

Box Pickleball & Music Festival Series

**Sponsorship Opportunities
2024**

Private & Confidential Materials

Executive Summary

Box Pickleball was formed with a mission towards expanding the game of pickleball and cornhole to an ever growing population of excited players and spectators. Key to this initiative is a focus on community outreach, education, training and providing welcoming venues for competition, collaboration and most of all...fun! We are embracing our community First Responders who deserve the highest recognition and support for their tireless efforts. Our series of festivals planned will showcase our commitment to our mission while offering respect to our charity partners, sponsors and guests in attendance. We are offering many opportunities for corporate leaders to join our cause through sponsorships, vendor kiosks and on-site festival participation. This is a unique opportunity to connect with an expanding base of pickleball and corhole players as well as rising musicians throughout our festival calendar.

Key Charity Organizations

Box Pickleball has partnered with the following charity foundations to show our respect, promote awareness for their causes and pledge support.



Box Pickleball & Music Festivals

Pickleball + Cornhole + Live Bands = Endless Fun!



Overall Business Plan

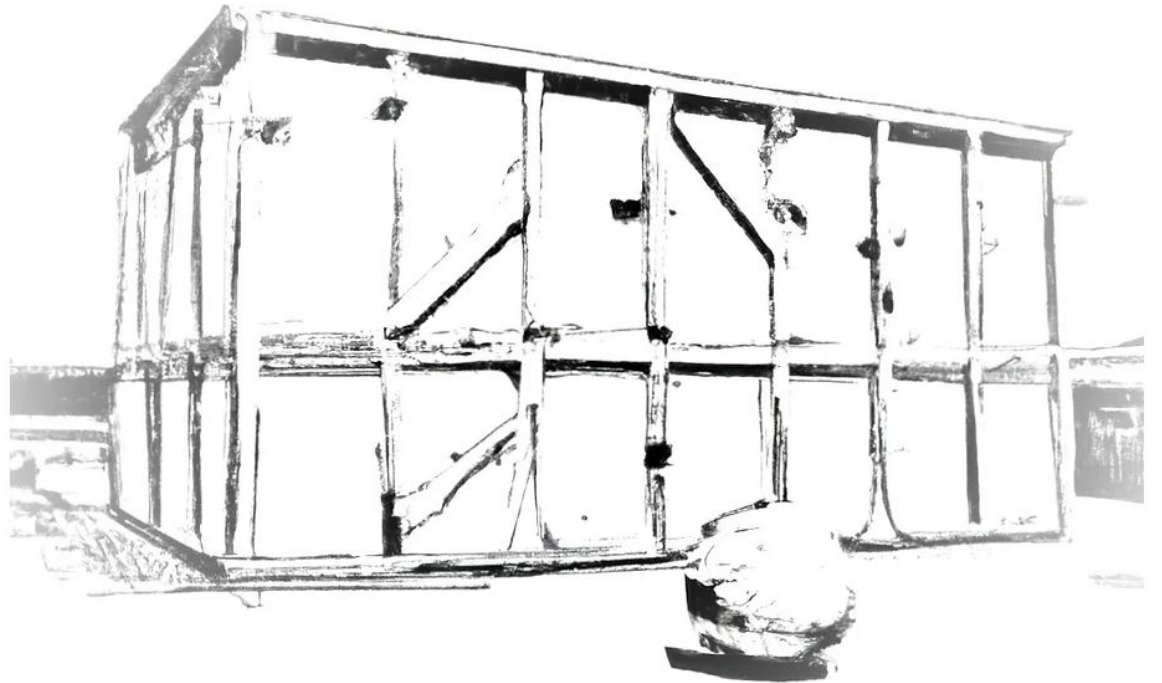
- Offer a series of festivals to drive pickleball, cornhole and music growth
- Promote celebration and awareness for our community First Responders
- Embrace emerging musical talent to showcase and support creativity
- Provide high profile events to allow emerging pickleball and cornhole college programs a forum to expand and advertise scholastic opportunities
- Utilize social media, venue connections, news outlets, collegiate and first responder networks to drive interest and ticket sales
- Seek corporate sponsorship support to leverage community connections, and client base to generate enthusiasm and support
- Offer affordable sponsorship packages to allow for broad participation

Box Pickleball

www.Box-Pickleball.com

BOX PICKLEBALL was formed to create a unique destination experience in Riverhead, NY. Community is the core of BOX PICKLEBALL. Our container bar and kitchen, cornhole area, and pro-shop provide a truly unique experience that harnesses the social and competitive virtues around the game of pickleball to serve our community.

BOX products are designed to support the continued development of pickleball through creativity, competition, and social interactions. Please join us at our facility and sponsored events. We look forward to seeing and hearing from you!



Abbies Gift

www.abbiesgift.org

Mission Statement

The Abigail C. Bachmore Memorial Foundation was established to spread joy, kindness, and inclusive practices through charitable donations. The organization works to raise awareness about Pediatric organ donation and Pediatric Diabetes. Abbie's memory is the inspiration for the foundation's mission and activities.

Tunnel to Towers Foundation

www.t2t.org

Since 9/11, we have been helping America's heroes by providing mortgage-free homes to Gold Star and fallen first responder families with young children and by building specially-adapted smart homes for catastrophically injured veterans and first responders. We are also committed to eradicating veteran homelessness and helping America to Never Forget September 11, 2001.

US First Responders Association

www.usfra.org

USFRA.ORG

NETWORKING ♦ TRAINING ♦ LEARNING ♦ SHARING

A Network for colleagues in Fire-Rescue, Emergency Services, Police and Military

USFRA.org brings together personnel from many diverse fields where they can share their knowledge and expertise as well as form a closer bond of fellowship between its members with our focus primarily on:
Training, Tactics, Safety, Education and community outreach.

What are Pickleball & Music Festivals

Pickleball - Fastest Growing Sport In The USA



What are Pickleball & Music Festivals

Collegiate Pickleball Gaining Steam

Drury University will launch a co-ed pickleball team next year. Here's what we know



Claudette Riley

Springfield News-Leader

Published 3:45 a.m. CT Nov. 7, 2023 | Updated 3:45 a.m. CT Nov. 7, 2023



Drury University is recruiting now for its new co-ed pickleball team.

The private liberal arts institution recently announced plans to add the team to its growing lineup of non-NCAA sports offerings during the 2024-25 year.

What are Pickleball & Music Festivals

Cornhole - The Next Olympic Sport?

PHOENIX – If any moment in this sport’s ascent turned heads, it was a weekend in August of 2017, when tournament competition on ESPN2 attracted better ratings than Major League Baseball on TBS and FS1, and the final stage of the Tour de France on NBCSN.

The sport? Cornhole.

While some may view it as a simple backyard activity – where competitors throw bags filled with corn or resin at a raised board with a hole in the far end – cornhole has grown and attempted to stake its claim as a legitimate sport over recent years.

“I think we’re just at the tip of the iceberg,” said Todd Kisicki, owner of KB Kornhole Games and a national director with the American Cornhole League (ACL).

It feels that way. Tournaments are now broadcast on ESPN, and a new audience came aboard in the summer of 2020 when the COVID-19 pandemic forced major sports leagues to suspend their seasons.

Now the sport’s top organizers have a loftier goal in mind: the Olympics.

What are Pickleball & Music Festivals

Cornhole Is Now a Collegiate Sport

ROCK HILL, S.C. (TND) — Winthrop University in Rock Hill, South Carolina is offering over \$80,000 in scholarships for athletes on its competitive cornhole team.

Cornhole, also known as bags or sack toss, holds a reputation as a leisurely game. However, the game has recently given way to a competitive scene which is surging in popularity in Rock Hill.

What are Pickleball & Music Festivals

Music Festivals

The data from [Nielsen's 2015 Audience Insights Report on Music Festivals](#), found that approximately 32 million people attended at least one music festival in the U.S. each year. The young adults' age group is dominant among attendees – about 46% of them fall between ages 18 to 34. Gitnux reports an increase to 56.3% of festival attendees in 2018 for this age group.

Other Statistics about Music Festivals ([source](#)).

- In 2019, the global music festival market was worth approximately 3 billion US dollars.
- A 2017 survey found that approximately 31% of respondents attended a music festival to discover new music.
- In 2016, 81% of music festival-goers preferred cashless payment methods at festivals.
- 14% of surveyed US music festival attendees in 2016 used virtual reality at a festival.
- 74% of festival attendees in 2017 believed that music festivals offer a sense of escape from daily life. Festivals are a suitable environment for bonding and spending quality time with friends and family, as everyday routines are left behind

Mohegan Sun - Aug 20-22, 2024



Mohegan Sun
a world at play

BOX PICKLEBALL
CONTAINER BAR & KITCHEN

PROUDLY PRESENTS:

BOX PICKLEBALL & MUSIC FEST
MOHEGAN SUN, CT

AUGUST 20-22 2024

3 DAYS OF PICKLEBALL TOURNAMENTS
3 DAYS OF CORNHOLE TOURNAMENTS
SINGLES, DOUBLES, MIXED BRACKETS
CASH PRIZES FOR ALL DAILY BRACKET WINNERS

FEATURED TOURNAMENTS:

THE FIRST RESPONDER CHALLENGES
THE COLLEGIATE CHALLENGES

PLUS:

BATTLE OF THE LOCAL BANDS &
QUEEN, KISS, POLICE, BEATLES TRIBUTES

\$75 DAILY ADMISSION

OPEN PLAY STARTS AT 7AM DAILY REGISTRATION & TICKET INFO: WWW.BOX-PICKLEBALL.COM TOURNEYS START AT NOON

Mohegan Sun - Aug 20-22, 2024

Box Pickleball Presents

BOX PICKLEBALL & MUSIC FEST

AND CORNHOLE TOO!

FEATURING THE COLLEGIATE & FIRST RESPONDER TEAM CHALLENGES

AUGUST 20-22 DAILY SCHEDULE

7AM - NOON: OPEN PLAY & CLINICS

NOON: PICKLEBALL & CORNHOLE TOURNEYS BEGIN

2PM: PICKLE EATING CONTEST

ALL DAY: BATTLE OF THE JUNIOR BANDS

TRIBUTE BANDS PERFORMING

AUGUST 20

5:30PM: RIVER OF DREAMS (BILLY JOEL)

7:30PM XTREME QUEEN (QUEEN)

9:30PM THE RONALD REAGANS (80'S)

AUGUST 21

5:30PM: ENDLESS SUMMER (BEACH BOYS)

7:30PM DEAD OR ALIVE (BON JOVI)

9:30PM ERNIE & THE BAND (JAM BAND)

AUGUST 22

5:30PM: STRAWBERRY FIELDS (BEATLES)

7:30PM NY'S FINEST (THE POLICE)

9:30PM WHITE WEDDING (80'S)

AUGUST, 20-22 / 2024 AT MOHEGAN SUN EXPO CENTER

\$75 GENERAL ADMISSION PER DAY Uncasville, CT

www.box-pickleball.com

info@box-pickleball.com

Las Vegas - May 2025

In Negotiations with Plaza Hotel to host a 3 Day Festival



Sponsorship Details

What Invest in Box Pickleball & Music Festivals?

- Join the first ever Pickleball & Music Festival planned
- Pickleball will be a College & Olympic Sport
- Cornhole will be a College & Olympic Sport
- Millions attend Music Festivals
- Exposure to a rising client base
- 2-3 Festivals Per Year
- Expecting 2000 guests per day in Connecticut
- Millions of messages, images, and mentions sent via social media
- Box Pickleball weekly podcast will mention our top sponsors

What is the “Box of Champions”

Box Pickleball created the Box of Champions to offer sponsorship opportunities for interested corporations, businesses and private citizens to pledge an affordable gift to our festival causes. All sponsors will be included in a collective message presented with our charitable gifts at the conclusion of all events. It is meant reflect our brand mission and overall gratitude for allowing Box Pickleball to embrace quality causes for the greater good.

What's Available (1 Event - Mohegan Sun)

BOX PICKLEBALL PRESENTS

BOX PICKLEBALL & MUSIC FESTIVAL

AN "OUTSIDE THE BOX" FESTIVAL & CELEBRATION
OPEN TO ALL AGES AND SKILL LEVELS

501(C)(3) ORGANIZATIONS IN ATTENDANCE

US FIRST RESPONDERS
ASSOCIATION
WWW.USFRA.ORG

THE ABIGAIL C BACHMORE
MEMORIAL FOUNDATION
ABBIESGIFT.ORG

TUNNEL TO TOWERS
FOUNDATION
T2T.ORG

MOHEGAN SUN EXPO CENTER
UNCASVILLE, CT

AUGUST 20-22 2024
7AM-MIDNIGHT

TAKE ACTION TODAY!

\$25/\$50/\$100 - "BOX OF CHAMPIONS" SPONSOR

\$75 - GENERAL ADMISSION DAILY TICKET

\$500 - CORNHOLE BOARD SPONSOR

\$1000 - PICKLEBALL COURT SPONSOR

\$5000 - CHAMPIONSHIP COURT SPONSOR

\$10000 - MUSIC STAGE SPONSOR

**PICKLEBALL - CORNHOLE - OPEN PLAY - TOURNAMENTS
BATTLE OF THE LOCAL BANDS - LIVE MUSIC - VENDOR VILLAGE - BAR**

INFO & REGISTER - WWW.BOX-PICKLEBALL.COM

What's Available (3 Festival Packages)

Exclusive Naming Rights to the Music Stage - \$25,000

Exclusive Naming Rights to the Pickleball Events - \$25,000

Exclusive Naming Rights to the Cornhole Events - \$25,000

Corporate Name & Logo on Pickleball Court - \$10,000

Basic Sponsor w/Vendor Booth - \$7,500

Basic Sponsor - \$5,000 - Featured names on banners - names on video feeds

Limited Sponsor - \$1,500 - Names on website

Contacts

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