



Peterborough Pickleball Sponsorship Opportunities

We invite you to become a sponsor of the **Peterborough Pickleball Association (PPA)**. Pickleball is one of the fastest-growing sports in North America, and our association proudly reflects this momentum, bringing people of all ages together through one of the most exciting and inclusive sports in Canada. With the opening of new courts and expanding programs for players at every level, this is the perfect time to partner with us.

The Peterborough Pickleball Association is a non-profit organization with more than **400 members**. Our mission is to provide opportunities for people of all ages and backgrounds to participate in pickleball, promote physical fitness and social engagement, and inspire the next generation of players. We achieve these goals through tournaments, leagues, clinics, and community outreach programs, and rely on the generous support of local businesses, community partners, and members to make it all possible.

As a sponsor, you'll be supporting community health, active living, and social connection while gaining valuable visibility among a vibrant and engaged audience. Together, we can continue to build a thriving pickleball community here in Peterborough.

Each summer, we host tournaments and programs that attract hundreds of players seeking competitive play and skill development opportunities. Our premier event, the **Steve Mayhew Tournament** takes place in July and welcomes up to 200 participants.

There are three levels of sponsorship available, each designed to provide meaningful recognition and partnership opportunities. Sponsorship demonstrates your commitment to supporting physical exercise to our seniors and education programs for youth and well-being for all ages.

Peterborough Pickleball Association

Sponsorship Opportunities

Partner with us to grow the game and connect with an active, engaged community.

Gold Sponsor \$1,000+

Our premier sponsorship level, offering maximum visibility and recognition throughout the season and at every major PPA event.

Benefits include:

- Free entry for up to three teams across any three PPA tournaments during the season (July 1, 2026 - June 30, 2027). Teams may wear apparel displaying your organization's branding.
- Prominent logo placement on tournament banners, on-site event signage, and the PPA website.
- Dedicated promotional table space at tournaments to showcase your organization and display materials.
- Featured recognition as a major sponsor across PPA social media channels, newsletters, and press releases.
- Opportunity to present medals and address participants and attendees at select PPA events.
- One complimentary reserved parking space at each tournament.

Silver Sponsor \$650

A strong mid-level partnership that delivers excellent visibility and meaningful engagement with the local community.

Benefits include:

- Free entry for two teams in any three PPA tournaments during the season (July 1, 2026 - June 30, 2027). The team may wear apparel displaying your organization's branding.
- Promotional table space at tournaments to showcase your organization.
- Logo placement on event materials and the PPA website.
- On-site signage and banner recognition at major tournaments.
- Recognition in PPA newsletters, social media posts, and tournament announcements.

Bronze Sponsor \$450

An affordable way to support the growth of pickleball in Peterborough while gaining exposure within our active and engaged community.

Benefits include:

- Free entry for one team in any three PPA tournaments during the season (July 1, 2026 - June 30, 2027). The team may wear apparel displaying your organization's branding.
- Logo placement on the PPA website and select event signage.
- On-site banner recognition at major tournaments.
- Recognition through PPA social media channels.
- Verbal acknowledgment at PPA tournaments and events.

Classic/Community \$350

A great opportunity for local businesses and community members to support the growth of pickleball in Peterborough.

- Business name listed on the PPA website sponsor page.
 - Recognition in select PPA newsletters and social media posts.
 - Verbal acknowledgment at PPA tournaments and events.
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We appreciate your consideration of this sponsorship opportunity. To discuss your involvement or confirm your participation for the upcoming season, please contact me using the email or telephone number below.

Thank you for your time.