



The Big Pickle

MARCH 6, 2026

THE PICKLR AUSTIN WEST

Fourth Annual Pickleball Tournament Benefiting:

FRIENDS OF THE CHILDREN AUSTIN

The Big Pickle

Friday, March 6, 2026

The Picklr Austin West

Co-Chairs: Lauren Smith Ford & Staley Moore

Our fourth annual outdoor pickleball tournament brings together prominent Austin community members and companies for delicious food and drinks, friendly competition, 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.

In 2025, The Big Pickle was featured on Fox 7 again and included our largest number of corporate sponsors. Last year's partners included Austin Subaru, Canyon Ranch, Greenberg Traurig, Vista Equity Partners, Bee Tutored, Brown Advisory, Zinda Law Group, and Clinic Concierge, along with many in-kind 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
- Opportunity to engage the company through peer-to-peer fundraising for your teams
- 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 2026 Friends Austin Gratitude Report
- 12-month title and logo recognition on the Friends Austin website
- Invitation for 10 employees to participate in a mutually agreed upon volunteer experience with Friends Austin

Court Sponsor

\$15,000

- Tournament play for three teams (two players per team) and four spectator tickets
- Exclusive sponsorship naming rights for 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
- Opportunity to engage the company through peer-to-peer fundraising for your teams
- 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 2026 Friends Austin Gratitude Report
- 12-month title and logo recognition on the Friends Austin website
- Invitation for five employees to participate in a mutually agreed upon volunteer experience with Friends Austin

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
- Opportunity to engage the company through peer-to-peer fundraising for your teams
- 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 2026 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
- Opportunity to engage the company through peer-to-peer fundraising for your teams
- 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 2026 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 2026 Friends Austin Gratitude Report
- 12-month title and logo recognition on the Friends Austin website

Please reach out to Michelle Monroe at mmonroe@friendsaustin.org to join us as a sponsor.



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Sponsorship Interest Form

Sponsor Name _____

Point of Contact _____

Address _____

Phone _____ Email _____

Preferred listing on event collateral _____

Sponsorship Level

- ☐ Exclusive Presenting Sponsor - \$25,000
- ☐ Court Sponsor - \$15,000
- ☐ Ace Sponsor - \$10,000
- ☐ Pickler Sponsor - \$5,000
- ☐ Dink Sponsor - \$2,500
- ☐ Other (please specify details and sponsorship amount)

Please email this form to Michelle Monroe at mmonroe@friendsaustin.org.

We look forward to your partnership!