2022 SPONSORSHIP OPPORTUNITIES
About Us

San Jose Pickleball Club is 501(c)(7) non-profit social club in San Jose, CA. We promote good sportsmanship and camaraderie for all ages and skills levels.

Club membership is $20 / year and becoming a dues-paying member shows your support of pickleball in San Jose. Membership benefits include:

- Eligible to participate in official SJPC tournament and ladders
- Eligible to purchase official SJPC merch
- Knowing your contribution directly helps promote pickleball in San Jose
- Eligible to attend the Annual Membership Meeting and vote on the next year’s club board members
- Eligible to participate in official SJPC tournament and ladders
  - We plan to host large tournaments throughout the year for multiple skills levels and tournament formats
- Knowing your contribution directly helps promote pickleball in San Jose
  - We are a 501c7 non-profit social club and to maintain tax-exempt status, the majority of club revenue (>65%) must come from dues-paying members. This is why it’s important that only these members can participate in SJPC tournaments and ladders where an entry fee is charged.
  - Club funds are spent on things that benefit club members and the SJ pickleball community (ie. balls, portable nets, ball blocking nets, storage units, etc…). Long term, these funds can go towards bigger things like building more dedicated pickleball courts in San Jose!
- Eligible to attend the Annual Membership Meeting and vote on the next year’s club board members.
**SJPC Demographics**

**Gender**
- Male: 146 (71.2%)
- Female: 59 (28.8%)

**City**
- San Jose: 135 (66.5%)
- Other cities: 8 (3.9%)

**Age Group**
- 18-64: 148 (84.1%)
- <18: 26 (14.8%)
- 65+: 7 (14.8%)

**Registration Type**
- Dues-Paying Member: 189 (90.0%)
- Friend of SJPC: 2 (1.0%)
Sponsorship Overview

Thank you for considering supporting the **San Jose Pickleball Club in 2022**. The Club will be hosting three unique events throughout the remainder of the year, and seeking sponsors to help support the growth of pickleball in the San Jose/Bay Area. The increase in popularity and the growth of Pickleball throughout the USA creates a tremendous opportunity for your company to showcase its products or service.

Your sponsorship support will ensure that we provide our participants with a tremendous experience that will leave lasting memories, increase the opportunities and growth of Pickleball, while educating attendees about your company through pertinent email marketing campaigns, web based ads and onsite engagement. Your organization has the opportunity to gain substantial visibility by becoming a part of our "Family of Sponsors".

**2022 Splash into Summer Tournament** at Evergreen Valley College, San Jose, CA will be the first of a series of tournaments run by the SJPC in 2022. The event will take place on Saturday & Sunday, June 17-18, weather permitting. Additional information regarding this event can be found on the Tournament Summary sheet, enclosed. The other two tournaments will be held in September, 2022 and December, 2022.

There are three (3) sponsorship levels. Please refer to the Sponsorship Levels sheet for more details. Tournament proceeds will primarily be used to cover direct tournament expenses. Any remaining funds will be used for the benefit of the growth of the San Jose Pickleball Club.
## Sponsorship Levels for all 2022 Events

<table>
<thead>
<tr>
<th>Benefits Description</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Rate</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Title Sponsorship for Pickleball tournament</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premier Court Sponsorship (logo/banner on fence on Championship Court)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor company employee engagement event —— Sponsor company’s employees can sign up for free beginner’s clinic week leading up to event. Limit to X employees.</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Setup table at event to promote business</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sponsor banner hung at event location in prime area</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor logo on event website</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor logo on Event t-shirts</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor giveaway item &amp; sponsor literature/hand out included in player swag bag</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor name included in participant e-blast(s) to 1,000+ members</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor name included in Facebook posts in groups:</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>• SJPC FB group (700+ members)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Silicon Valley group (260+ members)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>• Monterey Pickleball Club (580+ members)</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>• Palo Alto Pickleball Club (560+ members)</td>
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</tr>
</tbody>
</table>
Competition Events

2022 Tournaments will feature the following tournaments:

- June 25 Splash into Summer Tournament*
- September 2022 (TBD)
- December 2022 (TBD)

*pending sufficient sponsorship in time to plan

With the following competition events:

<table>
<thead>
<tr>
<th>3.0 Women’s Doubles, 18+</th>
<th>3.0 Men’s Doubles, 18+</th>
<th>3.0 Mixed Doubles, 18+</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 Women’s Doubles, 18+</td>
<td>3.5 Men’s Doubles, 18+</td>
<td>3.5 Mixed Doubles, 18+</td>
</tr>
<tr>
<td>4.0+ Women’s Doubles, 18+</td>
<td>4.0+ Men’s Doubles, 18+</td>
<td>4.0+ Mixed Doubles, 18+</td>
</tr>
</tbody>
</table>

All players will receive a tournament swag bag. There will be prizes for 1st, 2nd & 3rd places (Gold / Silver / Bronze) in each event. Scoring format will be determined based on number of brackets in each event.
CONTACT US

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