PICKLEHTX.

Houston's grassroots pickleball tournament series.

We don't own courts. We build experiences, and we keep our sponsor list small so every brand gets seen.

See sponsorship tiers **Email us**

WHO WE ARE

PickleHTX is Houston's grassroots pickleball tournament organization. Since our debut event, we've grown from 20 to 30 players to 60+ players and attendees, with no signs of slowing down.

We're a lean, passionate team of 3 to 5 people, deeply embedded in Houston's active sports community. Every tournament we run is organized, competitive and community driven, held at premium venues across the Houston area.

4 Tournaments run	**60+** Players and attendees at a single event
3X Player growth since our first tournament	**100%** Houston-based and community-focused

WHO'S IN THE ROOM

Active, professional, health-conscious Houstonians. The demographic brands spend thousands trying to reach.

PRIME AGE RANGE

18 to 55 year old working professionals with disposable income and brand loyalty.

PAYING TO PLAY

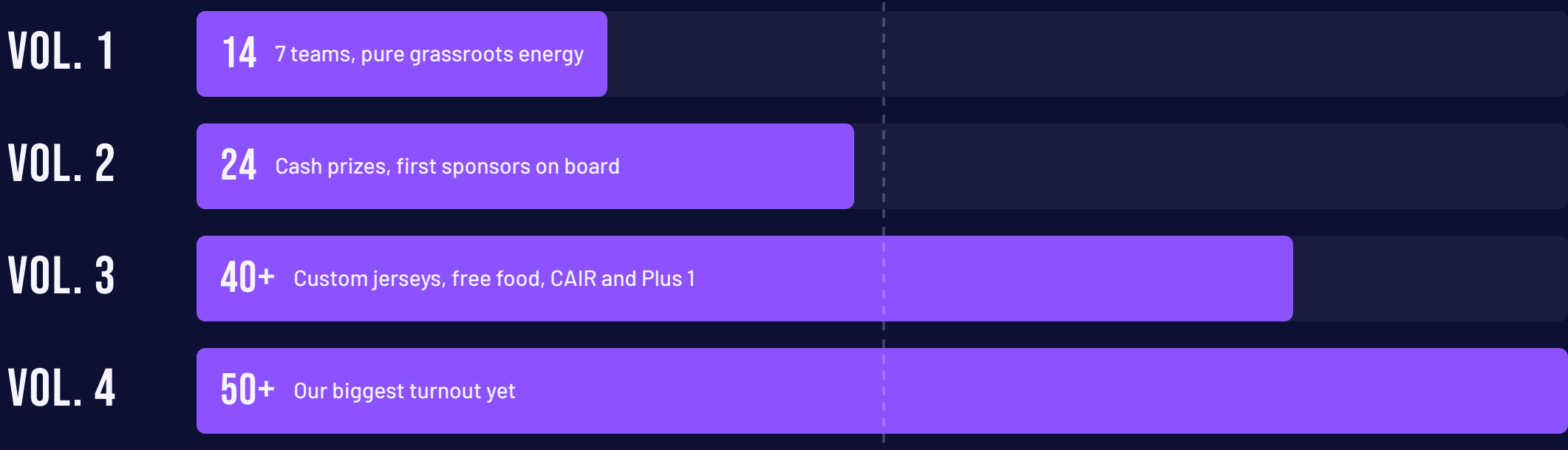
Every player paid $60 to $80 to register. These are people who invest in brands they love.

SUGAR LAND AND KATY

One of Houston's most affluent suburban corridors, with high household income.

BIGGER EVERY TIME

Every tournament has been bigger, louder and better than the last. Here's the trajectory, counted in people on site.



Vol. 4 brought strong sponsors and custom shirts. Vol. 5 is next, at a new venue this fall and winter.

WHAT EVERY PLAYER GETS

A tournament that feels professional and still feels like a community night out.

- Custom event t-shirt
- Food box included
- Community and networking
- Professional tournament experience
- Cash or paddle prizes
  Winners only
- Spectator-friendly atmosphere

Format

DOUBLES TOURNAMENTS

Entry

$60 TO $80 PER PLAYER

Venues

PREMIUM HOUSTON-AREA FACILITIES

PARTNER WITH US

We keep our sponsor list intentionally small. Every brand gets real visibility, not buried next to 30 others.

Only 1 available

PLATINUM

$2,000

Exclusive naming rights: the event is "Presented by" your brand.

- Exclusive "Presented by [Brand]" naming rights
- Keynote speaking opportunity at the opening or finals
- Exclusive media day access: a content shoot with players and your branding
- Premium logo placement on all event materials and communications
- On-site booth
- Product distribution (subject to venue approval)
- Featured in the winners' ceremony and highlight content
- Verbal recognition throughout the event
- Category exclusivity, with no competing brands
- 3 collaboration posts and 5 stories

GOLD

$750

- High-visibility logo placement (flyers, social, t-shirt)
- On-site vendor booth
- Tagged in all event content
- Featured in recap and highlight videos
- Brand shoutouts during the event
- Product display (subject to venue approval)
- 2 collab posts and 3 stories

SILVER

$400

- Medium logo placement (flyers, social, t-shirt)
- Group sponsor shoutout post
- Tagged in recap content
- Verbal mention during the event
- Optional booth add-on for $250
- 1 collab post and 2 stories

BRONZE

$250

- Small logo placement (flyers, social, t-shirt)
- Group sponsor shoutout post
- Brief verbal mention during the event
- Entry-level brand exposure
- 1 story

WHAT EVERY SPONSOR GETS

- Social media features on @PickleHTX
- Your logo on all pre-event promotional content
- Direct access to 60+ active Houston players
- Brand mention in all tournament communications
- Post-event recap content featuring your brand

Post counts above don't include the thank-you sponsor post. Higher packages get priority placement on our website sponsor list.

Vendor sales

On-site product sales depend on venue approval. At Life Time venues, direct selling isn't permitted, and booths are for brand visibility, engagement and promotion.

PAST PARTNERS

These brands trusted us early and showed up in front of Houston's most active pickleball community.

SELKIRK · CAIR HOUSTON · PLUS 1 · BADCHX · HOUSTON PICKLEBALL CENTER · GYRO REPUBLIC · ALIANA BARBERSHOP · BLOOM · DUDE WIPES · NUUN · BEEKEEPER'S NATURALS · FLAVCITY · OWYN · HALFDAY · RYSE

1,000+
Local Houston engagements across our Instagram content

100%
Houston-area audience: your neighbors, customers and community

3X
Tournament-over-tournament growth in players and sponsors

60+
Players and spectators at a single event

LET'S BUILD SOMETHING TOGETHER

Sponsor spots are limited. Email us to ask about the next tournament and we'll send availability and next steps.

Email info@picklehtx.com · **Message @pickleHTX on Instagram**

Want us to run a pickleball event for your company instead?
See corporate bookings.
