

SPONSORSHIP PROSPECTUS



REGIONAL PICKLEBALL TOURNAMENT

EMAIL: BENDIGOPICKLEBALL@GMAIL.COM

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FACEBOOK: BENDIGO PICKLEBALL CLUB



PRESIDENT'S MESSAGE

On behalf of the Bendigo Pickleball Club and the Tournament Committee, I am proud to present the **2026 Bendigo Gold Classic Regional Pickleball Tournament** – a landmark event for our region and an important step in the continued growth of pickleball across Central Victoria.

As one of the newest sanctioned Pickleball Australia events (Tier 2 tournament) on the Victorian calendar, the Bendigo Gold Classic offers an exciting opportunity to showcase our city, our club and our rapidly expanding pickleball community on a broader stage.

Pickleball continues to grow at an extraordinary pace across Australia, and Bendigo is well placed to become a leading regional centre for the sport. The tournament will be held across three days at Red Energy Arena from **19–21 September 2026** and is expected to attract around **400 competitors** from across Victoria and interstate, along with coaches, officials, supporters, families and spectators.

For Bendigo, this represents a meaningful visitor-economy opportunity, generating overnight stays, food and beverage spend, retail activity, transport use and broader exposure for local operators across the hospitality, tourism and service sectors. In a state where the visitor economy has reached record levels and regional dispersal remains a clear priority, events of this nature help convert sporting participation into measurable economic activity for host communities.

By becoming a valued partner of the Bendigo Gold Classic, your organisation will align with a high-profile regional sporting event that delivers both community value and economic benefit.

Your support will help us stage a professionally run, nationally recognised tournament that drives visitation, supports local trade and contributes to Bendigo's reputation as an active and attractive destination for regional events. It is an opportunity to increase brand visibility while demonstrating meaningful investment in local economic activity, regional tourism and the continued development of a vibrant, inclusive and fast-growing sporting community.

Your sponsorship directly supports:

- Delivery of a professionally run, nationally recognised tournament
- Growth of grassroots pickleball programs in Bendigo
- Opportunities for local players to compete at a sanctioned level
- A vibrant, inclusive sporting event for the community

We warmly invite you to partner with us in shaping a landmark event for Central Victoria. With your support, we can deliver an outstanding tournament experience for players and spectators while strengthening the future of pickleball in our region for years to come.

Paul Henshall
President, Bendigo Pickleball Club



SPONSORSHIP PACKAGE SUMMARY

MAJOR SUPPORTER

- High visibility and engagement
- Secondary court signage
- 2 dedicated social posts
- 4 VIP passes
- 2 Gala Night invitations
- Player-pack promotional inserts

COMMUNITY CHAMPION

- Accessible local recognition
- Website logo recognition
- 1 social media post
- 2 VIP passes
- Event access recognition
- Player-pack promotional inserts



**BENDIGO
PICKLEBALL CLUB**

MAJOR SUPPORTER

INVESTMENT: \$2,000

CORPORATE & PROMOTIONAL BENEFITS

- Recognition as a Gold Partner
 - Two social media spotlight posts
- Logo placement on:
- Secondary court signage
 - Event website

HOSPITALITY & ENGAGEMENT

- 4 VIP passes (access to premium viewing in Skylounge)
- 2 invitations to the Official Tournament Gala Night
- Opportunity to include promotional items in player packs

COMMUNITY & LEGACY

- Support for the delivery of the first sanctioned pickleball tournament in the region
- Certificate of appreciation



COMMUNITY CHAMPION

INVESTMENT: \$1,000

CORPORATE & PROMOTIONAL BENEFITS

- Recognition as a Silver Partner
- One social media acknowledgement post
- Logo placement on event website

HOSPITALITY & ENGAGEMENT

- 2 VIP passes (access to premium viewing in Skylounge)
- Opportunity to include promotional items in player packs

COMMUNITY & LEGACY

- Support for the delivery of the first sanctioned pickleball tournament in the region
- Certificate of appreciation



PACKAGE COMPARISON

Package/ Investment	Major Supporter	Community Champion
Positioning	Stand out strongly High visibility and engagement	Back the community Accessible local recognition
Visability	Secondary court signage Website recognition	Website logo recognition
Promotion	2 dedicated social posts	1 social post
Hospitality	4 VIP passes 2 Gala Night invitations	2 VIP passes Event access recognition
Activation	Player-pack promotional inserts	Player-pack promotional inserts
Impact	Supports regional pickleball growth + certificate	Supports the first sanctioned regional tournament + certificate
Best for...	Strong local visibility	Community support

SPONSORSHIP AGREEMENT FORM

Sponsorship package:	Major Supporter (\$2,000), or Community Champion (\$1,000)
Agreement Period:	19-21 September 2026
Company name:	
Contact name:	
Position:	
Phone:	
Email:	
Signature:	
Date signed:	

For logo submissions, artwork queries or sponsorship discussions, please contact:

Contact	Details
Paul Henshall Club President	Phone: 0418 302 057 Email: paul@ozpickleball.net.au
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CLUB CONTACT INFORMATION

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