

CHAMPIONS OF CHANGE

2025 Sponsorship

A CALL FOR CHAMPIONS

VISION & MISSION

Champions of Change, an initiative founded by football legends Doug Baldwin, Michael Bennett, and Cliff Avril, brings their championship-level prowess off the field to drive societal advancement. This collaborative effort focuses on empowering communities and supporting families through services rooted in dignity, empowerment, and collaboration. By teaming up with former teammates and Seattle sports figures, they aim to enhance the impact of organizations deeply integrated within their communities. Their mission not only highlights the importance of community support and engagement but also showcases how leveraging their platform can supercharge these organizations to better serve families. For more information, visit the Champions of Change website.

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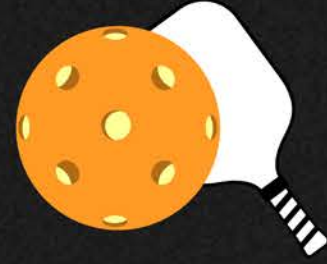
Why sponsor?

Partnering with "Champions of Change" offers corporations a unique opportunity to visibly contribute to meaningful community development. By sponsoring, corporations not only support initiatives that empower and uplift communities but also align their brand with social responsibility and positive change. This partnership enhances corporate reputation, engages customers who value social impact, and fosters employee pride. It's a mutually beneficial relationship that underscores the corporation's commitment to societal improvement while contributing to the foundation's impactful work. Further information on sponsorship benefits can be found on championsofchangefoundation.org



JOIN US IN DRIVING CHANGE

2025 EVENT



COC PICKLEBALL TOURNAMENT

As we embark on a new year and new season for Champions of Change, we are making a pivot from a sport we all thought we had the potential to play (basketball) and challenge ourselves to the dynamic and accessible sport of pickleball. These events will create an inclusive experience for all ages and abilities.

Our plan is to host three (3) dynamic events that will serve as a open tournament play in Spokane and Puget Sound Region, culminating with a celebrity tournament in Seattle. Past CoC events enjoyed the company of Marshawn Lynch, Sue Bird, Joel McHale, Gary Payton, Richard Sherman and more.



May 17, 2025

Spokane Region Pickleball Tournament,
Power Pickleball Club, Spokane Valley, WA

June 14, 2025

South Puget Sound Region Pickleball Tournament
23 Kitchens, Lacey, WA

June 27 & 28, 2025

Game Changer Gala, Hyatt Regency Bellevue
Seattle Celebrity Pickleball Tournament, Tsunami Sideout Club

ELEVATE YOUR BRAND, ENGAGE YOUR AUDIENCE, EMPOWER YOUR IMPACT

- **Support Corporate Initiatives:**

- Align your brand with inclusivity, community engagement, and social responsibility.
- Build goodwill and strengthen your corporate reputation among key demographics.

- **Boost Your Bottom Line:**

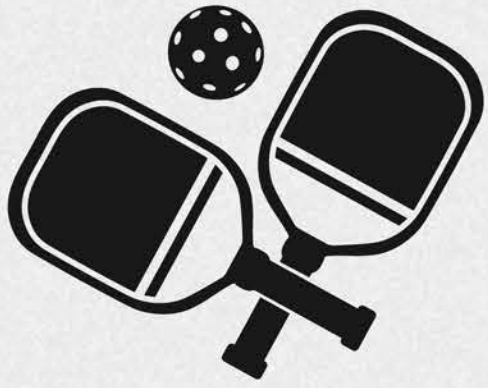
- Leverage pickleball's explosive growth to reach a diverse, engaged audience across multiple age groups and income levels.
- Increase brand visibility through high-profile media exposure, livestreaming, and event branding opportunities.
- Enhance customer loyalty by associating your brand with a cause that resonates with community values.



- **Strengthen Employee and Stakeholder Engagement:**

- Provide VIP access and hospitality experiences for employees, clients, and partners to foster deeper connections.
- Show your team and stakeholders that your organization is committed to meaningful impact beyond the bottom line.





SPONSORSHIP OPPORTUNITY & BENEFITS

SPONSORSHIP LEVELS

Grand Slam Sponsor – \$250,000

BENEFITS INCLUDE

Pickleball Events

- Exclusive Branding Rights: "2025 Champions of Change Celebrity Pickleball Tournament powered by [Your Company]."
- Top-Level Brand Exposure: Logo and name displayed on all event materials, media promotions, and signage.
- VIP Passes: **24** VIP passes, access to celebrity meet-and-greets, premium seating (at Celebrity Game), and hospitality.
- Media Coverage: Featured in all press releases, media interviews, and promotional videos.
- Social Media Campaign: Dedicated posts and features on Champions of Change social media.
- Naming Rights for Championship Court: Main court named after your company, with branding throughout.
- Brand Presence in Event Merchandise: Option to provide branded items for player gift bags.
- **8** Team entries to participate in the tournament (4 players per team)

Gala Event - June 27, 2025, Bellevue, WA

- VIP Table of 10 - Celebrity Participant placed at your table
- Primary Branding at GameChanger Gala: Prominent logo display, signage and recognition at the Gala
- Full Page Catalog Ad

Pro Champion Sponsor – \$100,000

BENEFITS INCLUDE

Pickleball Events

- Branding Rights: Company's name associated with key event areas, such as "[Your Company] Hospitality Lounge."
- Brand Exposure: Logo placement on event materials, press releases, and signage.
- VIP Passes: **12** VIP passes with access to exclusive event areas and celebrity interactions.
- Media and Social Media: Featured in press releases and across all social media platforms.
- Branding on Multiple Courts: Multiple courts named after your company, with branding throughout.
- Event Activation: Opportunity to have a branded booth or activation area.
- **6** Team entries to participate in the tournament (4 players per team)

Gala Event - June 27, 2025, Bellevue, WA

- VIP Table of 10 - Celebrity Participant placed at your table
- Branding at GameChanger Gala: Logo display, signage and recognition at the Gala
- Full Page Catalog Ad

MORE SPONSORSHIP OPTIONS ON NEXT PAGE



SPONSORSHIP OPPORTUNITY & BENEFITS

SPONSORSHIP LEVELS

Ace Sponsor – \$50,000

BENEFITS INCLUDE

Pickleball Events

- Branding on Courts: Multiple courts named after your company, with branding throughout.
- On-Site Branding: Prominent logo placement on courtside signage and printed materials.
- VIP Passes: **10** VIP passes with access to exclusive event areas.
- Social Media Mentions: Pre-event promotions and live updates.
- Custom Activation(s): Opportunity to sponsor a key component, such as the player's lounge or volunteer shirts.
- **6** Team entries to participate in the tournament (4 players per team)

Gala Event - June 27, 2025, Bellevue, WA

- Table of 10 - Celebrity Participant placed at your table
- Full Page Catalog Ad
- Recognition on screen and from the stage

Rally Sponsor – \$25,000

BENEFITS INCLUDE

Pickleball Events

- Brand Exposure: Logo placement on event materials, press releases, and signage
- On-Site Branding: Prominent logo placement on courtside signage and printed materials.
- VIP Passes: **8** VIP passes with access to exclusive event areas.
- Social Media Mentions: Pre-event promotions and live updates.
- Custom Activation(s): Opportunity to sponsor a key component, such as the player's lounge or volunteer shirts.
- **4** Team entries to participate in the tournament (4 players per team)

Gala Event - June 27, 2025, Bellevue, WA

- Table of 10 - Celebrity Participant placed at your table
- Full Page Catalog Ad
- Recognition on screen and from the stage

MORE SPONSORSHIP OPTIONS ON NEXT PAGE



SPONSORSHIP OPPORTUNITY & BENEFITS

SPONSORSHIP LEVELS

COC PICKLEBALL SPONSORSHIP OPPORTUNITIES

Champion Sponsor – \$15,000

BENEFITS INCLUDE:

Pickleball Events

- Branding Rights: Prominent logo placement on event banners, programs, and promotional materials.
- Court Sponsorship: Naming rights for a pickleball court (e.g., "[Your Company] Court"), with branded signage throughout.
- On-Site Activation: Opportunity to host a branded activation booth at the event for product sampling, audience engagement, or giveaways.
- VIP Passes: **8** VIP passes with access to exclusive event areas and opportunities.
- Social Media Mentions: Pre-event and live event mentions on Champions of Change social media platforms.
- Event Merchandise: Option to include branded merchandise or promotional items in event gift bags.
- **2** Team entries to participate in the tournament (4 players per team)

Gala Event - June 27, 2025, Bellevue, WA

- Table of 10 - Celebrity Participant placed at your table
- Full Page Catalog Ad
- Recognition on screen and from the stage

MORE SPONSORSHIP OPTIONS ON NEXT PAGE

Rally Sponsor – \$10,000

BENEFITS INCLUDE:

Pickleball Events

- Logo Placement: Prominent logo placement on select event signage, programs, and promotional materials.
- Court Signage: Branding on one of the tournament courts with on-site signage.
- Audience Engagement Opportunity: Opportunity to provide branded giveaways or informational materials to participants.
- VIP Passes: **4** VIP passes to access exclusive event areas and opportunities.
- Social Media Recognition: Featured mentions across Champions of Change social media platforms leading up to and during the event.
- **1** Team entry to participate in the tournament (4 players per team)

Gala Event - June 27, 2025, Bellevue, WA

- Table of 10 - Celebrity Participant placed at your table
- Full Page Catalog Ad
- Recognition on screen and from the stage

PACKAGES ARE CUSTOMIZABLE. PLEASE INQUIRE FOR MORE INFORMATION

- Exclusive Game Changer Gala Branding Benefits
 - Wine Sponsorship, Featured Drink Sponsorships, Raffle Sponsorship, Interactive Game Sponsorship, Stage/Music Sponsorship
- Travel Partnership Opportunities
- Meet and Greet Sponsorship Opportunities, and more



SPONSORSHIP OPPORTUNITY & BENEFITS

SPONSORSHIP LEVELS

COC PICKLEBALL SPONSORSHIP OPPORTUNITIES

Patron of the Court Sponsor – \$5,000

BENEFITS INCLUDE

Pickleball Events

- Logo Placement on general event signage and within the event program.
- On-Site Presence: Branded signage in a shared sponsor area on-site.
- VIP Passes: **2** VIP passes with access to exclusive event areas and opportunities.
- Social Media Recognition: Group mention as a Supporter on Champions of Change social media channels

Gala Event - June 27, 2025, Bellevue, WA

- Table of 10
- Half Page Catalog Ad
- Recognition on screen

Supporter Sponsor – \$2,500

BENEFITS INCLUDE

Pickleball Events

- Logo Placement on general event signage and within the event program.
- On-Site Presence: Branded signage in a shared sponsor area on-site.

Gala Event - June 27, 2025, Bellevue, WA

- 6 Gala Tickets
- Recognition on screen

Benefactor Sponsor – \$1,000

BENEFITS INCLUDE

Pickleball Events

- Logo Placement on general event signage and within the event program.
- On-Site Presence: Branded signage in a shared sponsor area on-site.

Gala Event - June 27, 2025, Bellevue, WA

- 4 Gala Tickets
- Recognition on screen

LET'S COLLABORATE TOGETHER !



Sponsorship isn't just an expense – it's an investment in brand equity, customer trust, and long-term growth.

Join us in shaping a brighter future with "Champions of Change" – a pivotal movement where corporate leadership meets community transformation. By partnering with us, you not only amplify your social responsibility footprint but also engage directly with dynamic community projects that foster real change. This is your chance to align with innovation, empowerment, and the collective spirit of making a difference. Sponsor "Champions of Change" and be at the forefront of an initiative that celebrates progress, diversity, and the power of collaborative impact. Let's unite in driving positive change, inspiring communities, and setting new benchmarks for corporate social responsibility together. Your involvement signifies more than a sponsorship; it marks a commitment to a future where every change champions a cause.

Interested in being a sponsor?

Contact Bookie Gates: bookie@championsofchangefoundation.org or (206) 769-4632

OR

Contact Jen Motes: Jen@monteroproductions.net or (425) 359-9809