



# Sponsorship Opportunities

Increase your company's exposure  
and community involvement

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## **MATRIX Club**

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Lowell, AR 72745

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# Meet Our Owners



**Shannon Hudson &  
Johan den Toom**



# The Club

**TENNIS.** Matrix offers high quality tennis programs for all levels and ages. A year round, life long sport available to everyone!

**PADEL.** The fastest growing sport in Europe and it's starting to make its name in the US. Matrix is the ONLY club with padel courts in the state of Arkansas!

**PICKLEBALL.** The fastest growing sport in the US! The social environment is a big part of why this fun and high energy sport is growing rapidly.

**FITNESS.** At Matrix we offer group fitness classes. Yoga, Pilates, HIIT, and SPIN in our curated studios; theFLOW, theAMP and theCAGE

**EVENTS/PROGRAMS.** Matrix events and programs are centered around community! Making memories with friends and family!

## Highlights

850+ Members

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200+ Foot Traffic Per Day

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4,000+ Website Traffic Per Month

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3,600+ Social Media Following

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Thriving Pickleball, Tennis, Padel and Fitness Community

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# Club Sponsorships



**At MATRIX, we take pride in offering exceptional programs that have become a prominent and integral piece to our membership, helping us stand out in the industry.**

## **Member Mixers**

Every quarter, we host themed Member Mixers that offer our members the chance to connect and play their favorite Matrix activity with our coaches and staff in a fun, social setting. Best of all, these events are completely free for our members to attend.

At Member Mixers, members meet new people, catch up with friends, and learn about new developments and engagement opportunities at MATRIX. Additionally, member mixers help members develop new business opportunities, collaborations, or partnerships with other members. Overall, these events are a great way to foster a sense of community and belonging among members, while also providing tangible benefits for their personal and professional lives.

Our marketing actions include but are not limited to promotional emails, social media posts, website/ app, push notification from our app and flyers.

### **1 Opportunity for Title Sponsor**

Your commitment: \$1000 and optional door prizes

### **3 Opportunities for placement on promotional material**

Your commitment: \$500 and optional door prizes

Average participants: 150 members/guests



# Club Sponsorships



## Rookie Night

Every month, we host a Rookie Night that offers our new and current members a chance to try a new sport, meet and socialize with new people and receive instruction from our coaches for a very low cost. These events are only \$5 for members and \$20 for nonmembers.

Rookie Nights are a crucial event for welcoming and integrating new members into the community. It provides an opportunity for newcomers to meet their fellow members, interact with staff, and get familiar with the club's facilities and services. By creating a welcoming and inclusive environment, Rookie Night helps new members feel more confident and engaged, setting the stage for a positive and supportive community culture that promotes health and well-being.

Our marketing actions include but are not limited to promotional emails, social media posts, website/ app, push notification from our app and flyers.

### 1 Opportunity for Title Sponsor

Your commitment: \$500 and optional door prizes

Average participation: 32 members/guests

# Club Sponsorships



## Leagues

MATRIX offers many different leagues throughout the year in our 3 racquet sports (tennis, pickleball and padel) and we are adding more as the demand grows. Leagues are one of our most powerful tools for member retention and rapport, as they provide opportunities for regular play, socialization, skill improvement, and community-building. Leagues cost anywhere between \$30-50 for members depending on the duration (6-8 weeks) and staff involvement.

Current leagues:

World Team Tennis (18 - 24 winners each season)

Major League Pickleball (12 - 16 winners each season)

USTA

MATRIX In- house (8-12 winners each season)

Our marketing actions include but are not limited to promotional emails, social media posts, website/ app, push notification from our app and flyers.

**1 Opportunity per league for Title Sponsor**

Your commitment: Prizes for each winner with a minimum value of \$25

**3 Opportunities for flyer placement**

Your commitment: \$100

Average participation: 24 - 100 members/guests

# Club Sponsorships



## The River

The River is one of our most popular and successful pickleball programs at MATRIX with 64 participants per week. Registration is on our app and website with 32 spots available at 10am and again at 1pm. With sponsorships, we are able to make this program free for members and \$20 for nonmembers.

The idea of "moving up the River" when you win and "moving down" when you lose adds a layer of excitement and competitiveness to pickleball. With our unique format, it offers participants an opportunity to play with different partners and challenge themselves against players of similar skill levels. It's also an opportunity to meet new people and socialize with other players. With the constant switching of partners, participants can expand their social circle and forge new connections with other players who share their passion for the game.

Our marketing actions include but are not limited to promotional emails, social media posts, website/app and occasional push notification from our app.

### 1 Opportunity for Title Sponsor

Your commitment:

\$300 for 1 month

\$700 for 3 months

\$3000 for 12 months

Average participation: 64 members/guests per week

# Pickleball Tournaments

Pickleball tournaments offer a weekend-long display of competition and camaraderie, kicking off on Friday afternoon and culminating on Sunday. Athletes and spectators alike come together to create an electric atmosphere, blending the thrill of the game with the joy of socializing.

Over the course of three days, our tournaments attract on average 300 players, ranging from beginners to lower-tier professionals.

Our event is powered by the most utilized pickleball tournament software in the country, with nationwide registration.

Our tournament marketing provides exposure to thousands of potential participants and spectators, while tapping into the prestige and reputation of a premier club in the pickleball world. With Matrix's track record of attracting the masses and delivering top-notch competition, your brand is sure to receive maximum visibility and engagement.



# Tournament Sponsorships



## **Title Sponsor: \$5,000 (1 Opportunity)**

- Title of Tournament
- Individual Court Name
- Booth at Event
- Individual Banner for 1 week
- Swag Bag item
- T-shirt placement
- Promotional material for event (emails, flyers, MAtrix website, Pickleball Brackets website, social media, app notification, etc.)
- Giveaway Item(s) (minimum value \$100)
- Company Flyer included on participant welcome table (company must provide)
- 8 tournament entries

## **Court Sponsor: \$1,000 (Limited Opportunity)**

- Individual Court Name
- Booth at Event
- Logo on Banner for 1 week
- Swag Bag item
- T-shirt placement
- Promotional material for event (emails, flyers, MAtrix website, Pickleball Brackets website, social media, app notification, etc.)
- Giveaway Item(s) (minimum value \$100)
- Company Flyer included on participant welcome table (company must provide)
- 4 tournament entries