

# TIER 1 SPONSORSHIP OPPORTUNITIES



OPELIKA SPORTSPLEX & AQUATICS CENTER  
OPELIKA, AL



*"We are always glad to welcome visitors to Opelika and grateful for their participation in this fine tournament."*

- Mayor Gary Fuller, City of Opelika

OPELIKA-AUBURN PICKLEBALL CLUB



## TOURNAMENT SPONSORSHIP

Your sponsorship will ensure that we provide our participants with a tremendous experience that will leave lasting memories, increase the opportunity for play and growth of pickleball while educating attendees and spectators about your company.

Sponsorships allow us to provide players with better:

- Giveaways
- Awards
- Equipment
- Food

Your sponsorship will help keep tournament costs affordable for all. Sponsorship proceeds will be invested in facility improvements. Not only will your business reach hundreds of people, but your business will also be seen as strengthening the community through your support.





# TOURNAMENT DETAILS

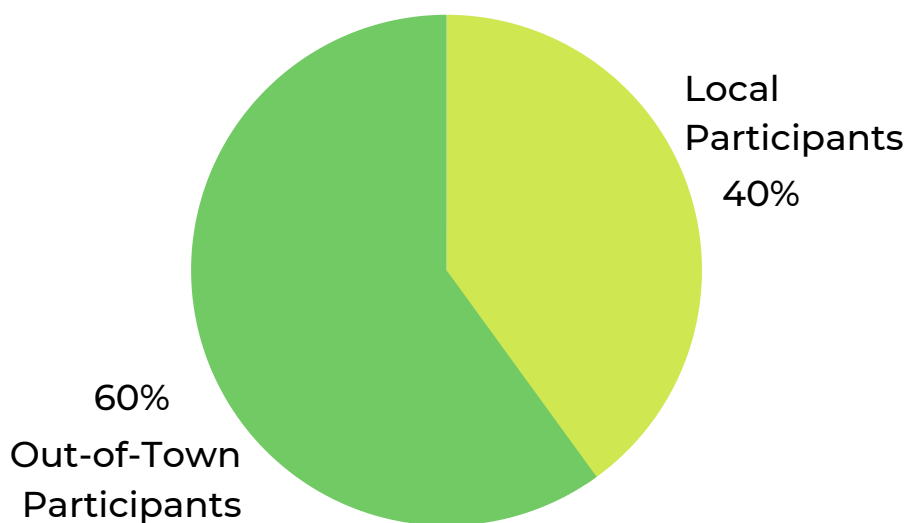
## Paddles at the Plex - March 4-7, 2021

- Number of participants: 300
- The Opelika Pickleball Facility features 12 state-of-the-art covered pickleball courts. The pavilion features LED lighting and regulation courts for tournament-style play. All 12 courts are individually fenced allowing for tournament style play, and the entire facility is covered by a large canopy, offering shade from the elements.
- Our pickleball participants have a diverse socio-economic background and are well represented in our tournaments.
- Competition is available for any player over eighteen years old.
- Registered players for this tournament range from 20 to 78 years old.

# STATE BY STATE PARTICIPATION

Our tournament provides opportunities for athletes from across the United States to take part in Paddles at the Plex each year. 48% of the total players traveled from out of state, and at least 60% of the total traveled from over eighty miles away.

2020 Local Participants vs Out-of-Town (>80 mi) Participants



In 2020, participants from seven different states competed.

- Alabama
- Florida
- Virginia
- Tennessee
- Michigan
- Georgia
- Missouri

# TOURNAMENT ECONOMIC IMPACT

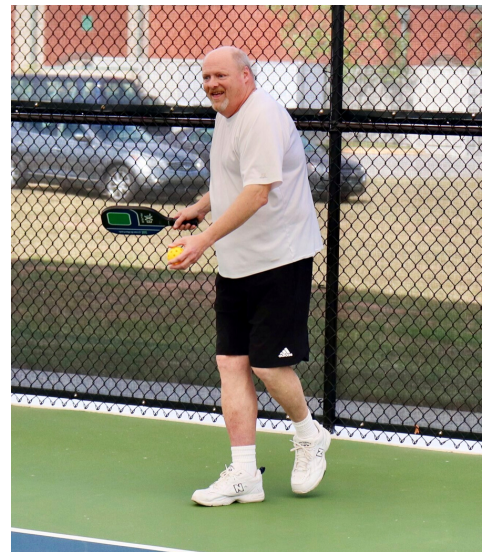
289 total players

\$32,877 local taxes

\$99,581 business sales (total)

224 room nights

Estimated averages based on Paddles at the Plex Spring 2020 and projected Paddles at the Plex Spring 2021.



# KEY MARKETING POINTS

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The number of 55 and older seniors who joined health clubs and gyms has jumped 119%. Seniors are more active, committing their free time to volunteer, travel, and recreational activities such as pickleball.

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In 2020, the size of the Opelika-Auburn Pickleball Club increased by 163% ending the year with a grand total of 379 members.

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Every 7 seconds someone in America turns 50. The 50+ age group spends annually in (discretionary income) over \$1 trillion per year in products and services.

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Over 80% of registered players for Paddles at the Plex Spring 2021 are in the 50+ age group.

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The 55+ age group controls more than 3/4 of this country's wealth and 65+ has 2x as much income per capita as the average baby boomer.

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The senior population in the Auburn-Opelika area has rapidly increased over the past ten years and will continue to increase. By 2022, the senior population is expected to be over 12% of the total area population (22,356 citizens).

# SPONSORSHIP BENEFITS

## PRESENTING SPONSOR \$3,000

- Name & logo on all publications as *Presenting Sponsor*
- Customized banner displayed at the courts for 2021
- Two player admission to each *Paddles at the Plex 2021* tournament (if space allows)
- Logo or advertisement on tournament flyer in athletes "Welcome Bag"
- Logo or advertisement on club and tournament website
- Logo on event t-shirt - 2" Lettering (325-400 t-shirts)
- Name & logo on medal ribbons
- Name & logo on the banner used in awards ceremonies
- Sponsor vendor table and tent provided
- Announced at daily "Welcome Ceremonies" and throughout tournament
- Sponsor Package will be tailored to promote sponsor(s) products

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## PADDLE SPONSOR \$1,500

- Name & logo on digital publications as *Paddle Sponsor*
- Banner displayed at the courts for 2021
- One player admission to each *Paddles at the Plex 2021* tournament (if space allows)
- Logo or advertisement on tournament flyer in athletes "Welcome Bag"
- Logo or advertisement on club and tournament website
- Logo on event t-shirt - 1" Lettering (325-400 t-shirts)

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## PICKLE SPONSOR \$1,000

- Name on digital publications as *Pickle Sponsor*
- Banner displayed at the courts for two months
- Logo or advertisement on tournament flyer in athletes "Welcome Bag"
- Logo or advertisement on club website
- Logo on event t-shirt - 1" Lettering (325-400 t-shirts)



## NEXT STEPS

We are eager to work with you and explore how we can best support your sponsorship goals and objectives. We would love to discuss this proposal with you and provide any additional information you may need. We will work to find a sponsorship that fits your needs and that will add value to the tournament.

Contact us today to discuss your needs.

**Jim Young**

Vice President & Tournament Director

(901) 301-3049

[jimyoungjr@hotmail.com](mailto:jimyoungjr@hotmail.com)

**Opelika SportsPlex & Aquatics Center**

1001 SportsPlex Parkway

Opelika, AL 36801



# SPONSORSHIP AGREEMENT PADDLES AT THE PLEX

SPONSORSHIP LEVEL SELECTED \_\_\_\_\_ AMOUNT \$ \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

*All sponsors will be acknowledged or advertised unless otherwise requested by the sponsor.*

Sponsors are responsible for providing any promotional materials and their logo in an electronic format. The Opelika-Auburn Pickleball Club has the right to use sponsor logos and names for event marketing materials. Sponsors are responsible for arranging delivery or pick-up of promotional materials. Sponsorship begins at the time of the completed agreement and payment in full.

*I agree to abide by the Sponsorship Policies as described above by The Opelika-Auburn Pickleball Club.*

NAME PRINTED \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please make checks payable to  
Opelika Parks & Recreation

*\*Make a notation on the check for Pickleball Sponsorship*

Payments can be mailed to  
ATTN: Sam Bailey  
Opelika Parks & Recreation  
1001 SportsPlex Parkway  
Opelika, AL 36801

Questions?  
Jim Young  
Tournament Director  
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jimyoungjr@hotmail.com

