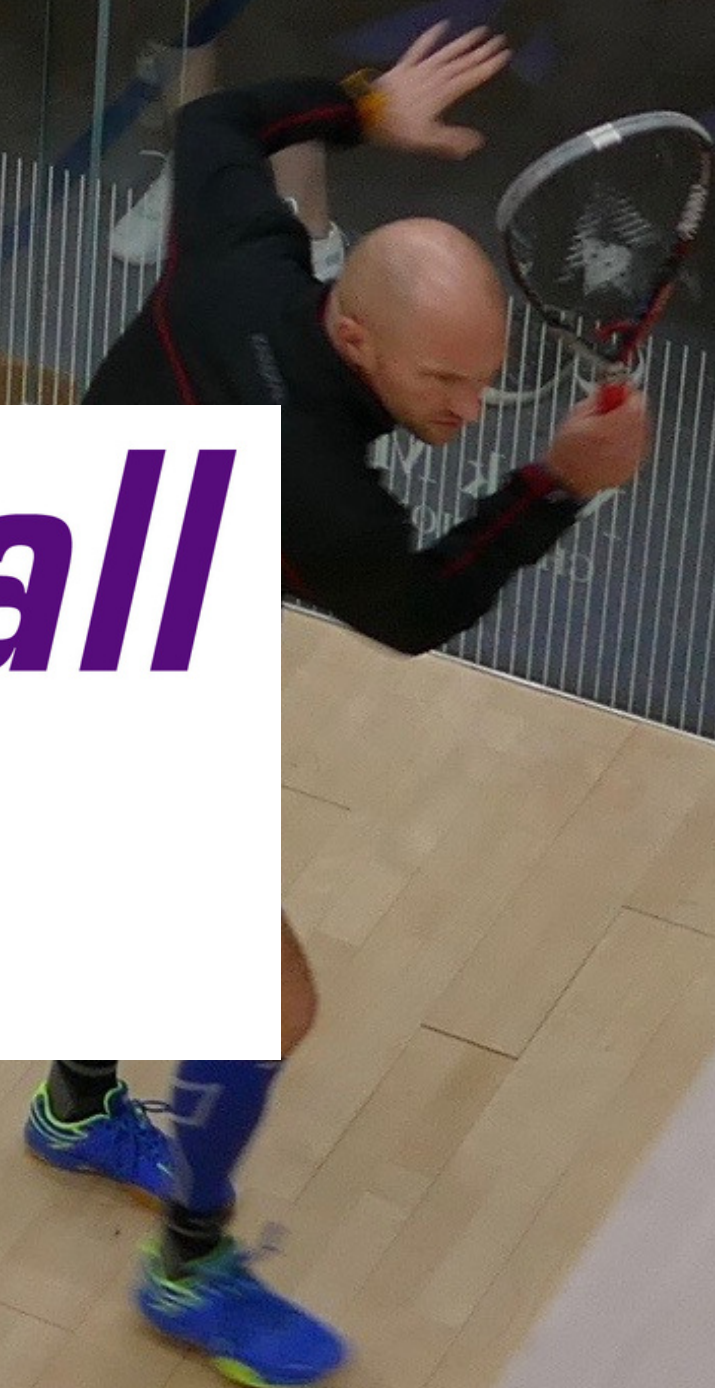




# UK-Racketball Series 2024 Sponsor Pack



**UK Racketball**







## Vision

The UK Racketball Series was launched in 2010 to provide the Racketball community with an organised calendar of events. Our vision is a simple one.

To Develop a Community of like-minded players, who come together in competition, in training, and socially.

To Improve Community Health and Well-being all year round.

## The Story So Far

In 2010, some 75 entrants competed in the inaugural UK Racketball Series consisting of 5 tournaments in Nottingham, Surrey, Torquay, Wolverhampton, and Hunts County. Since then, the series has seen over 1100 entrants, visiting a total of 25 venues across the country - and in 2022 the Series Finals was our 100th UK Racketball Event!



UK Racketball Series Founder Mark Fuller (l) and 10-Time National Racketball Champion Tim Vail (r)



The 2021 Bluebell Wood British Racketball Open, held at Hallamshire Tennis and Squash Club, Sheffield.

The inaugural edition of the event saw 150 entrants, ranging from 13 to 78 years of age.





## Sponsorship Packages

UK Racketball is a small social enterprise. We're really proud of how far we've come over the past few years, but with your help we can achieve more.

### 2024 UK Racketball Series Sponsorship Packages

#### Associate Sponsor - £250 + VAT

- Logo on website
- Information on the sponsors section of the website
- Information on associate sponsors press release which includes an email sent out to the UK-Racketball database and UK-Racketball social media
- Logo on draws, schedule and entry lists around events
- Small logo on series t-shirts
- Free entry into all UK-Racketball Series & Major Events

#### UK-Racketball Sponsor - £500 + VAT

- Logo on series tournament t-shirts
- Logo on pull up banner to be up all events
- Logo on website above associate sponsors
- Information on sponsors section of the website
- Information on UK-Racketball Sponsors press release which includes an email sent out to the UK-Racketball database and UK-Racketball social media
- Logo on draws, schedule and entry lists around events
- Free entry into all UK-Racketball Series & Major Events

#### UK-Racketball Main Sponsor - £1000 + VAT

- Logo in leading position on tournament t-shirts
- Logo in prominent position on pull up banners
- Logo on website near the top on the right hand side of home page
- Information near the top of the sponsors section of the website
- Information on UK-Racketball Sponsors press release which includes an email sent out to the UK-Racketball database and UK-Racketball social media
- A specific UK-Racketball press release for your business
- Logo on draws, schedule and entry lists around events
- Free entry into all UK-Racketball Series & Major Events





## Founder

UK Racketball was founded by Mark Fuller, a former athlete on the Professional Squash Association Tour, while he was competing at PSA events.

Mark reached a career-high World Ranking of 118, contesting 7 PSA Tour Finals and winning the Prague Open 2015 over a 10-year career. He was the University of Nottingham Assistant Coach for 7 years, and in 2021 took over the UoN Squash Program as Head Coach.

On top of his athletic career, Mark is currently studying on the Executive MBA program at UoN.



Known for his tenacity and persistence on a squash court, Mark has applied these principles of dedication to his development of UK Racketball.

Through his effort and determination, he has grown UK Racketball from a 5-Tournament mini-series back in 2010 to the highly successful competition we see today.

Mark has big plans for the future of the UK Racketball Series, continuing to deliver the much-loved tournaments and expanding the game with a Club Development Project delivered in collaboration with England Squash. The goal of this project is to provide coaches and clubs with the tools and networks to more effectively grow the game at grassroots level, assisting stakeholders in their capacity to deliver engaging and enjoyable racketball for players of ages and abilities.





## 2022 Series Overview

UK Racketball has been running events since 2010, and up until the start of 2022 we have successfully run 88 Tournaments. The Series Finals at the end of 2022 was our 100th event and we are keen to keep progressing from this and hitting many more targets!

UK Racketball events are designed to be inclusive for players of all ages, backgrounds and ability. We are immensely proud of the fantastic, friendly community that has built up around these events and this is down to all of the players who have taken part and supported our events over the past 13 years.

**Event 1: East of England Racketball Open - Broxbourne - 26th February**

**Event 2: North East Racketball Open - Hallamshire - 19th March**

**Event 3: South of England Racketball Open - Lee-on-the-Solent - 9th April**

**Event 4: North West Racketball Open - Liverpool - 7th May**

**Event 5: Intercounties - Nottingham - 11th/12th June**

**Event 6: National Challenger Event - Leamington - 2nd July**

**Event 7: Racketball/Squash57 Nationals - Edgbaston - 16th/17th July**

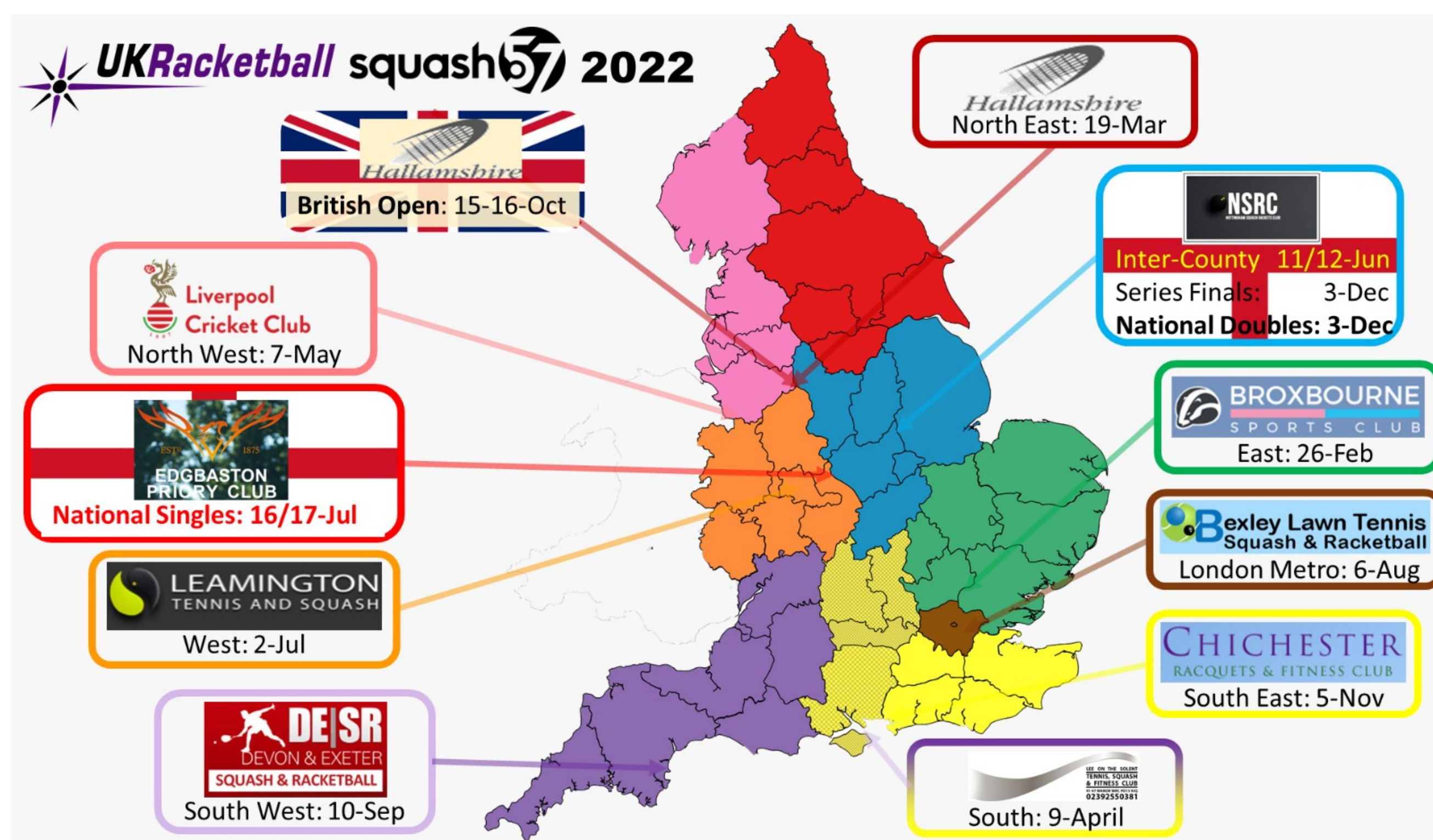
**Event 8: London Racketball Open - Bexley - 6th August**

**Event 9: South West Racketball Open - Devon and Exeter - 10th September**

**Event 10: British Racketball Open - Hallamshire - 15th/16th October**

**Event 11: South East Racketball Open - Chichester - 5th November**


**Event 12: Series Finals - Nottingham - 3rd December**







# Halls of Fame

UK RACKETBALL SERIES CHAMPIONS		
YEAR	NAME - GRADE	TITLES/POINTS
2010	Mike Phillips - Over 50s	5
2011	Nigel Millington - Over 50's	5
2012	Jason Russell - Over 40's	4
2013	Ted Jeal - A Grade	7
2014	Ted Jeal - A Grade	4
2015	Patrick Osborn - Over 50's	4
2016	Patrick Osborn - Over 50's	4
2017	Stephen Widdison - Over 60's	4
2018	Stephen Widdison - Over 60's	2855 pts
2019	Ian Graham - Over 60's	1905 pts
2020	Cancelled	No Series
2021	Amber Marshall - Women's	2895 pts
		

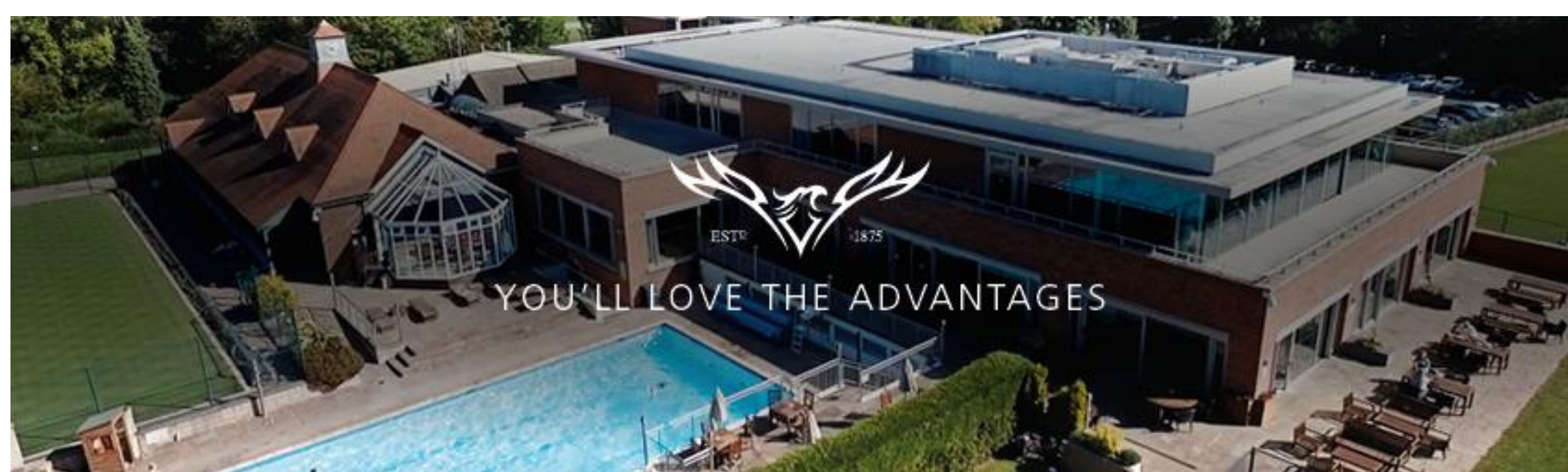
ALL-TIME SERIES LEADERS		
5 OR MORE UK RACKETBALL SERIES TITLES AT THE END OF 2021		
POSITION	NAME	TITLES WON
1	Patrick Osborn	18
1	Ted Jeal	18
3	Ryan Loska	17
4	Natalie Lawrence	15
5	Ian Graham	14
5	Luke Bishop	14
7	Dominic Hamilton	10
7	Mark Fuller	10
9	Rob Watkins	8
9	Richard Davies	8
9	Marc Thornley	8
12	Zoe Mellis	7
12	Andy Mitchell	7
12	Nigel Millington	7
12	Mike Phillips	7
12	Amber Marshall	7
17	Claire Walker	6
17	Matt Baker	6
17	Neil Baldwin	6
17	Stephen Widdison	6
17	David Worrall	6
22	Michael Wardle	5
22	Matilda Parslow	5
22	James Powley	5
22	Paul Haigh	5
22	Richard Waller	5
22	Tom Phipps	5
22	Mike Harris	5
22	Manuel Costa	5
22	Adam Grilli	5





EDGBASTON  
PRIORY CLUB

## National Championships Hall of Fame



### NATIONAL RACKETBALL CHAMPIONSHIPS - HISTORY



YEAR	MEN'S CHAMPION	WOMEN'S CHAMPION
2021	M. Harris	A. Marshall
2019	M. Harris	D. Saffery
2018	T. Vail	N. Lawrence
2017	T. Vail	N. Lawrence
2016	T. Vail	N. Lawrence
2015	T. Vail	Z. Mellis
2014	T. Vail	N. Lawrence
2013	J. Haycocks	C. Walker
2012	T. Vail	L. Selby
2011	T. Vail	L. Hill
2010	D. Selby	L. Hill
2009	D. Selby	L. Hill
2008	D. Selby	L. Hill
2007	D. Selby	L. Hill
2006	D. Selby	L. Hill
2005	T. Vail	S. Nash
2004	D. Selby	Z. Merry
2003	P. Spencer	A. Wray
2002	T. Vail	M. Goodhead
2001	T. Vail	M. Goodhead
2000	P. Spencer	M. Goodhead
1999	P. Spencer	C. Wheatly
1998	N. Dugan	M. Newell
1997	P. Blanksby	M. Newell
1996	P. Blanksby	K. Johnson
1995	N. Dugan	M. Newell
1994	N. Dugan	M. Newell
1993	N. Dugan	M. Newell
1992	S. W. G. Bateman	M. Newell
1991	S. F. Martin	B. Dryhurst
1990	S. F. Martin	K. Kelly
1989	E. A. Sommers	B. Dryhurst
1988	E. A. Sommers	K. Kelly
1987	M. S. Parker	B. Dryhurst
1986	M. J. Scott	B. Dryhurst
1985	J. Hakes	B. Dryhurst
1984	D. R. Secher	G. V. Batty





## Competition

Our competitions are designed to bring people of all ages and abilities together. For the inaugural British Open, we had 116 players compete across 16 Grades, with ages from 13 to 78 playing alongside some of the top Racketball players from across the country.

## Rankings and Championship

UK Racketball Series Rankings are calculated over a calendar year. National Rankings are over a rolling 12-month basis. By providing players with series and national rankings, we aim to inspire training and create achievable goals for people to set themselves all year round, contributing to their physical health and mental well-being.







## 2021 Bluebell Wood British Racketball Open

### Headline Stats\*

Matches Played: 151

Money Raised: £500

Grades Contested: 16

Points Played: 8627

Total Players: 116

Clubs Represented: 66

The Bluebell Wood British Racketball Open was a huge success, and was covered by local Radio, TV, and Newspapers, generating some of the widest coverage UK Racketball has enjoyed.



\*For more stats on UK Racketball, the 2021 British Open, and the Squash and Racketball Market, please refer to our data pack





## **Future Plans - How can you help?**

### **Tournaments**

A key aspect for growing the UK Racketball Series is in improving the tournament experience. This improvement needs to come not just in the community-facing side, but also in the organisation and delivery.

### **Community**

The main focus for UK Racketball has always been on the community. Our goal is always to improve the player experience, which we aim to do in a number of ways.

We want to improve our use of statistics and historical results to provide the community with better data such as Halls of Fame and player Head-to-Heads. We want to increase in the quality and quantity of marketing and branding at UK Racketball Series events to generate a cohesive brand throughout the series, and we want to improve the prizes available to event and series winners.

### **Goals for 2024 and beyond**

- Make the in day experience for players better with banners and promotional material - making the events into a show, a spectacle.
- Invest in relationships with media, radio, newspapers and TV. This worked well at the British Open but is important for all of our majors.
- Big screens at events - live streaming for the majors.
- A drive on participation in the Ladies game, trying to find ways to encourage more players into our events through avenues such as the Intercounty Team Championships, and the B Grade level Series categories.
- Continue to build participation across all the age categories of our events and at club and county level. Racketball is key to the survival of many club courts so the more we can grow the game down those avenues the better.

For the 2023 Season, we have partnered with SportyHQ, an online platform specialising in tournament software for racket sports. This partnership will give competitors greater control over their entries, allow them to view draws and tournaments in real-time, and streamline the delivery of events from start to finish.



# **SportyHQ**





## Future Plans - How can you help?

### National Sport Development Project

We are working closely with England Squash and key clubs and coaches across the country on a new Racketball Development Project. The goal of this project is to provide clubs and coaches with the resources, knowledge, and networks to develop the game at a grass-roots level. This support will be crucial in attracting new players and developing relationships with current players as we aim to grow the sport in this country.

#### Player Drivers

We have identified three key drivers for Racketball players

- Community and Friendship
- Getting fit - physical and mental health
- Competition - self esteem needs, personal development and growth

#### Our Development Project

- Through our mentoring and community of practice project train 100 coaches in 2024 - how to set up or build their Racketball business
- Build an online course which is free to access and helps coaches with the basics of delivering a session and building a program
- Market Racketball/Squash57 nationally, on the back of our events and with city centre promotions





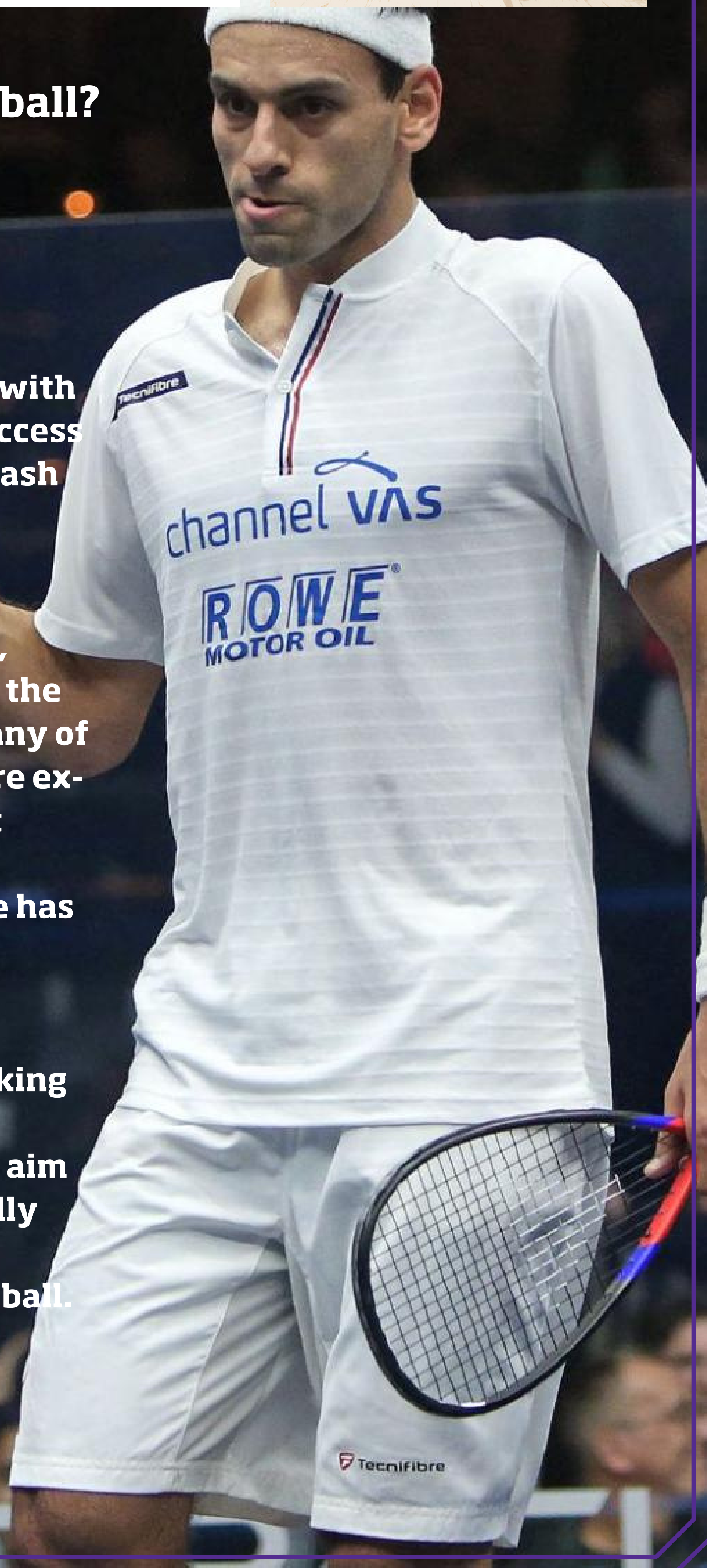


## **Why Sponsor UK Racketball?**

**In addition to the value of the Racketball Market, partnering with UK Racketball could give you access to the UK and Professional Squash markets.**

**The Racketball and Squash communities share many links, given the similarities between the sports and shared facilities. Many of the key figures in Racketball are ex-Squash players, and the recent restructuring of Racketball as Squash-57 under WSF guidance has further strengthened the link between the two.**

**UK Racketball is currently working with England Squash on a Club Development project, with the aim of growing the sport individually and encouraging more Squash players to try taking up Racketball.**







# 101,395

People from NS SEC 1-2 played Squash every month in 2019-2020

Sources: Active Lives Sport England Survey and ONS Employment by economic activity status, NSSEC and local authority, 2009-2019

<https://activelives.sportengland.org/Result?queryId=50101>

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/13185employmentbyeconomicactivitystatusnssecandlocalauthority2009to2019>

13185employmentbyeconomicactivitystatusnssecandlocalauthority2009to2019

# 691,851

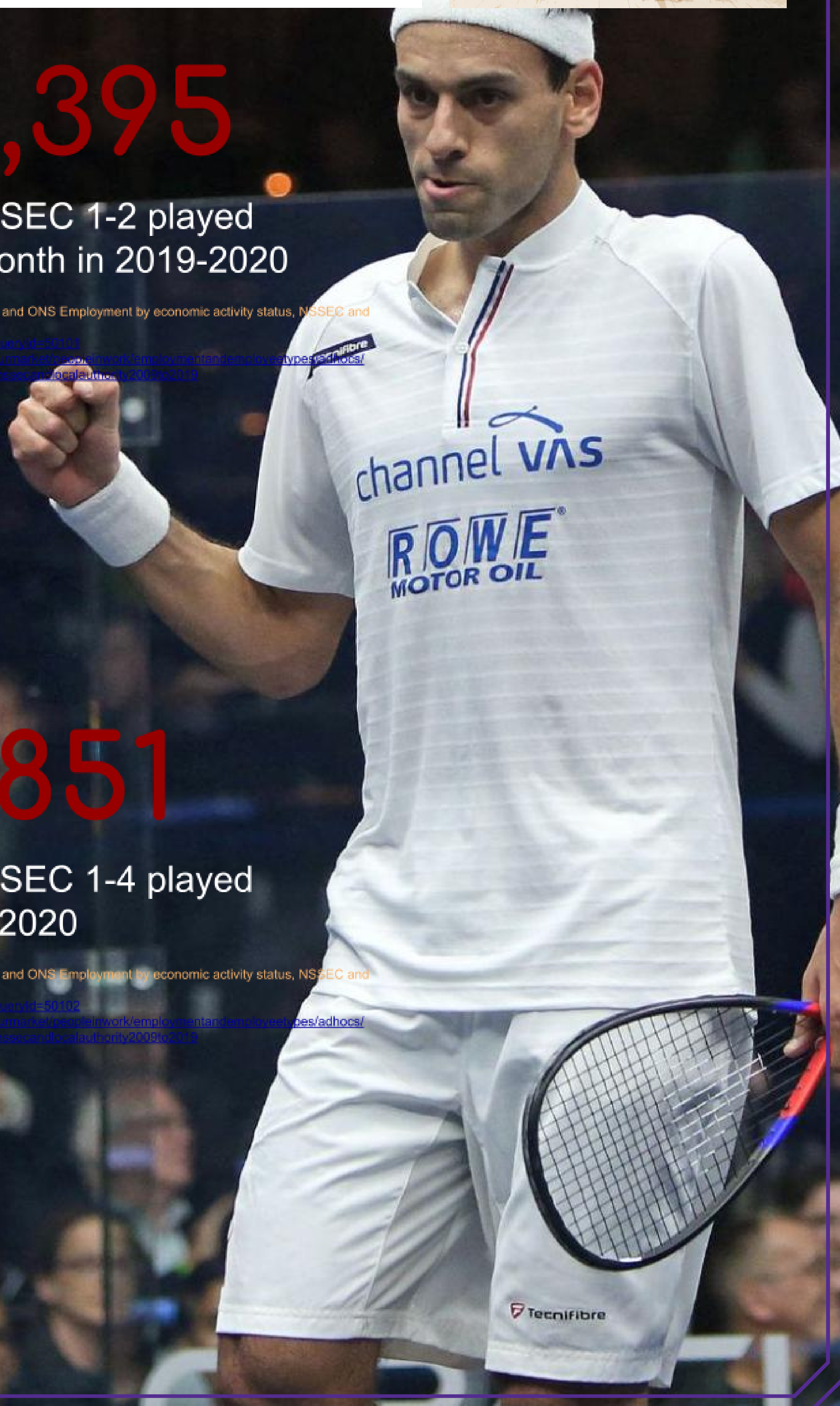
People from NS SEC 1-4 played Squash in 2019-2020

Sources: Active Lives Sport England Survey and ONS Employment by economic activity status, NSSEC and local authority, 2009-2019

<https://activelives.sportengland.org/Result?queryId=50102>

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/13185employmentbyeconomicactivitystatusnssecandlocalauthority2009to2019>

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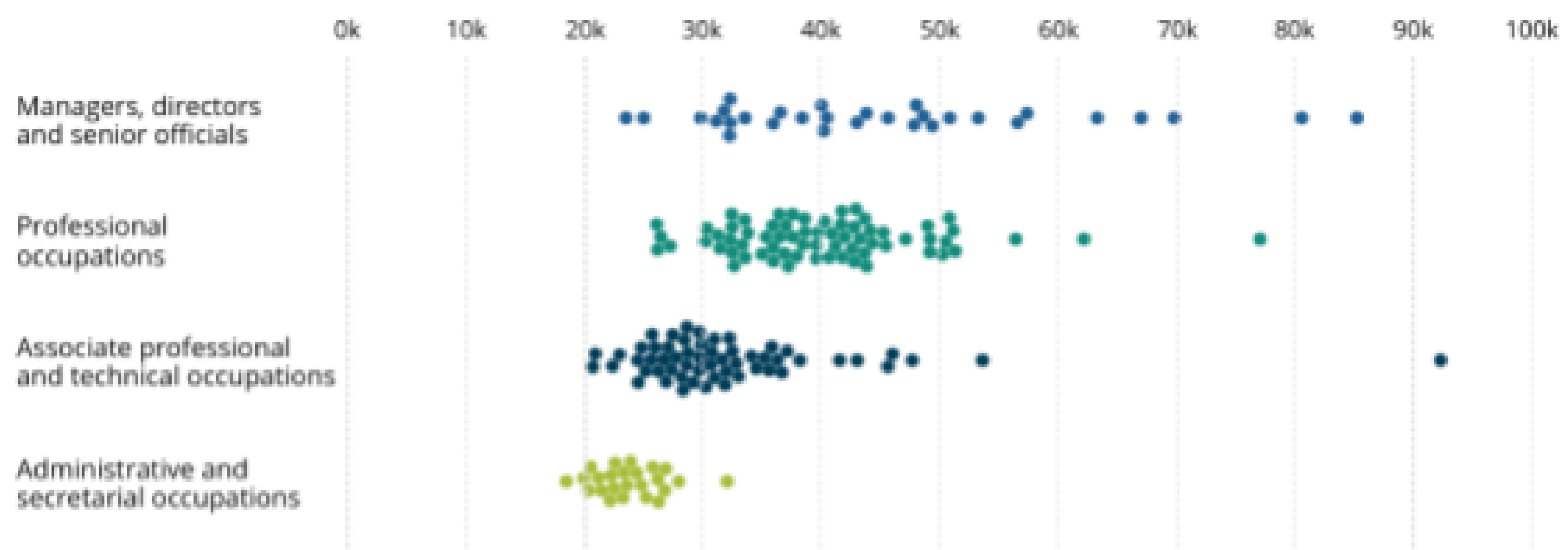






## Small but Powerful

In the UK, Squash enjoys strong representation among those with higher levels of disposable income, with the majority of squash players coming from NS SEC 1-4. Workers from these groups - Managers, Directors, and Higher Professional Occupations - typically earn in the range of £35,000-£55,000pa, making them a very powerful market.



### Annual full-time gross pay by occupation

Source:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/annualsurveyofhoursandearnings/2020>







**Thank you for taking the time to read this proposal, and  
for your interest in Racketball and our Series.**

**To keep moving forward we need your help.**

**If you want to talk further, you can get in touch with  
Mike Harris below.**

**Tel: 07789 394617**

**Email: [admin:uk-racketball.com](mailto:admin:uk-racketball.com)**





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