



Strategic Partnership & Sponsorship Deck

SPORT · COMMUNITY · BUSINESS · IMPACT

CHEFS PICKLEBALL CLUB · GREATER TORONTO AREA · EST. 2025



STRATEGIC PARTNERSHIP & SPONSORSHIP DECK

Sport. Community. Business. Impact.

Sport connects people.
Community creates relationships.
Business creates opportunities.
Together, we create impact.

ANNUAL PARTNERSHIP GOAL

CAD \$50,000+

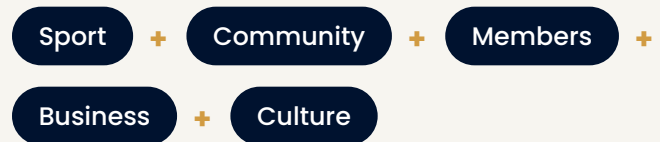
Greater Toronto Area · Est. 2025



More Than a Pickleball Club

CHEFS Pickleball Club is a growing sports and community platform based in the Greater Toronto Area.

USING PICKLEBALL AS THE ENTRY POINT, CHEFS CONNECTS



OUR PLATFORM CONTINUES TO GROW THROUGH

01 Branded tournaments

02 Competitive teams

03 Training programs

04 School & community alliances

05 Venue partnerships

06 Corporate collaboration

07 Digital & branded content

08 Future expansion opportunities

OUR VISION

To build a professional, inclusive, community-driven sports platform with strong brand value and an international outlook.



The Four Pillars of CHEFS



01

SPORT

Competitive teams, branded tournaments, training and athlete development.

02

COMMUNITY

Connecting people across cultures, generations and professional backgrounds.

03

BUSINESS

Connecting companies, customers, members, professionals and community resources.

04

IMPACT

Supporting youth development, healthy lifestyles, community programs and multicultural engagement.

OUR PARTNERSHIP PHILOSOPHY

CHEFS is not simply offering advertising space.

We are building a platform where:

Brands gain visibility.

Customers build relationships.

Employees engage through sport.

Communities create long-term value.



Partnership Beyond Logo Exposure

A partnership with CHEFS gives your company access to a growing sports, community and business network.

01 Brand Exposure

Visibility through tournaments, team apparel, events, website, social media, video and community programs.

02 Customer Engagement

VIP experiences, customer appreciation events and branded pickleball activities.

03 Employee Engagement

Corporate Pickleball Days, team building and health-focused employee events.

04 Business Networking

Connect with members, professionals, business owners and other corporate partners.

05 Community Impact

Support youth sports, schools, community programs and multicultural participation.



Your brand is not just seen.
Your brand becomes part of the community.



What CHEFS Brings to the Table



People

Members, players, coaches, families and sports participants.

Community

A diverse GTA network across cultural and professional backgrounds.

Events

Tournaments, training, corporate events and community activities.

Content

Website, social media, photography, video and sports storytelling.

Business Network

Business owners, professionals and corporate partners.

Youth & Education

School alliances and future youth development programs.

International Connection

External competition and future cross-regional and international collaboration.

CORPORATE PARTNERS GAIN ACCESS TO

Audience + Community
+ Relationships + Content
+ Access



Flexible Ways to Work Together

CHEFS offers both annual and customized partnerships.

Annual Corporate Partnership

Tiered levels · see next page

Long-term brand and community visibility throughout the year.

CRC Tournament Sponsorship

CAD \$2,000 – \$5,000+ · per event

Tournament branding, on-site exposure, awards, video and social media opportunities.

Competitive Team Sponsorship

CAD \$3,000 – \$10,000+ · annually

Support athletes, training, uniforms and external competition.

Youth & School Development

CAD \$2,000 – \$10,000+ · annually

Support coaching, equipment, school programs and youth participation.

CUSTOMIZED CORPORATE PROGRAMS

Built around your goals, your people and your customers.

- Corporate Pickleball Day
- VIP Client Experience
- Employee Team Building
- Branded Tournament
- Community Impact Program
- Content Partnership
- Business Networking Event



Choose the Right Level of Partnership

MOST COMPREHENSIVE

TITLE PARTNER

CAD \$15,000–\$20,000+

Strategic · Premium annual

- Highest-level CHEFS partner status
- Potential naming rights
- Premium team apparel branding
- Major event visibility
- Website feature
- VIP and Premium memberships
- Corporate client events
- Employee team building
- Brand content collaboration
- Annual partnership report
- Potential category exclusivity

DIAMOND

CAD \$10,000

Annual

- Major team apparel placement
- Major tournament visibility
- Website partner feature
- Corporate event opportunity
- 3 Premium Memberships
- Community & business networking access
- Priority consideration for category exclusivity

GOLD

CAD \$5,000

Annual

- Team apparel placement
- Tournament branding
- Website recognition
- Social media exposure
- 2 Premium Memberships
- Selected customer or employee event opportunities

SILVER

CAD \$2,500

Annual

- Selected tournament visibility
- Website recognition
- Event branding
- Social media recognition
- 1 Premium Membership

COMMUNITY

CAD \$1,500

Annual

- CHEFS Community Partner status
- Website listing
- Selected event recognition
- 1 Standard Membership



Become the Official Partner in Your Industry

Selected higher-level partners may negotiate exclusive category rights.

OFFICIAL PARTNER

Banking

OFFICIAL PARTNER

Insurance

OFFICIAL PARTNER

Real Estate

OFFICIAL PARTNER

Automotive

OFFICIAL PARTNER

Healthcare

OFFICIAL PARTNER

Legal

OFFICIAL PARTNER

Education

OFFICIAL PARTNER

Technology

OFFICIAL PARTNER

Food & Beverage

HOW IT WORKS

- Partners investing CAD \$5,000+ may discuss category partnership opportunities.
- Diamond and Strategic Partners investing CAD \$10,000+ receive priority consideration for category exclusivity.

HIGH-VALUE EXCLUSIVITY IS BASED ON

Investment

Term

Industry Value

Contribution



From sponsor to
**Official CHEFS Industry
Partner.**



Building Long-Term Partnerships

ANNUAL PARTNERSHIP GOAL

CAD \$50,000+

Our first stage of long-term corporate partnerships.

PARTNER TYPES

Strategic Partners

Industry Partners

Community Partners

Project Partners

PARTNERSHIP FUNDING SUPPORTS

- Athlete Development
- Youth Development
- Community Development
- Event & Brand Development
- International Development



Our goal is not simply to raise sponsorship funds.

Our goal is to build long-term partnerships where:

- Companies support CHEFS.
- CHEFS serves the community.
- The community connects businesses.
- Together, we create long-term value.

SPORT + COMMUNITY + BUSINESS + IMPACT





Join CHEFS. Grow Together.

SPORT · COMMUNITY · BUSINESS · IMPACT

LET'S TALK PARTNERSHIP

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