

Sponsorship Packet



2025 B\Town Throwdown
March 21 - 23

Evergreen Racquet Club
3203 E Washington
Bloomington, IL 61704

What is Pickleball?

Pickleball is a fun, easy-to-learn court sport that includes elements of tennis, table tennis, racquetball, and badminton. It is played with a perforated plastic ball and paddles about twice the size of ping-pong paddles. It can be played indoors or outdoors and is easy for beginners to learn, but can develop into a fast-paced, competitive game for experienced players.

Created as a game for the whole family to enjoy, pickleball has exploded in popularity with over 4.8 million players and over 9500 places to play in the United States.

Locally, Bloomington/Normal has a thriving pickleball community. We currently have 40+ courts in B/N with an estimated 1800+ players.

The B\Town Throwdown Pickleball Tournament

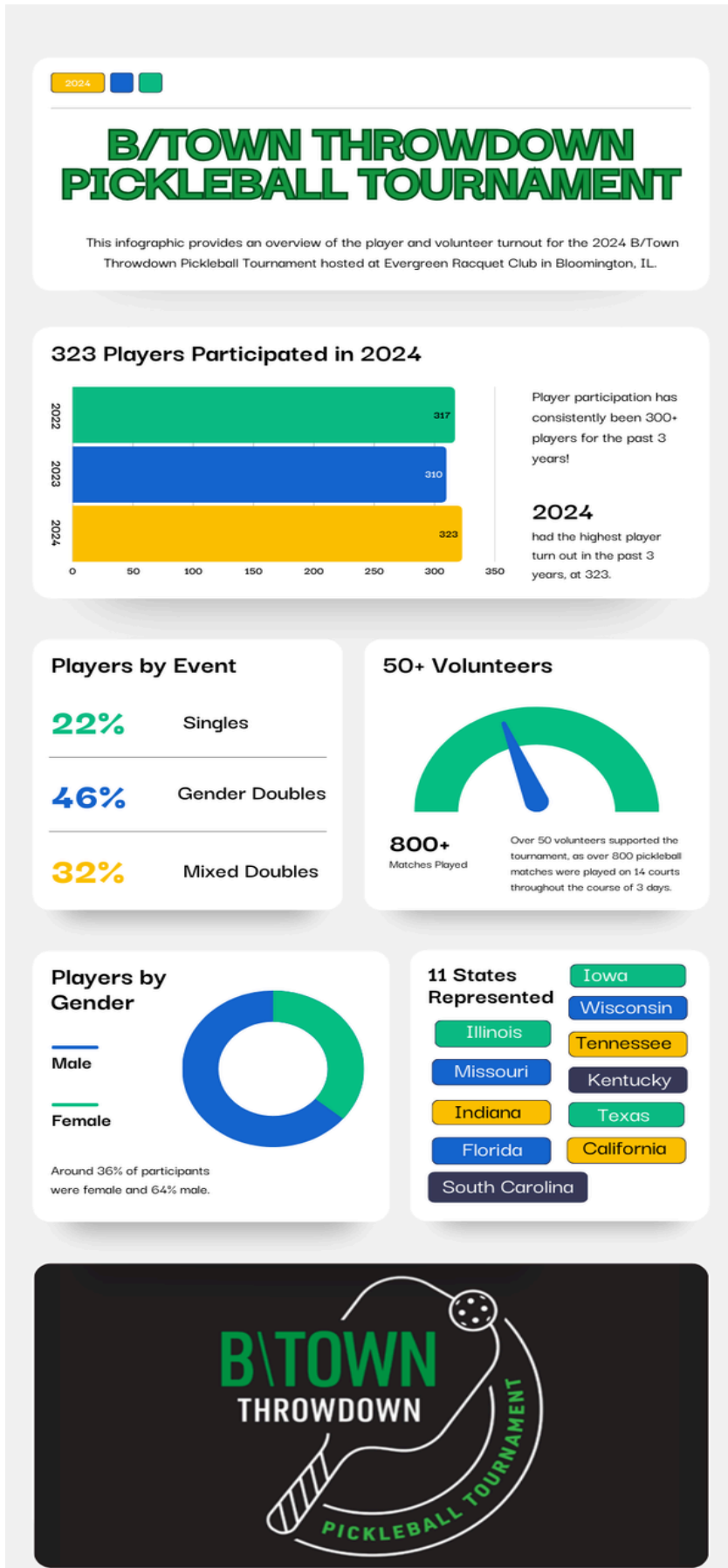
Evergreen Racquet Club will again be the home of the B\Town Throwdown Pickleball Tournament. This indoor tournament is the largest of its kind in Central Illinois and draws both local players and players from surrounding states. Last year, 8 States were represented by players in the tournament.

This 8th Annual Tournament will attract 300+ participants plus friends, family members, public and media. Last year we received media coverage from the Pantagraph Newspaper and have previously been featured on WEEK and WMBD television stations.

Tournament Highlights

- 2 ½ days of pickleball organized by skill level
- Participants ages 11+
- 18 indoor pickleball courts
- Top pickleball players from Bloomington/Normal, throughout the midwest and beyond
- Players, spectators, and sponsors can view tournament play and gather in the 2nd floor lounge area
- Live Streaming allows for viewing from anywhere!

Here's a breakdown from last year's event:



How Your Sponsorship Will Help Us

Your support will help ensure that we continue to provide a low cost, quality tournament that will leave a lasting, positive experience for players, volunteers, and spectators. Sponsorship funds will be used to cover direct tournament expenses such as facility cost, T-shirts, balls, refreshments, costs to convert Tennis courts to pickleball courts, and medals for the event winners.

In return, we will provide sponsorship benefits based on your level of sponsorship, which will provide exposure not only to tournament participants, but also to the 1400+ members of Evergreen Racquet Club.

IN-KIND SPONSOR LEVEL

- Refreshment sponsor: Provide refreshments for participants and/or volunteers (i.e. Coffee, water, bananas, apples, oranges, bagels, energy bars)
- In-Kind Sponsors receive the benefits of the sponsor level associated with the amount of the retail donation.

PLATINUM LEVEL SPONSOR

- Limited to one sponsor only
- Tournament naming rights
- Receive all benefits of the Gold Level
- Large company banner prominently displayed courtside for the month of March

2025 B\Town Throwdown Sponsorship Levels

Sponsorship Levels	Gold \$1000 (Limited)	Silver \$500	Bronze \$250	Court Sponsor \$100
Opportunity to set up a display during tournament and/or provide your own banner for display (up to 4X6)				
Company pickleball event for up to 16 (at a time to be scheduled following the tournament)				
Recognition in Press Release				
Sponsorship announcements made throughout the tournament				
Sponsor highlighted in participant communication (content provided by sponsor)				
Logo on PickleballBrackets.com (site all players use to register for & monitor tournament results)				
Logo on Player T-shirts (300+ shirts)				
Logo and link on ERC website (ercennis.com) and ERC facebook posts (public page; 934 followers)				
Logo and link on B/Town Throwdown Tournament Facebook event				
Complimentary Tournament T-shirt	3	2	0	0
Logo on tournament board displayed before, during and after event				
2' X 2' banner on individual court for 3 day event				
Company item available at player welcome table				
Sponsorship announcements made at opening session each day				

Next Steps

Thank you for considering our request. We look forward to working together for the success of the 2025 B\Town Throwdown! We will follow up to see what questions you may have and to secure your sponsorship.

In the meantime, if you have any questions, you may contact me at 309-531-7827 (text or call) gdl1@hotmail.com.

Deadline for sponsorship is **February 22, 2025**.

Thank You,

Mike Talkington
Debbie Taylor
Sponsorship Coordinators



Hannah Meece

Meet our Tournament Director

Hannah Meece is this year's tournament director. While she has big shoes to fill from the great work Kat Smalley has done, she is committed to continuing the success of this tournament!

Hannah got into pickleball around 3-4 years ago and it has quickly become one of her favorite hobbies. She is a 5.0 player and has traveled to participate in many tournaments, so she brings a wealth of knowledge and best practice to the B/Town Throwdown. She has experience hosting pickleball tournaments over the past 3 years, specifically the Hustle, Hit, Never Quit tournament benefiting the Landon Meece Memorial Scholarship Fund.

Hannah is very much looking forward to meeting all of you in March! Please stop by to say hi and talk pickleball with her!

