



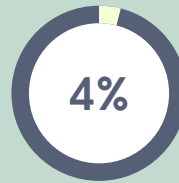
**JOE BERETTA  
HEART FOUNDATION**  
— PICKLEBALL CLASSIC —

## Organization & Event NUMBERS & STATISTICS

Community involvement sets your business apart. We'd love the opportunity to partner with you as a sponsor for our second annual JBHF Pickleball Classic. Sponsorship is more than just an act of kindness, it's a good business decision. Contribute to a worthy cause, show the human side of your business and find qualified leads and compatible customers that appreciate your commitment to philanthropy in one stroke.

### OUR STORY:

Joe Beretta Heart Foundation was established in 2016 when the Berettas, a local Mt. Juliet family, lost their husband/father to heart failure and learned the dire challenges most patients face.



### THE NEED:

Only 4% of hospitals are able to treat advanced heart failure; because of this most patients must travel to receive care. The majority of patients are left stressed, scared, isolated and far from home.

### ILLUMINATING A PATH THROUGH HEART FAILURE FOR PATIENTS & CAREGIVERS:

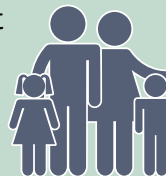
Joe Beretta Heart Foundation provides structured programs and wrap around support addressing uncertainty, fear, isolation and financial limitations for families in the fight of their life. We provide heart healthy meals, holiday gifts for in patient families, and assist with financial needs and short term housing so patients are eligible for care.

### THE COMMUNITY WE PROUDLY SERVE:



We currently serve patients in eight hospitals in three cities, including...

- Vanderbilt University Medical Center
- Monroe Carell Children's Hospital
- Tristar Centennial Medical Center
- Ascension Saint Thomas Hospital



### OUR IMPACT:

Since our inception in 2016, we've assisted 1,500+ individuals, provided over 3,000+ nights of stay, provided 1,200+ heart healthy meals and prevented 225+ families from facing the impossible choice between homelessness or hospice.

### JBHF PICKLEBALL CLASSIC:

Our second annual Pickleball Classic fundraising event will take place on Friday evening, November 29 and Saturday, November 30th, 2024 at the Lebanon Expo Center. This heart healthy event will consist of a Pickleball tournament for all ages and skill levels where attendees receive a complimentary t-shirt, a delicious heart healthy meal and a day of fun!



### ABOUT PICKLEBALL:

Pickleball is the fastest-growing sport in America for the fourth year running! It's easy to learn, fun to play, fast-paced and competitive. It's a great way for people of all ages to make the heart healthy choice to stay active!

### OUR ATTENDEES:

Middle Tennessee has an extremely large and active Pickleball community that will undoubtedly be in search of indoor opportunities to play during colder months. Registration will be open to 250 players, though we expect the total number of attendees to be much higher including spectators.

# AWARD SPONSOR BENEFITS

## VISUAL REPRESENTATION:

- Our award area will be designated as "your company name" award platform and will display prominent signage with your logo. 1st, 2nd and 3rd place teams in all ten divisions will have their photos taken on the award platform and posted, making this our most photographed area by far. Only one Award Sponsorship opportunity is available.
- Your logo will appear on the awards distributed to 1st, 2nd and 3rd place winning teams in all ten divisions. *(\*\*\*Mock up for reference, final design may vary. Award inclusion deadline is Friday, October 11\*\*\*)*
- Your logo will appear on the t-shirt distributed to all attendees. *(\*\*\*T-Shirt Inclusion Deadline is Friday, November 1\*\*\*)*
- Award Sponsor will receive a 6' table on-site to display any relevant materials, handouts or swag for participants.
- At the completion of the event, we'll provide professional event photos for promotional use.



## MARKETING CAMPAIGN RECOGNITION:

Your name and logo will be noted throughout our marketing campaign, including...

- A spotlight on our website
- Highlights across our social media channels
- Recognition in our newsletter, and more.

## EVENT RECOGNITION:

Your company will receive verbal recognition throughout the event and during special remarks.

## COMPLIMENTARY REGISTRATIONS:

We're thrilled to offer six complimentary registrations for your team to enjoy, distribute to key clients or give away through social media contests as you see fit. Each participant will receive...

- An event t-shirt
- A delicious heart healthy meal
- & More!

## OTHER:

Other promotional opportunities are open based on your suggestion. Please contact us with additional ideas for recognition.

**FOR YOUR GIFT OF: \$5,000**

For more information please contact Executive Director, Davey Shepherd, at 615-852-7804 or [DShepherd@JBHeart.org](mailto:DShepherd@JBHeart.org)

Learn More At: [www.JBHeart.org](http://www.JBHeart.org)



@IHeartJBHF

# FOOD & BEVERAGE SPONSOR BENEFITS

## VISUAL REPRESENTATION:

- Our Snack Bar will be designated as "your company name" Snack Bar and will display prominent signage with your logo. **Only one Food & Beverage Sponsorship opportunity is available.**
- Your logo will appear on signage throughout the event, as well as on the boxed lunch.
- Your logo will appear on the t-shirt distributed to all attendees. **(\*\*\*T-Shirt Inclusion Deadline is Friday, November 1\*\*\*)**
- Food & Beverage Sponsor will receive a 6' table on-site to display any relevant materials, handouts or swag for participants.
- At the completion of the event, we'll provide professional event photos for promotional use.

## MARKETING CAMPAIGN RECOGNITION:

Your name and logo will be noted throughout our marketing campaign, including...

- A spotlight on our website
- Highlights across our social media channels
- Recognition in our newsletter, and more.

## EVENT RECOGNITION:

Your company will receive verbal recognition throughout the event and during special remarks.

## COMPLIMENTARY REGISTRATIONS:

We're thrilled to offer four complimentary registrations for your team to enjoy, distribute to key clients or give away through social media contests as you see fit. Each participant will receive...

- An event t-shirt
- A delicious heart healthy meal
- & more!

## OTHER:

Other promotional opportunities are open based on your suggestion. Please contact us with additional ideas for recognition.

**FOR YOUR GIFT OF: \$2,500**

For more information please contact Executive Director, Davey Shepherd, at 615-852-7804 or [DShepherd@JBHeart.org](mailto:DShepherd@JBHeart.org)

Learn More At: [www.JBHeart.org](http://www.JBHeart.org)



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# GIVEAWAY SPONSOR BENEFITS

## VISUAL REPRESENTATION:

- Giveaways will take place once every three hours and will be announced as "your company name" Giveaway. **Only one Giveaway Sponsorship opportunity is available.**
- Your logo will appear on signage throughout the event, as well as on prominent signage near the scoring booth.
- Your logo will appear on the t-shirt distributed to all attendees. **(\*\*\*T-Shirt Inclusion Deadline is Friday, November 1\*\*\*)**
- Giveaway Sponsor will receive a 6' table on-site to display any relevant materials, handouts or swag for participants.
- At the completion of the event, we'll provide professional event photos for promotional use.

## MARKETING CAMPAIGN RECOGNITION:

Your name and logo will be noted throughout our marketing campaign, including...

- A spotlight on our website
- Highlights across our social media channels
- Recognition in our newsletter, and more.

## EVENT RECOGNITION:

Your company will receive verbal recognition throughout the event and during special remarks.

## COMPLIMENTARY REGISTRATIONS:

We're thrilled to offer four complimentary registrations for your team to enjoy, distribute to key clients or give away through social media contests as you see fit. Each participant will receive...

- An event t-shirt
- A delicious heart healthy meal
- & more!

## OTHER:

Other promotional opportunities are open based on your suggestion. Please contact us with additional ideas for recognition.

**FOR YOUR GIFT OF: \$2,500**

For more information please contact Executive Director, Davey Shepherd, at 615-852-7804 or [DShepherd@JBHeart.org](mailto:DShepherd@JBHeart.org)

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# COURT SPONSORSHIP BENEFITS

## **VISUAL REPRESENTATION:**

- One of our courts will be designated as "your company name" court and will display signage with your logo. Only twelve Court Sponsorships opportunities are available.
- Your logo will appear on the t-shirt distributed to all attendees. **(\*\*\*T-Shirt Inclusion Deadline is Friday, November 1\*\*\*)**
- Court sponsors will receive a 6' table on-site to display any relevant materials, handouts or swag for participants.
- At the completion of the event, we'll provide professional event photos for promotional use.

## **MARKETING CAMPAIGN RECOGNITION:**

Your name and logo will be noted throughout our marketing campaign, including...

- A spotlight on our website
- Highlights across our social media channels
- Recognition in our newsletter, and more.

## **EVENT RECOGNITION:**

Your company will receive verbal recognition throughout the event and during special remarks.

## **COMPLIMENTARY REGISTRATIONS:**

We're thrilled to offer two complimentary registrations for your team to enjoy and/or distribute. Each participant will receive...

- An event t-shirt
- A delicious heart healthy meal
- & more!

## **OTHER:**

Other promotional opportunities are open based on your suggestion. Please contact us with additional ideas for recognition.

**FOR YOUR GIFT OF: \$1,000**

For more information please contact Executive Director, Davey Shepherd, at 615-852-7804 or [DShepherd@JBHeart.org](mailto:DShepherd@JBHeart.org)

Learn More At: [www.JBHeart.org](http://www.JBHeart.org)



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# SPONSOR AGREEMENT

Thank You for partnering with us!

The Joe Beretta Foundation is a 501(c)(3), non-profit agency. For your convenience, a tax receipt will be mailed after your donation is received.

Donor Organization Name:

Sponsorship authorized by:

Sponsorship Level:

- \$5,000 Award Sponsor     \$2,500 Food & Beverage Sponsor  
 \$1,000 Court Sponsor

Method of Payment:     Cash     Credit     Check

Point of Contact for Follow-up:

Name:

Phone:

E-mail:

I agree to partner financially with The Joe Beretta Foundation, EIN: 81-3849103 at the sponsorship level stated above. I understand my payment, logo, and any other pertinent materials must be received by The Joe Beretta Foundation **no later than 11/1/24**.

Signature

Date



Please use the QR code to fill out this form digitally, return this form to your contact or send it directly to Executive Director, Davey Shepherd, DShepherd@JBHeart.org or P.O.Box 777 Mt. Juliet, TN 37121. Questions or concerns? Contact Davey at 615-852-7804.

Learn More At: [www.JBHeart.org](http://www.JBHeart.org)



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