



# PADDLES FOR RAINBOWS

PICKLEBALL FOR A BRIGHTER TOMORROW

## Sponsorship Proposal 2025



**rainbows**  
FOR ALL CHILDREN

Rainbows for All Children is hosting a pickleball tournament called Paddles for Rainbows on February 22, 2025. Proceeds from the event will help cover the cost of training new adult facilitators, allowing Rainbows to provide even more children worldwide with the support they need as they navigate grief, trauma, and loss.



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[www.Rainbows.org](http://www.Rainbows.org)

  
**DIADEM**  
Official Ball Sponsor of  
Paddles for Rainbows

# About Us

Rainbows for All Children began as a grassroots mission founded by Suzy Yehl Marta in 1983. Over the next 40 years, this grassroots program expanded throughout the United States and 13 other countries. Rainbow's mission is to create a community that connects children with the support they need to navigate grief and heal from loss. Rainbows for All Children trains adult

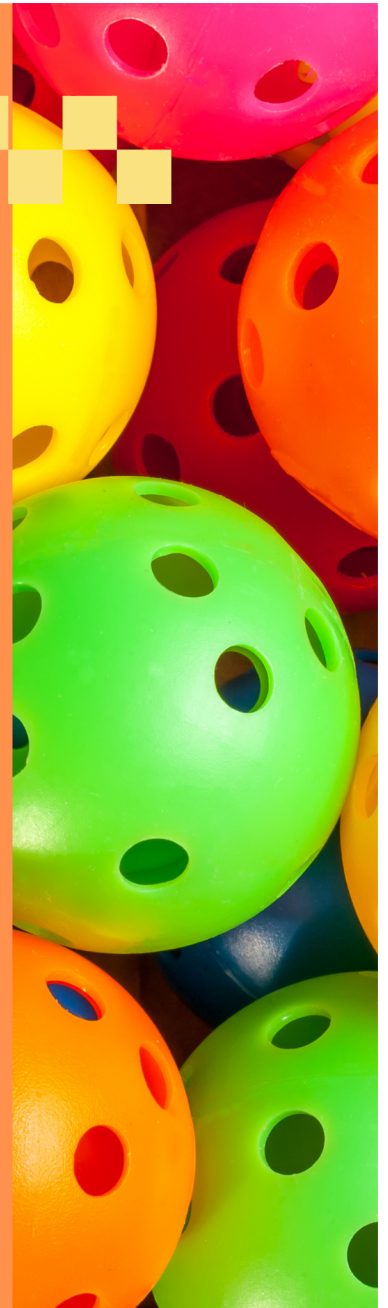
facilitators to go into schools, churches, community centers and more to lead free peer-to-peer support groups for youth experiencing grief, whether that be from death, divorce, incarceration, etc. In their groups, children learn to process and express their feelings with other youth just like them to know they aren't alone. Programs are available for youth ages 3-25 with tailored curriculum for each age group.

## Benefit of Sponsoring



Sponsoring Paddles for Rainbows is an excellent opportunity for your company to make a meaningful impact while gaining valuable exposure. By supporting this event, you'll help provide vital resources directly used for children dealing with grief, trauma, and loss, as funds raised will go toward training new adult facilitators and expanding Rainbow's programs. Your sponsorship demonstrates your company's commitment to community well-being, youth mental health, and social responsibility. Plus, with a diverse audience of players and spectators, Paddles for Rainbows offers your brand visibility and positive association with a cause that makes a real difference in the lives of children and families.

By sponsoring Paddles for Rainbows, your brand will be showcased on-site to a dynamic audience of men and women ages 25-65 from across the greater Chicagoland area. This group, comprised of pickleball enthusiasts, community supporters, and families, brings a diverse and engaged crowd to the event. Your company's exposure will also be expanded with digital marketing and Rainbow's vast social media networks. With an inclusive audience of players and spectators, Paddles for Rainbows offers your brand visibility and positive association with a cause that makes a real difference in the lives of children and families.



# Sponsorship Packages



## Tournament Sponsorship Package

The highest level of sponsorship is for **only one company** to be the featured sponsor of the Paddles for Rainbows tournament. You will be listed on all marketing materials both digital and print, you will be highlighted in all social media event posts, and your company will be listed with a linked logo as a Rainbows supporter on the website for a year. The Tournament Sponsor is also invited to be on-site at the event with a display table and opportunity to interact with all attendees. Before the tournament begins, the Tournament Sponsor is given 4 minutes to address the attendees. Following the event, they are provided with a contact list of attendees to send one custom email to.

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## Bar Sponsorship Package

Upper-level sponsorship includes top-tier benefits like branding and signage of the bar and beverage area. You are invited to provide promotional materials to guests, you will be highlighted in a solo social media post across all platforms, and be listed as a Rainbow's supporter on our website for a year.

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## Lunch Sponsorship Package

Mid-level sponsorship will give your company the opportunity to sponsor the catered lunch area. You are invited to provide promotional materials to guests, you will be recognized with signage, and highlighted on all Rainbow's social media accounts. You are invited to provide a promotional item or flyer to be included in the participants giveaway bags, as well as display a 2'x6' banner in the courts and playing area.

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## Court Sponsorship Package

Entry-level sponsorship that allows your company to sponsor one of the 11 courts. There will be signage with your company logo and QR code to your website. You will also be highlighted on all Rainbow's social media accounts as a sponsor. Your company is invited to provide a print or promotional item to the participant giveaway bags.

# Thank You

## Testimonial

"My parents separated when I was 7 and divorced a year later. It was very difficult for me, and luckily my school had the Rainbows program. I was able to meet with an adult and other students to talk about the changes happening in my life and how to move forward. Being involved in the program really helped me cope as a child and I'm still very grateful for the experience."

-Kim N. (40, Chicago, IL)



"Data from Rainbows suggests that the vast majority of youth who participated in the group talked about feelings, felt listened to, felt similar to those in their group, felt less sad, and felt that their group kept things private."

-Center for Childhood Resilience (CCR)  
at Ann & Robert H. Lurie Children's  
Hospital of Chicago, 2023



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