



**LADY SIENNA
PICKLEBALL CLASSIC**

March 4-6, 2022 | Armstrong Tennis/Pickleball Center

SPONSORSHIP INFORMATION

WHAT IS PICKLEBALL?

Pickleball is a fun, easy-to-learn, mini-tennis-like game that includes elements of tennis, table tennis, racquetball, and badminton. Players strike a hard plastic ball with a small paddle over a low net on a badminton-size court. Created as a game for the whole family to enjoy, pickleball has exploded in popularity with over 2 million players worldwide of all ages and over 4,000 places to play in the United States.

LADY SIENNA PICKLEBALL CLASSIC

We are pleased to offer one of the first larger pickleball tournaments in Maine. We will attract 100+ participants plus their friends, family members, the public, and the media. As the fastest growing racket sport in the USA, pickleball is very popular not only among baby boomers, but among people of all ages. We expect players from Maine and beyond. The average age of pickleball players is around 40-60. This group represents economic clout and a major source of discretionary spending. The increasing growth and popularity of the sport creates a unique opportunity to showcase your company and to support a demographic that is gracefully aging, living active lives, and outspending the average consumer in every category.

ORGANIZED BY A BUNCH OF PICKLEBALL PLAYERS SUPPORTING LINT ROLLERS AND LEMONADE

Lint Rollers and Lemonade mission is to provide resources that fill gaps in the needs of children affected by serious illness. We are hosting the 2022 **LADY SIENNA PICKLEBALL CLASSIC at Armstrong Tennis and Pickleball Center** to share our love for the sport, to promote pickleball in Maine, and gather a community of competitive pickleballers for a weekend of good competition.

HOW WE WILL MARKET AND INCREASE YOUR VISIBILITY

Our tournament is well positioned to increase your company's visibility in the central Maine region through our extensive marketing and promotions campaign, including execution of a social media campaign; outreach through local media; visibility at the Armstrong Tennis Center facility; outreach tourism organizations; other state pickleball clubs; and individual pickleball players.

We are constantly expanding and engaging our network to ensure the tournament's success begins well before the event starts in March. The two-day event will give your company the opportunity to connect face-to-face with our attendees to showcase your brand and message that will leave them with a positive memorable experience.

TOURNAMENT HIGHLIGHTS

- One practice and two full days of pickleball matches organized by skill
- Participants age 16+ through 80+
- Professional online pickleball tournament management system
- 8 indoor pickleball courts in a central Maine location

ADDITIONAL WAYS TO BE INVOLVED

- Promote the **LADY SIENNA PICKLEBALL CLASSIC** at your business, at events, or on your community bulletin board
- Please contact us to display the official **LADY SIENNA PICKLEBALL CLASSIC** event flyer or share tournament information in your publications, on your website, or social media page

NEXT STEPS

Contact us at ispickleballclassic@gmail.com and let us know how you want to support the tournament. Please include your name, company name, website, phone number, direct email, and intended level of sponsorship, so we can reply. For maximum exposure, contact us by December 10, 2021. If you act quickly, you can be our one and only Presenting Sponsor. We hope you will support our efforts to showcase pickleball in the state of Maine. Please let us know if you have any questions.

LADY SIENNA PICKLEBALL CLASSIC

ispickleballclassic@gmail.com | www.lintrollersandlemonade.com/pickleball | Phone: 207-944-3987

Your gift to Lint Rollers and Lemonade is tax deductible to the extent of the law. LRAL is a non-profit 501(c)(3).