

SPONSORSHIP

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.

Sponsor Benefits Overview

Each partnership level offers meaningful brand integration:

- Court naming and announcements
- Logo placement on banners, tournament tees, and prize checks
- Mentions in live play ("Team 2 to the [Sponsor Name] Court")
- Social media exposure before, during, and after tournaments
- Vendor booth activation and on-site engagement
- Highlight reel and event recap visibility

We align your brand with moments of excitement, achievement, and connection.

We believe competition is universal, and our courts are open to all. BLK Paddle is inspired by Black excellence and powered by inclusion.

2026 Launch Series Packages | includes February • March • May 2026 Tournaments

Sponsorship Benefit	Title Sponsor \$15,000	Gold Sponsor \$7,500	Silver Sponsor \$3,500	Bronze \$1,500	Community \$750
Tournament Naming Rights with Brand on Tournament Tee and on Photo-Op Award Check	“Presented by [Sponsor]” across all media	-----	-----	-----	-----
Highlight Reel / Video Feature	Spotlight feature	Shared sponsor montage	Shared logo frame	-----	-----
Logo on Event Page & Sponsor Banner at Event Entry	Largest placement	Prominent placement	Shared placement	Shared placement	Shared placement
Public Announcements During Tournament	Multiple mentions	Mention at the start of Division play	Mention at the start of Division play	Shared acknowledgment	Shared acknowledgment
Event Entry & Tournament Tee	4 passes to attend + 4 tees	3 passes to attend + 3 tees	2 passes to attend + 2 tees	1 pass to attend + 1 tees	1 pass to attend + 1 tees
Vendor Booth and Player Swag	1 Premium Booth Included	1 Standard Booth Included	1 Standard Booth Included	Add-on Discount	Add-on Discount
Social Media Recognition	Dedicated Pre & Post Event	Dedicated Post Event	Shared Post Event	Shared Post Event	Community Thank-you
Email Recognition	Dedicated Pre & Post Event	Dedicated Post Event	Shared Post Event	Shared Post Event	Community Thank-you
Community Impact Press Release Recognition	Lead Partner	Inclusion Partner	Supporting Partner	Contributor	Friend of the Game

- All tiers include exposure across all three tournaments (Feb, Mar, May).
- Event passes are not registration to play in the tournament.
- Vendor booth space can be added at discounted rates for any sponsor.
- Sponsors must provide logo files (EPS/PNG) within 10 days of commitment for inclusion in media.
- Community sponsors are ideal for local businesses or individual supporters who want visibility without full activation.

Enhance Your Brand Presence

- **Custom Branded Giveaways:** Co-branded paddles, balls, or towels
- **Court Lounge Sponsorship:** Branded hydration or shade stations when outdoors
- **Hospitality Partner:** Sponsor refreshments or VIP player experience

Have some other ideas... Let's talk about it!

How This Will Play Out...

- **Year 1: Build a strong foundation in Charlotte.**
- Year 2: Expand across North Carolina.
- Year 3-5: Establish the BLK Paddle Southern Circuit - regional tournaments across the Southeast.

Sponsors who join us now become part of our growth story - from local legacy to regional leadership.

Why This Partnership Matters

- **Strategic Alignment:** Your organization's commitment to growth, wellness, and inclusion aligns directly with our mission to expand pickleball's reach within diverse and emerging communities.
- **Meaningful Engagement:** Our tournaments attract passionate athletes, families, and spectators - providing authentic, in-person engagement rather than passive impressions.
- **Cultural Relevance:** BLK Paddle celebrates Culture x Competition. While rooted in Black excellence, our courts are open to all, reflecting a modern, inclusive America that values diversity, representation, and unity through sport.
- **Community Impact:** Each tournament is more than a competition - it's an economic driver that supports local vendors, small businesses, and youth exposure to a sport that's growing nationwide.

Is this Sponsorship RIGHT for you?

We're intentionally looking to partner with brands, companies and organizations that are:

- Passionate about promoting active lifestyles and growing pickleball.
- Interested in expanding brand visibility among new, diverse audiences.
- Committed to creating real community impact beyond simple sponsorship logos.
- Seeking to associate their brand with excellence, energy, and innovation.

If your company represents all these qualities, then that makes you an ideal partner for this launch series and beyond.

Together, we can elevate the sport, amplify culture, build community, inspire powerful competition and create something that endures far beyond the court.

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

Culture x Competition x Community - Let's play our part together.



BLK Paddle TOURNAMENTS

Presented by Beyond the Line LLC

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 TOURNAMENTS

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Creators of culture-driven experiences through sport.



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.