

VENDOR

OPPORTUNITIES

Presented by Beyond the Line LLC



2026 Launch Series
February • March • May 2026
Location: Charlotte, NC

Why Partner with BLK Paddle

Strategic. Meaningful. Impactful.

Your sponsorship connects your brand with:

- ✓ A fast-growing, high-energy sport
- ✓ A culturally diverse and engaged audience
- ✓ Events that reflect excellence, inclusion, and connection

We're seeking partners passionate about:

- Growing the game of pickleball
- Expanding its reach within new communities
- Making tangible impact through sport

Your brand's presence won't just be seen - it'll be experienced.

Vendor Benefits Overview

We're excited to welcome vendors to the BLK Paddle Tournament Sprint Series - a high-energy experience that celebrates sport, culture, and community across three major tournament weekends in 2026.

Tournament Dates

- 🏠 Slam- February 21-22 (Indoor)
- 🏠 Spring OPEN - March 14-15 (Indoor)
- 🌞 Queen City Classic - May 16-17 (TBD)

Vendor Hours of Operations

- Saturday: 9 AM – 7 PM
- Sunday: 9 AM – 12 PM

Vendor Setup & Access

- Arrival & Setup: 8:00 – 9:00 AM
- Fully Setup By: 9:00 AM
- Remain through the final championship game (last hour each day)

**GET THREE 2-DAY
TOURNAMENT
EVENTS FOR
ONE LOW PRICE**

**We believe competition is universal, and our courts are open to all.
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Vendor Type	Description	Cost Per Tournament	3 Tournament Sprint Package
Premium Vendor Space	Prime location near main courts, awards area, or player walkway. Includes signage mention.	\$350	\$900
Standard Vendor Space	Space in main vendor area. Bring your own setup.	\$250	\$600
Food Truck Vendor	Placement near Venue entrance when Indoors. Must provide permits & insurance.	\$350	\$900

Payment & Priority Booking

- Vendor spaces are limited and confirmed only after full payment is received.
- Priority placement will be given to vendors who commit to the full Launch Sprint Package (all three tournaments).
- Individual event vendors are welcome, but space allocation will follow sprint-package confirmations.
- Once approved, vendors will receive a payment link and confirmation email to finalize their reservation.

Reserve Your Space

Spaces are limited and assigned on a first-come, first-served basis.

Contact Denise Taylor at DT@BLKPaddle.com | Phone: 980-349-6532

www.BLKPaddle.com



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Location Overview

Indoor Events (Feb & Mar): Carolina Pickleball Club, Kannapolis NC

- Gym-style facilities with player and spectator seating, curated vendor placement in high-traffic areas.
- Limited food options indoors due to facility regulations.
- We would like to have a Food Truck onsite for these tournament.

Outdoor Event (May):

- Multi-court complex with space for multiple food trucks, tent vendors, and festival-style experiences.

What Vendors Gain

- Exposure to 250 + players and spectators per tournament weekend
- Direct access to a diverse, active community of pickleball players, fans, and families
- On-site mentions and visibility via sponsor banners and court-side activity
- Opportunity to sell, sample, or promote products in an energetic, inclusive atmosphere

Vendor Requirements & Notes

- Vendors provide their own tents, tables, chairs, and displays.
- Electricity is not guaranteed; plan for battery or generator power.
- Indoor vendors: space is limited - no large tents permitted.
- Outdoor vendors: must bring weighted tents and weather protection.
- Events proceed rain or shine (indoor contingency for outdoor tournament).
- Vendors must be fully setup by 10 AM and remain until the championship match begins.
- Clean, professional presentation is required throughout.

Product & Service Overlap

- We strive to feature a diverse mix of vendors and will avoid product or service overlap whenever possible.
- However, exclusive category rights are not guaranteed, and final placements are based on event flow and space availability.



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Creators of culture-driven experiences through sport.



At BLK Paddle, we're redefining what modern sports partnerships look like - merging culture, competition, and community impact into one unforgettable experience.

Pickleball is the fastest-growing sport in the country, and our mission is to ensure that growth reaches every community - especially those historically underrepresented in competitive play. By joining forces with us, your brand becomes part of that movement - not just as a sponsor, but as a catalyst for access, visibility, and cultural evolution in sport.

Our Mission, Vision & Objectives

Mission:

To elevate pickleball's presence within diverse communities through competitive, culturally inspired tournaments.

Vision:

To become the premier regional pickleball platform uniting culture, competition, and community impact.

Objectives:

- **Champion Diversity in Pickleball:** Increase representation of Black and diverse athletes across competitive divisions and events.
- **Create Premier Tournament Experiences:** Deliver six high-quality, professionally run tournaments that showcase excellence both on and off the court.
- **Drive Community Impact:** Partner with local businesses, small vendors, and organizations to generate meaningful economic and cultural benefits.
- **Build a Recognizable Player Ecosystem:** Establish rankings, content, and visibility platforms that elevate emerging talent and inspire participation.
- **Position BLK Paddle as the Cultural Hub of Pickleball:** Grow from a Charlotte-based series to a regional brand known for excellence, community, and inclusivity.

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BLK Paddle | Culture × Competition × Community

At BLK Paddle, we celebrate the energy, style, and community that make pickleball more than just a sport. We're inspired by the richness of Black excellence - yet our courts welcome everyone. BLK Paddle exists to connect cultures through competitive play. We bring together passionate players, fans, and brands who believe in sportsmanship, diversity, and fun.

- Three divisions: Men's, Women's, Mixed Doubles
- Three skill levels per division: 3.0, 3.5, 4.0-4.5
- Minimum 12 teams per bracket, round robin to playoffs
- Cash prizes that reward performance and attract serious players
- Vibrant spectator atmosphere with music, food vendors, and cultural celebration
- Professional operations by **Run It Back Powered Tournaments**, ensuring structure, fairness, and quality execution

Target Demographic

- **Pickleball is the fastest-growing sport in the U.S.**, with nearly 20 million players nationwide and rapid growth among adults ages 25–44.
- **Charlotte is one of the most diverse and fastest-growing metro areas** in the Southeast, with approx one-third of residents identifying as Black or African American.
- **Charlotte Ranks Among the Top “Pickleball-Obsessed” U.S. Cities** - In 2025, Charlotte ranked #4 in the United States among “most pickleball-obsessed cities,” based on per-capita analysis of court availability, sports stores, and online interest.
- While Black players currently represent a small percentage of the national pickleball population, **local momentum shows strong demand for culturally inclusive, community-driven pickleball experiences.**
- BLK Paddle uniquely sits at the intersection of competition, culture and community - attracting competitive players, culturally engaged audiences, and brands seeking meaningful, high-visibility activation

Our Audience:

- Ages: 25–55
- Profile: Competitive professionals, recreational athletes, and lifestyle enthusiasts
- Reach: Active in fitness, culture, and community networks
- Interests: Sports, entertainment, business networking, social connection
- Our audience is diverse, influential, and brand-loyal - creating unique visibility opportunities for sponsors who value inclusion and engagement.

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Built by Players. Driven by Purpose.



Meet Chanise & Fritz

At the heart of BLK Paddle are leaders who don't just organize tournaments they live the game. Our leaders are passionate players, experienced coaches, and community builders with more than 25 years of combined experience across sports leadership, event management, and player development.

Their connection to the sport is personal.

Chanise Taylor - CEO, Beyond the Line | Founder, BLK Paddle

Chanise is the CEO of Beyond the Line, the company that owns and operates BLK Paddle tournaments. With a background in both playing and coaching competitive sports at the national level, Chanise brings a deep respect for competition, structure, and athlete experience to everything she builds.

She began playing pickleball two years ago and quickly recognized the opportunity to create a tournament environment that matched the intensity and excellence serious players crave. BLK Paddle was created to deliver high-level competition while honoring the legacy of Black excellence and community that has shaped culture, and competition.

Chanise remains an active player herself and is intentional about staying connected to the game - on the court and behind the scenes, ensuring BLK Paddle tournaments are built by someone who truly understands the player experience.

Fritz Jean-Baptiste - Tournament Director for BLK Paddle

Fritz began playing pickleball several years ago and has since made it a daily part of his life - on and off the court. Known for his infectious enthusiasm and genuine love for the game, Fritz has earned the nickname "the Mayor of Pickleball" for his ability to bring people into the sport and make them feel welcome from day one.

Whether encouraging first-time players or supporting competitive athletes, his passion for pickleball is undeniable.

As Tournament Director, Fritz oversees event execution, player experience, and operational flow, ensuring each BLK Paddle tournament runs with professionalism, energy, and purpose.