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VIP invitation

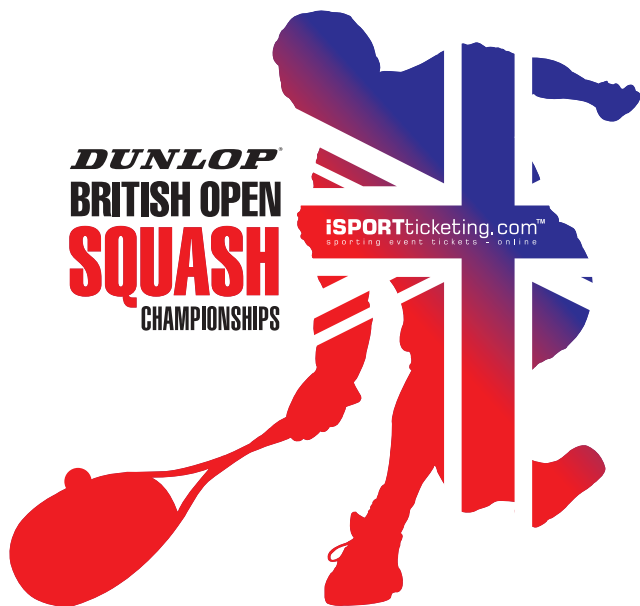
TO EXPERIENCE
ONE OF THE MOST
PRESTIGIOUS
SPORTING EVENTS
IN THE UK

WE'VE ENCLOSED
YOUR EXCLUSIVE
VIP PASS

TO THE  **DUNLOP**
BRITISH OPEN
SQUASH CHAMPIONSHIPS
MANCHESTER 2007
20TH -24TH SEPTEMBER

DUNLOP
BRITISH OPEN
SQUASH
CHAMPIONSHIPS

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The **British Open offers event sponsors and partners a very attractive opportunity** to reach and communicate with a **dynamic, upscale, affluent and well educated target market:**

Squash is a 'lifestyle' sport played by 15 million players worldwide across 154 countries:

1.5 million players in the UK, comparable with tennis & badminton
Over 3,000 squash clubs & more than 10,000 courts

Active Peoples Survey showed squash to be growing and currently the 7th largest organised sport in England:

Survey commissioned by Sport England included over 360,000 people across all local authority areas in England

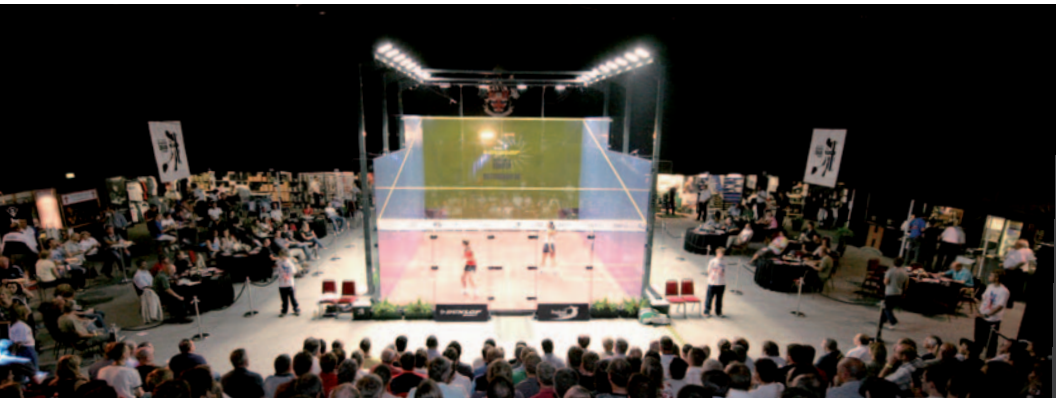
Voted the 'World's Healthiest Sport' by Forbes Magazine

Squash enjoys a higher percentage of ABC participants than tennis & badminton:

14% of all ABC's play squash
67% of squash players are aged 15 to 34 & 29% aged 35 to 54
Average salary between £30,000 and £40,000
45% of the players hold shares
44% contribute to corporate pensions
70% are men, 30% are women

**Squash players are upscale, affluent and well educated.
Squash is one of the most popular sports among upper level professionals, managers & employees.**

The **British Open** has been staged for over **80 years** and is the **world's most important, prestigious, longest established** and **largest combined men's and women's squash championships**, considered the sports' blue riband event and the **'Wimbledon of Squash'**.



Past champions include: **Jahangir Khan** (10 titles from 1982-1991), **Geoff Hunt** (8 titles from 1969-1981), **Hashim Khan** (7 titles from 1951-1958), **Jonah Barrington** (6 titles from 1967-1973), **Jansher Khan** (6 titles from 1992-1997), **Heather McKay** (16 titles from 1962-1977), **Susan Devoy** (8 titles from 1984-1992), **Michelle Martin** (6 titles from 1993-1998) and **Sarah Fitz-Gerald** (2 titles 2001 & 2002).

The British Open is the world's largest combined men's and women's squash championships with a total prize money fund in excess of \$100,000. As well as featuring the leading male and female professional players, a full programme of masters (Over 35, Over 40, Over 45, Over 50, Over 55, Over 60, Over 65 and Over 70) and junior (Under 11, Under 13, Under 15, Under 17 and Under 19) events attract over 700 competitors from over 35 different countries, representing the elite of the world squash community.



internationalSPORTgroup™ would like to invite you to the **Dunlop British Open – Manchester 2007** at the **National Squash Centre, Sportcity** to enjoy our corporate hospitality and discuss sponsorship opportunities for the prestigious **Dunlop British Open – Liverpool 2008** and the **British Open – Manchester 2009** squash championships.

To confirm your attendance please contact Rob Slater at internationalSPORTgroup™ by calling

07768 024 300

or **email** rob.slater@isportgroup.com

Corporate identification with the **British Open** squash championships offers a very attractive opportunity for companies wishing to make a statement in support of a sport at which English players are truly world class, and an event which receives excellent worldwide media exposure and interest.



Confirmed sponsors for the
Dunlop British Open - Liverpool 2008 and
British Open - Manchester 2009 include:



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