

**From:** Squash Wales info@squashwales.com  
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**To:** jimtunley@gmail.com



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## Squash Wales #MeetYourMatch New Membership Campaign

Dear member,

As you know, we've developed a brand new, all singing, all dancing membership scheme as part of our commitment to continually develop squash in Wales. We're finally ready to launch the membership, but we need your help!

The following details for our #MeetYourMatch campaign will give you all the information, you, your club, or your team may need to help ensure people across Wales are aware of the opportunity to be part of a vibrant squash community and become lifelong members.

### **What is the #MeetYourMatch Campaign?**

Squash is one of the world's healthiest sports, it's open to all ages and abilities, and can be played whatever the weather.

Through our #MeetYourMatch campaign we want to ensure that everyone in Wales has the opportunity to be part of the community, reaping the multiple health and wellbeing benefits the sport brings, and become lifelong members of our Squash Wales family.

We want to encourage existing squash players to rekindle their love of squash as courts have reopened, while introducing new players to the sport and the positive impact it has.

Whether players are calm and collected, or hard and fast on the court, squash brings out different sides of people. Some people are aggressively competitive on the court, for others it's a chance to let off steam, some play for the sweat, while others don't even break one. We want to celebrate these different personalities and bring them to life through our campaign.

The new membership scheme will give members access to thousands of exclusive discounts with hundreds of highstreet and sporting brands, allow them to feel connected to the wider squash

hundreds of highstreet and sporting brands, allow them to feel connected to the wider squash community, and be the first to book event tickets.

Players will have the opportunity to join on an individual, referee, coach, junior, junior academy and junior national squad member basis.

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### **Membership benefits**

Here are just a few of the incredible benefits of the new Squash Wales membership scheme:

- **Reward Scheme** – Includes thousands of discounts across hundreds of UK retailers including some squash specific discounts.
  - **Easy Sign Up** – Find the right membership for you in minutes with simple forms and options tailored to you.
  - **Super Certified** - A licenced coach or referee will offer a safe, secure, and approved environment for all participants. This will be fully endorsed by Squash Wales
  - **Events** – Exclusive early access to book tickets for all events.
  - **You're In Control** - Recommend offers and discounts you think would benefit the community.
  - **Inform The Sport** – You can optionally add demographic information to your profile to help us get a better understanding of you and offer the best support.
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### **Creative assets**

As part of the #MeetYourMatch campaign, we've created a bank of assets and tools for your use across social media, to support the campaign and encourage people to join the squash community in Wales.

Click below to download the toolkit and discover what we have created.

## **Campaign Toolkit & Guide To Creative Assets**

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### **What can you do to help?**

- **Support us on social media**

We are calling on the squash community across Wales to help promote our #MeetYourMatch campaign and Squash Wales' brand new membership offering

- **Follow us on social media**
  - Facebook - [@SquashWales](#)
  - Twitter - [@sqwales](#)
  - Instagram - [@squashwales](#)

- You Tube - [Squash Wales](#)

- **Share on social**

We are regularly sharing posts, videos and animations across our social media channels. By sharing and interacting with our posts, you can support us and encourage others to find out more about how playing squash and becoming a member can benefit them.

If you want to share the campaign on your own social media feeds, you can download the assets here: [https://www.dropbox.com/sh/js3f3iqldfhkipd/AACDHj37kYH\\_QGOVKXe55ekua?dl=0](https://www.dropbox.com/sh/js3f3iqldfhkipd/AACDHj37kYH_QGOVKXe55ekua?dl=0)

- **Spread the word!**

Tell your friends, family and networks all about the many benefits of playing squash. Encourage them to sign up for the Squash Wales membership.

To join in the conversation across social media, use our hashtag **#MeetYourMatch**

## Social Media Assets

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### **Contact us**

We're so grateful for your support on this campaign. If you want to get involved, apply for a membership yourself or have any questions, suggestions, or comments, please contact the team at - [squashwales@wearecowshed.co.uk](mailto:squashwales@wearecowshed.co.uk)

See you on the court!

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