

2026 Houston Open Pickleball Tournament Sponsorship Package

The Chinese Community Center (CCC) is thrilled to announce our annual Pickleball Tournament! This premier event will unite pickleball lovers, local businesses, and community members for a weekend filled with fun, competition, and camaraderie.

Event Details

Date

Aug 29-30, 2026

Location

24 Hour Pickle Southwest

Expected Attendance

300 players | 1,000 Attendees



Introduction

The purpose of this event is to promote the sport of pickleball and encourage an active lifestyle. We strive to attract top-tier players, enhance the event's reputation, and establish it as a signature occasion in Southwest Houston.

As a sponsor, you will have the unique chance to showcase your brand to a diverse and engaged audience while supporting CCC's mission to strengthen and empower the community. This event will not only boost your brand visibility but also highlight your commitment to promoting healthy living and community well-being.

Join us in making this tournament a success while showcasing your brand to hundreds of attendees and participants!

Event Underwriter - \$10,000 (Sold)

Premier Exposure

1. One complimentary booth space in a prime event location
2. Twenty complimentary player entries (10 Doubles/3 Teams), including lunch, or four (4) 6-Month CCC Wellness Program memberships
3. Speaking opportunity during the opening ceremony
4. Opportunity to present awards at the prize ceremony
5. Company banner displayed at the prize ceremony station for maximum exposure
6. Company/District business directory included in event confirmation emails & reminders
7. Company logo prominently featured on all event marketing materials, including:

- Event flyers/posters
- Social media promo videos
- Event t-shirts

- Event webpage, with a clickable link to your company's website
- Event ad displayed on CCC outdoor LED sign, indoor TVs & large display screens

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Event Underwriter - \$10,000 (sold)

Premier Exposure

8. Company logo cutout provided as photo prop during all prize ceremonies, enhancing brand visibility in event photography
9. Recognition on CCC's social media platforms, with the underwriter mentioned a minimum of five (5) times
10. Featured recognition in CCC's pickleball tournament promo newsletter, with a minimum of two (2) mentions
11. One full-page advertisement in the digital event program, showcased on event days
12. Underwriter recognition in the event press release and media coverage



Gold, Silver, and Bronze Sponsorship Levels

Gold Sponsor - \$5,000

High Visibility:

1. One complimentary booth at the event
2. Eight complimentary player entries (4 Doubles / 2 Teams), including lunch, or two (2) 6-Month CCC Wellness Program memberships
3. Recognition during the opening ceremony
4. Company banner displayed at the venue
5. Logo featured on all marketing materials (flyers, t-shirts, website, and newsletters)
6. Inclusion in group sponsor recognition across event promotional social media posts
7. Recognition in CCC's pickleball tournament promo newsletter, with sponsor logo placement
8. Group recognition in post-event social media highlights

Silver Sponsor - \$2,500

Strategic Exposure:

1. Company banner displayed at the venue
2. Logo featured on all marketing materials
3. Logo featured on tournament t-shirts
4. One complimentary booth at the event
5. Four complimentary player entries (2 Doubles / 1 Team), including lunch, or one (1) 6-Month CCC Wellness Program memberships
6. Group recognition in post-event newsletter and social media post

Bronze Sponsor - \$1,000

Community Recognition:

1. Logo featured on all marketing materials
2. Logo featured on tournament t-shirts
3. Two complimentary player entries (1 Doubles), including lunch, or one (1) 3-Month CCC Wellness Program memberships
4. Group recognition in post-event newsletter and social media post

Why Sponsor the Pickleball Tournament?

1 High Visibility

Your logo and brand will be seen by a broad audience of players and spectators from different backgrounds.

2 Community Engagement

The revenue will be allocated to provide free pickleball training or facility upgrades at the Chinese Community Center.

3 Targeted Marketing & Networking

Reach health-conscious and socially engaged community members while networking with local businesses and community leaders.

4 Tax-Deduction Contribution

The Chinese Community Center is a 501(c)3 organization. Contributions are tax-deductible to the extent provided by law.

About the Chinese Community Center

Founded in 1979, the Chinese Community Center is a multi-ethnic organization serving all Houstonians. Our mission is to bridge East and West by enriching families with educational, cultural, social service, and senior health programs. We serve diverse cultures, diverse generations, and diverse needs. Our staff speaks English, Mandarin, Cantonese, Vietnamese, and Spanish.

Next Steps

We would love to have you as a sponsor for this exciting event!

There are different ways you that make the payment:

- Check** - Make payable to *Chinese Community Center* and note "For Pickleball Tournament".
- Online credit card** - Scan the QR code to the right to complete the sponsorship form.
- Zelle**® - Send your amount to accounting@ccchouston.org and note "For Pickleball Tournament".
- Invoice Request** - If you prefer an invoice, please contact [Elaine](mailto:eyuan@ccchouston.org) at eyuan@ccchouston.org, and we'll be happy to send one to you.



SCAN ME

Together, we can make a meaningful impact in our community!

2025 Event Recap



Click the Play Button or Scan QR code to see the 2025 event recap video

• [Click Here to see Day 1 Photos](#)

• [Click Here to see Day 2 Photos](#)

2025 Event Stats

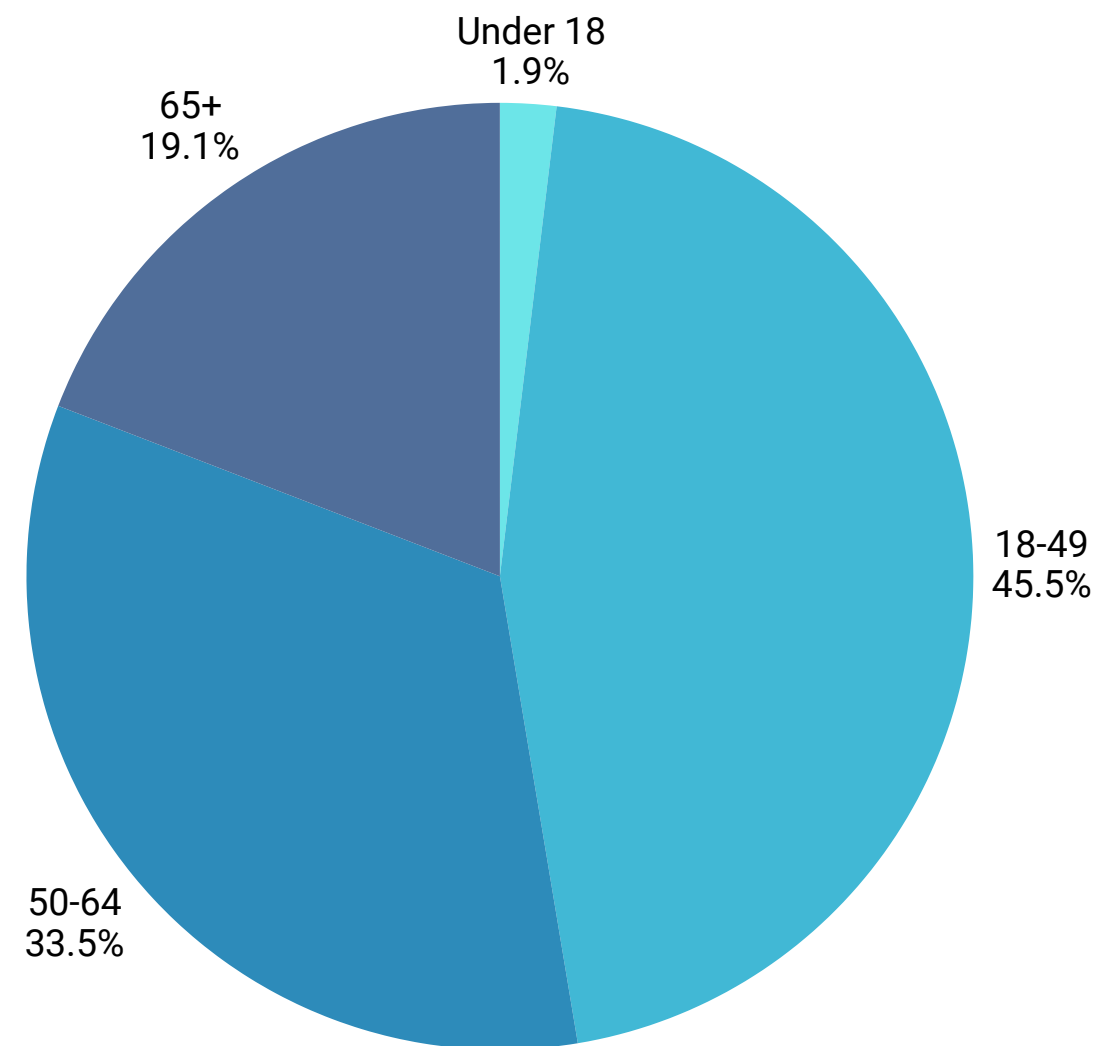
- **Total Attendees: over 500**
 - Players: 300
 - Volunteers: over 60 (some volunteers came in both days)
 - Staff: 5
- **Total Sponsors: 11**
 - Global One Bank - Title Sponsor
 - SWMD - Gold Sponsor
 - Global Federation Of Chinese Business Women
 - Taiwan Hotel & Motel Association of Greater Houston
 - Intercity Realty
 - Rocky Lai & Associates
 - Don Wang
 - AARP Houston
 - IMD
 - TXSBA
 - Peter Ko



2025 Event Stats

• Player Age

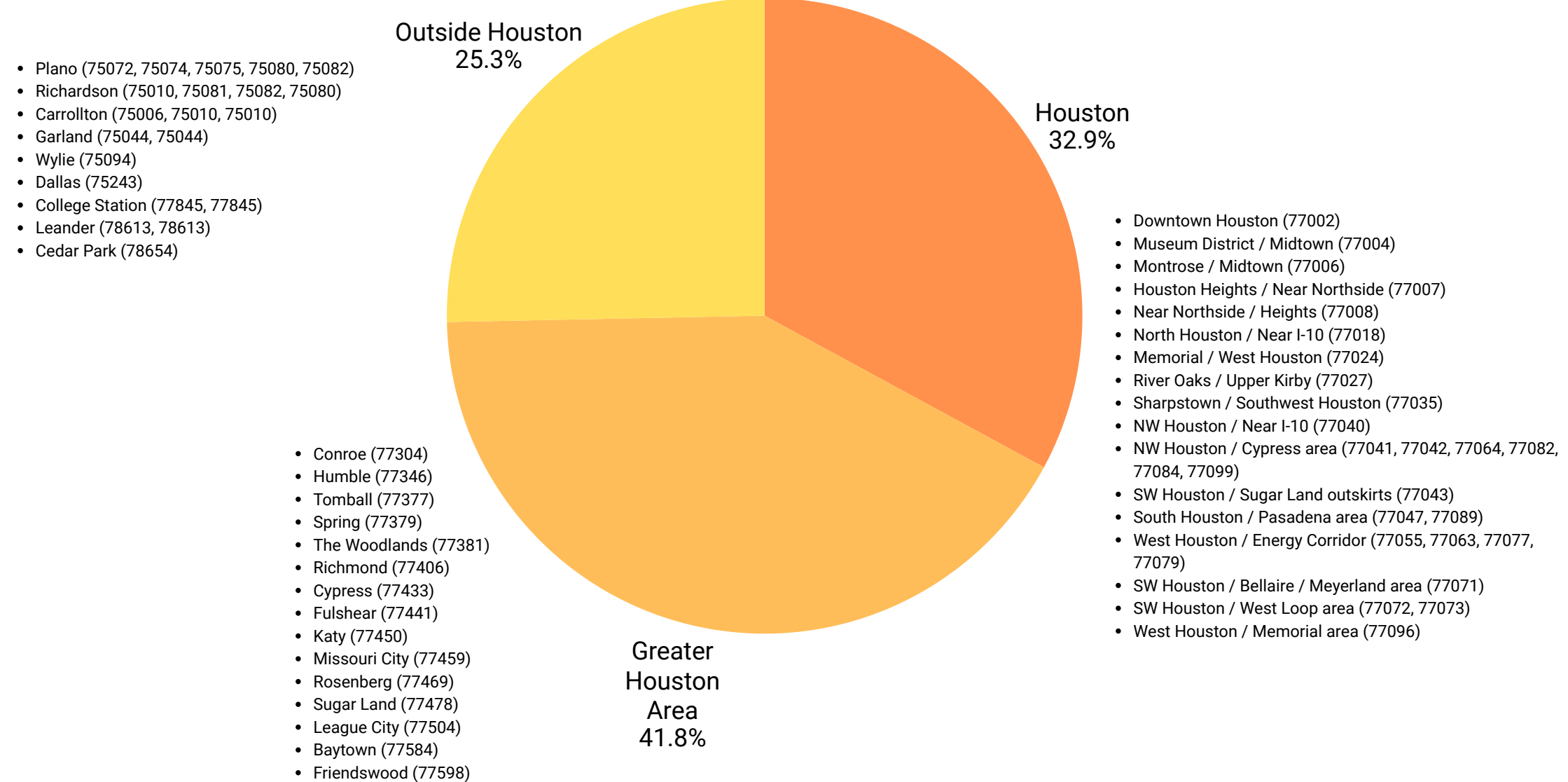
- Youngest players - 10yrs, 13yrs, 14yrs
- Oldest players - 79 yrs, 76yrs



(Total player number of 209 from the registration.)

• Player Residence

- 53 players from outside of Houston
- 247 from Greater Houston Area



(Total of 91 zip codes collected from the registration.)

2025 Tournament Winners

| | | 1st Place | | 2nd Place | | 3rd Place | 3rd Place |
|---------|--------------------------------|-----------------------------------|--|--------------------------|--|---------------------------|--------------------------|
| Doubles | Men's 65+ | Michael Yeh, Tatchi Lay | | Jett Lin, David Chang | | Jeff Pan, Tom Novark | Danny Lu, Ike Theo |
| | Men's 50-64 | Xiaobo Zheng, Tam Pham | | Jon Strand, Moses Robles | | Jingchao Yang, Hongbo Lu | Jin Zhu, Jiaxi Mao |
| | Men's Advanced (All Age) | Dan Tran, Evan Wu | | Tam Pham, Xiaobo Zheng | | John Le, Steven Sisavath | Alex Nguyen, Andy Chen |
| | Men's Intermediate (All Age) | Jonathan Vasquez, Virgil Cabanez | | Tang Nguyen, Jimmy Ho | | Kevin Ly, Anh-Tu Nguyen | Derian Lee, Thomas Leong |
| | | | | | | | |
| | Women's 65+ | Aldera Boothe, Rebecca Barrington | | Cecilia Yip, Linda Ye | | ChiMei Lin, Hong Kong Tey | Michelle Wang, Dawn Lin |
| | Women's 50-64 | Lydia Ong, Amy Wilkins | | Joyce Yu, Dung Ho | | Grace Shi, Grace Yang | Xiaojie Li, Susan Su |
| | Women's Intermediate (All Age) | Stephanie Tran, Hannah Vuong | | Lada Heng, Sabrina Koh | | Quynh Ha, Mikki Vita | Lynn Tran, Lynn Cao |
| | | | | | | | |
| | Mixed 65+ | Rebecca Barrington, Michael Yeh | | John Yong, Linda Ye | | Gladys Torres, Tony Choy | Cecilia Yip, Xijin Liu |
| | Mixed 50-64 | Lydia Ong, Moses Robles | | Tatchi Lay, Lily Lynn | | WeiXiong LiuFu, Joyce Yu | Paul Hsu, Susan Su |
| | Mixed Intermediate (All Age) | Blake Hua, Quynh Ha | | Lynn Tran, James Hsu | | Tammy Thach, Kevin Ly | Sabrina Koh, Ryan Vargas |
| | | | | | | | |
| Teams | Beginner | 金拍謝Sorry Sorry | | ChaowFan | | SWMD | Alief ISD |
| | MLP 15 | Ham Choi | | Team Tang | | DUPR Smash Bros 15 | Joola Knights |
| | Team 50+ | Austin Picklers | | CCC | | DW Breeze | Pickling Penguins |



