



PREMIER SPONSOR
SPORT COURT MIDWEST

Impact Report 2024

Thank you for your incredible support!



Pickleball Tournament Overview

On July 27th, 96 players and many fans and supporters assembled at the Village Green Park in Glen Ellyn for Bridge Communities' first-ever Pickleball Tournament. It was a fabulous, sunny, summer Saturday filled with friendly competition, all to raise much-needed funds to buy used cars for Bridge clients.

As one of our valued sponsors, your brand was front and center at the event. Players and their supporters represented a highly desirable demographic. And they now know that you stand with Bridge and our mission to transition families – right here in our community – from homelessness to self-sufficiency.

Thank you for your incredible support of this highly popular, sold-out event! Your contribution has made a significant impact, and we are truly grateful for your partnership.



Pickleball Tournament Highlights

Your brand was not only aligned with a vital and heartwarming mission, but also with one of the fastest-growing sports in the country. Pickleball enthusiasts are known for their fun-loving nature and passionate commitment to the game, a fact clearly demonstrated by our event. Tickets sold out almost immediately, and we even generated a significant waitlist.

Both the morning and afternoon sessions came down to intense and exciting championship play. Winning teams were awarded in separate ceremonies, and all participants left asking if we were going to host a tournament next year – which we are!

Not only did the Tournament raise critically needed funds, but it was also a fantastic opportunity to raise awareness of Bridge's mission. Many players reported that prior to the event they hadn't heard about the vital work Bridge does to help ensure all our neighbors are healthy, financial stable, and living in affordable housing. Now they know about Bridge and about your commitment to a community where all our neighbors have the opportunity to thrive.



Pickleball Tournament Financial Results

Bridge currently has 125 families in our intake pipeline, only about half have cars. As we all know, a car is necessary to live in DuPage County, and reliable transportation is foundational to family success in the Bridge program.

Through robust ticket sales, a highly enticing spread of fabulous, donated raffle items, and generous financial donations, we were able to raise enough money to purchase used cars for multiple families. We also added many new supporters to our database for further cultivation.

2024 Financial Results

Revenue: \$21,430.00

Expenses: \$3,563.76

Net: \$17,866.24



Pickleball Tournament Marketing

As a sponsor, your name and support were proudly shared with the public and players alike.

Day-of Promotion:

Various signage posted around and outside the courts included your logo and our thanks to you. Bridge Communities' Director of Resource Development, Kristin Short, gathered everyone before both sessions to tell them about the vital work they were there to support and about each of the companies they had to thank for helping make the tournament possible.

Social Media:

Your logo was shared, and your company was tagged on Bridge's Facebook page, with more than 3,600 followers, our Instagram with more than 1,400 followers, and our LinkedIn with more than 900 followers.

E-mail Campaign:

Your company was thanked and your logo was prominently shared in a series of emails that went out to over 5,000 people.

Website:

Your company's logo was also shared on our website and was seen by our website users on more than 1,500 page visits.



Thank you!

Thank you again for supporting Bridge Communities' inaugural Pickleball Tournament! You helped get more Bridge families on the road to success.

We hope you will agree that this was a uniquely valuable marketing opportunity, and that you will commit to joining us next year as one of our 2025 Pickleball Tournament sponsors.





Connecting families facing homelessness to a better future since 1988

Mission:

The mission of Bridge Communities is to transition families facing homelessness to self-sufficiency by working with partners to provide mentoring, housing, and supportive services.



Vision:

Our vision is a community where all families are healthy, financially stable, and living in affordable housing.

