



## PASO ROBLES PICKLEBALL CLUB

P.O. Box 2823

Paso Robles, California 93447

[www.PasoRoblesPickleball.org](http://www.PasoRoblesPickleball.org)

PRPC is a Non-Profit 501c(7) EIN 81-0754882

June 1, 2021

Dear Sir or Madam,

The Paso Robles Pickleball Club (PRPC) is inviting you and your business to participate in the sponsorship program for the Paso Robles Wine Country Classic (PRWCC) Tournament scheduled for October 1-3, 2021. The PRPC is a non-profit organization comprised of members that are Pickleball enthusiasts. The PRPC encourages participation at all levels and nurtures the pride created by our members and community involvement in our programs.

So what is Pickleball? Pickleball is a paddle sport created for all ages and skill levels. The rules are simple and the game is easy for beginners to learn, but can develop into a quick, fast-paced, competitive game for experienced players. It is a fun sport that combines many elements of tennis, badminton and ping-pong. It is played with a paddle and a plastic ball with holes and played as doubles. The USA Pickleball Association held the 2018 Nationals in Casa Grande, Arizona attracting over 2500 players. Pickleball is the fastest growing sport in America.

The PRPC invested funds to create five courts at Centennial Park. Through our dues and fund raising efforts, such as tournaments, we provide all the balls, nets, windscreens and court repairs including resurfacing. The PRPC currently has over 100 active members. We have 20 to 40 players every day.

So why should you consider sponsoring our PRWCC Tournament? According to the Sports and Fitness Industry Association the demographics of the average Pickleball player are:

Average Age	44 years old to 59 years old
Gender	60% males – 40% females
Average Annual Income	\$90,000 per year
Average Education	College Graduate

Being a sponsor of the PRWCC Tournament will give your business a presence at one of the most prestigious Pickleball Tournaments held in California. The PRWCC will have 19 courts available for the tournament at Centennial Park. The PRWCC will attract over 250 players. These players will come from surrounding communities as well as out of the area. **This is the perfect place to spend your advertising dollars.**

Participating in the PRWCC Sponsorship program will give your business the following exposure:

- All sponsors will be acknowledged at the tournament by the tournament announcer.
- Depending on your level of sponsorship:
  - You will either be listed or your logo will be on our Facebook Page and Website.
  - Gold and Silver Sponsors will have a banner that will hang at the courts during the tournament. The banner will be delivered to your business after the tournament or we can keep it for you for the next year if you continue as a sponsor.
  - Gold sponsors will be allowed to have a table/booth at the tournament.

Thank you for considering sponsorship of the Paso Robles Wine Country Classic Tournament. We greatly appreciate your support. Should you have any questions please feel free to contact me.

Sincerely,

*Nancy*

**Nancy Mello**  
PRPC Sponsorship Chair  
nmello54@gmail.com