

Professional Athlete Sponsorship Opportunity

Haley Mendez - PSA Touring Squash Player



A little bit about Haley...

Haley's formative years on court took place at the Heights Casino in Brooklyn Heights. During her junior career she reached a highest national ranking of #1 U19, was consistently ranked top three in her age group, and was a three time National Finalist. She represented the United States at three Junior World Championships, helping the team to its first ever second place finish during her final appearance in 2011. She was the winner of US Squash's DeRoy Sportsmanship Award presented annually to a player who has best represented and demonstrated the principles of fair play and sportsmanship during their junior career. While competing individually she was a four-time letter winner at Packer Collegiate High School and captained the boys' team during her senior year.

Haley spent her collegiate squash career at Harvard University. During her four years representing the Crimson, she won three National Championships and three Ivy League Titles, earned three Individual All American honors and served as a captain during both her junior and senior years. Off the court she majored in Human Evolutionary Biology graduating Cum Laude, and received Academic All Ivy honors.

Haley's playing career was interrupted during her senior year when she suffered a torn ACL followed several months later by a torn meniscus. While recovery was an arduous journey, her injuries and two resultant knee operations gave her the opportunity to build upon her coaching skills, complete her pre-medical requirements and sit for the MCAT (Medical College Admissions Test) exam. Following this playing hiatus and a successful rehab program, she embarked upon her professional squash career in the fall of 2016. Haley eventually plans on going to medical school after her playing career.

World Ranking: #52

Website:

haleymendezsquash.com

Contact:

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917-817-4973





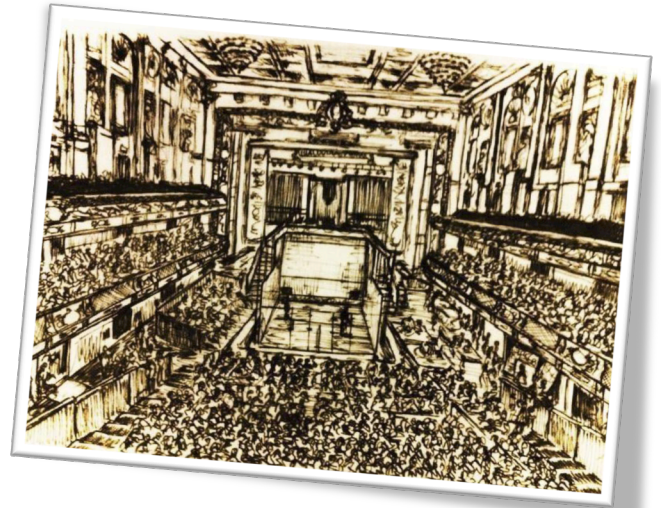
Branding Benefits

Right to use athlete's name, image and likeness in product endorsements

- Photo opportunities
- Press release distribution
- Athlete's name, image, likeness and statement of endorsement for company brand

Apparel Branding & PR

- Official event apparel worn by athlete (match tops, skirts, warm ups)
- Official event related equipment (water bottle)



Web Marketing

Your company's logo, website link and product/service description posted on the sponsor page of the www.haleymendezsquash.com website for an entire year

- Posts on athlete's Twitter, Instagram and Facebook endorsing your company's product/service

Personal Appearances & Endorsements

- Athlete will make personal appearances at company sponsored functions
- Recommendations to juniors and their families, coached by athlete at private clubs and tournaments



Squash Demographics Make for an Attractive Advertising Niche

Growth of Squash

- United States has the fastest growing squash participation worldwide - the Sports & Fitness Association (SFIA) shows 82% growth overall between 2007 and 2011 to more than 1.2 million squash players.
- Junior participation has grown over 400% from 2007-2011, and this number continues to grow roughly 20-30% annually.

Squash Participants/Parents

- Forbes Magazine ranked squash as the “world’s No. 1 healthiest sport” ahead of rowing, running, and swimming, making an association with the sport of squash highly desirable.
- 20 million people play squash in 185 different countries across the world.
- Squash players and fans represent a highly targeted and sought after demographic of men and women with median incomes of more than \$300,000 and an average net worth of nearly \$1,500,000.
- Squash parents tend to be influential corporate and community decision makers. They are business owners and senior executives in upper management throughout corporate America along with research physicians, architects, attorneys, and accountants.
- Squash players and families are highly educated (85 schools sent teams to the 2013 college Nationals). 98% of squash players are college graduates with 57% having graduate degrees.

Publicity

- Awareness is promoted year-round by US Squash on its website, in e-newsletters, editorially, in advertising and social media. In addition, the PSA and WSA promote the sport on an ongoing basis in their calendars and editorial. Squash Magazine and other newspapers and periodicals cover events
- With a portable, all-glass show court, facilities and iconic venues may be transformed into global showcases for the sport.

Why Haley Mendez

An excellent ambassador of any brand:

- Harvard graduate
- 2-time Varsity Captain with natural leadership ability
- Future medical school student and high achiever
- Touring squash professional, traveling the world
- Part time coach at private clubs and tournaments across the US

Contact Haley

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