



The Big Pickle

MARCH 28, 2025
RIVER PLACE COUNTRY CLUB

Third Annual Pickleball Tournament Benefiting:
FRIENDS OF THE CHILDREN AUSTIN

The Big Pickle

Friday, March 28, 2025
River Place Country Club

Co-Chairs: Lauren Smith Ford & Staley Moore

Our third annual outdoor pickleball tournament brings together prominent Austin community members and companies for great food, drinks, swag, play, music and amazing raffle items to raise critical funds in support of Friends Austin. Our first annual tournament in 2023 was featured on Fox 7 by Tierra Neubaum, who helped Friends Austin reach a new group of supporters. In its second year, The Big Pickle 2024 brought together a diverse group of over 120 teams, representing various professional and business backgrounds. Last year's sponsorship partners included Austin Subaru, Greenberg Traurig, Brown Advisory, INK Communications Co., Maslow Wealth Advisors, and many more in-kind donors and supporters.

Exclusive Presenting Sponsor

\$25,000 (One available)

- Tournament play for four teams (two players per team) and six spectator tickets
- Recognition as the exclusive Presenting Sponsor of the event with non-competing industry sponsorship
- Opportunity to activate your sponsorship and deepen engagement with attendees
- Sponsorship recognition in three exclusive Friends Austin social media posts and other potential media coverage supporting the event
- Logo featured prominently on signage and marketing materials leading up to and at the event
- Materials presented to the Friends Austin Board of Directors and opportunity to present at a Board meeting
- Dedicated listing as a Corporate Partner in the 2025 Friends Austin Gratitude Report
- 12-month title and logo recognition on the Friends Austin website
- Invitation for 10 employees to volunteer at the Friends Austin Fall Festival/Trunk-or-Treat in October 2025

Court Sponsor

\$15,000

- Tournament play for three teams (two players per team) and four spectator tickets
- Exclusive sponsorship naming rights of one of the courts
- Opportunity to activate your sponsorship and deepen engagement with attendees
- Sponsorship recognition in two exclusive Friends Austin social media posts and other potential media coverage supporting the event
- Logo featured prominently on the signage and marketing materials leading up to and at the event
- Materials presented to the Friends Austin Board of Directors Dedicated listing as a Corporate Partner in the 2025 Friends Austin Gratitude Report 12-month title and logo recognition on the Friends Austin website Invitation for five employees to volunteer at the Friends Austin Fall Festival/Trunk-or-Treat in October 2025

Ace Sponsor

\$10,000

- Tournament play for two teams (two players per team) and four spectator tickets
- Opportunity to activate your sponsorship and deepen engagement with attendees
- Sponsorship recognition in two Friends Austin social media posts and other potential media coverage supporting the event
- Logo featured on signage and marketing materials leading up to and at the event
- Materials presented to the Friends Austin Board of Directors
- Dedicated listing as a Corporate Partner in the 2025 Friends Austin Gratitude Report
- 12-month title and logo recognition on the Friends Austin website

Pickler Sponsor

\$5,000

- Tournament play for two teams (two players per team) and four spectator tickets
- Sponsorship recognition in one Friends Austin social media post
- Logo featured on signage and marketing materials leading up to and at the event
- Materials presented to the Friends Austin Board of Directors
- Dedicated listing as a Corporate Partner in the 2025 Friends Austin Gratitude Report
- 12-month title and logo recognition on the Friends Austin website

Dink Sponsor

\$2,500

- Tournament play for two teams (two players per team) and two spectator tickets
- Sponsorship recognition in two Friends Austin social media posts
- Logo featured on signage and marketing materials leading up to and at the event
- Materials presented to the Friends Austin Board of Directors
- Dedicated listing as a Corporate Partner in the 2025 Friends Austin Gratitude Report
- 12-month title and logo recognition on the Friends Austin website

Please reach out to Caroline Page at cpage@friendsaustin.org to join us as a sponsor.