



SPC JOHN A. PELHAM MEMORIAL

TOURNAMENT
of **CHAMPIONS**
2023



Multnomah Athletic Club



NOVEMBER 30–DECEMBER 3, 2023



Benefitting the Live Like John Foundation



About the Tournament

The SPC John A. Pelham Memorial Tournament of Champions is an IRT Tier 1 pro stop hosted by the Multnomah Athletic Club. The 2023 event will be held November 30 - December 3.

The Tournament is a signature event for the Foundation and the MAC has proudly hosted it since its inception.

All proceeds from the Pelham Memorial TOC are used to support the Live Like John Foundation. Sponsorship dollars are used to fund a Tier 1 level prize pool to attract the world's best racquetball players. This in turn attracts media attention as well as racquetball enthusiasts from throughout the U.S., Canada and Mexico. Sponsorships in excess of the prize pool help offset other expenses, thereby directly benefitting the Live Like John Foundation.

The Pelham Memorial TOC consistently rates as a favorite tournament event among pros and the hundreds of amateur players who travel to play in tournaments throughout the Pacific Northwest. Tournament organizers work hard to maintain this reputation by providing first-class hospitality with the help of multiple in-kind sponsors who supply meals and refreshments for all players. As a result, the amateur draw always filled and the competition draws overflow crowds.



Your sponsorship benefits the Live Like John Foundation

SPC John A. Pelham



SPC John A. Pelham was killed in action in February 2014 while serving in Afghanistan in support of Operation Enduring Freedom. To honor John's life, his parents formed the Live Like John Foundation, a 501(c)3 charity that raises money to support a variety of Gold Star families and veterans' causes, including rehabilitation services for wounded warriors and medical and educational support for the surviving families of servicemen and women killed in action.



An avid racquetball player, SPC John A. Pelham's last Facebook post before being killed read:

“I can't wait to play racquetball again.”

John would have been quite proud of the tournament that now bears his name and of the Live Like John Foundation, which carries on his legacy.



The Live Like John Foundation

The Live Like John Foundation (www.livelikejohn.us) distributes the money it raises to a wide range of Veterans causes, including support for surviving family members of fallen heroes and aid to organizations that help to rehabilitate injured veterans.

LLJ uses the money it raises to support a wide range of veterans causes, including scholarships for children and spouses of killed or wounded warriors, endowments in memory of individuals killed in action, financial assistance for wounded vets and their families, construction of wheel chair ramps at the homes of wheelchair-bound vets, and support for other non-profits supporting veterans and military families including The Oregon National Guard Youth Challenge Program, The Windy 25, TUPS— The Unquiet Professional, and others.



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MAC Racquetball and Your Sponsorship

Racquetball enjoys tremendous popularity at the MAC. Players are a reflection of the MAC membership as a whole — business owners, attorneys, accountants, physicians, dentists, etc. and represent a valuable audience for our sponsors.



Your sponsorship will be highly visible inside the MAC community as a whole, thanks to the glass walled courts, our marketing efforts and the *Winged M* advertising discounts your sponsorship brings. This sponsorship is a great way to reach MAC members while showing support and appreciation for veterans and veterans' causes.

The tournament draws capacity crowds, along with more than 200 players from around the region, including dozens of MAC players.

Pro matches are broadcast on the IRT's Internet TV network and often attract local and national sports news coverage, giving your sponsorship additional reach.



Your sponsorship benefits the Live Like John Foundation

A History of Great Champions

1998: Cliff Swain

1999: Sudsy Monchik, Jackie Paraiso

1989: Mike Yellen

2000: Cliff Swain, Cheryl Gudinas

1990: Cliff Swain

2001: Cliff Swain, Rhonda Rajsich

1991: Dan Obremski

2013: Kane Waselenchuck

1992: Dan Obremski

2014: Kane Waselenchuck

1993: Ruben Gonzalez

2015: Kane Waselenchuck

1994: Sudsy Monchik

2016: Kane Waselenchuck

1995: Cliff Swain

2017: Charlie Pratt

1996: Cliff Swain, Michelle Gould

2018: Kane Waselenchuck

1997: Andy Roberts, Jackie Paraiso

2019: Kane Waselenchuck, Holly Ray Scott

1998: Mike Yellen

2022: Jake Bredenbeck



Your sponsorship benefits the Live Like John Foundation

Sponsorship Opportunities

Sponsorship levels begin at \$500 and go up from there. Sponsorship checks are written directly to Live Like John Foundation, a 501(c)3, that is eligible for employer match grants from a large number of Portland-area corporations. Please ask your employer about a matching grant.

Sponsor benefits include court stickers, discounted *Winged M* advertising, reserved seating for the pro events and free entry into the amateur draw. Significant In-kind contributions that offset tournament costs (such as meals for the participants) are treated like cash sponsorships. Sponsor court stickers will be displayed for a minimum of two weeks prior to and two weeks after the event further extending the value of your support.

Sponsorship levels are considered “minimum contributions.” Additional support is gladly accepted.



Title Sponsorship

\$5,000

- Sponsor name to be added to event title in all communications surrounding the 2023 event
- Primary positioning in all promotional efforts including email blasts, social media pages, websites, press releases, IRT and ORA promotions, etc.
- Premium positioning for court sticker placement
- Check presentation and announcement rights to all pro men's, women's and mixed championship matches
- Prominent logo placement on tournament hoodie given to all entrants
- Deep discount on MAC *Winged M* advertising
- Free commercial spot on IRT Network webcast (sponsor-provided content)
- Four VIP tickets to all Championship Court matches
- Four entries in the amateur draw
- Opportunity to play doubles with a pro in the Sponsor Pro-am doubles event



Your sponsorship benefits the Live Like John Foundation

Presenting Sponsors

\$2,500

Presenting sponsors will have their choice on a “first come” basis of adding their name as the presenters of each of the following:

- Men’s pro semi-final
- Men’s pro finals
- Women’s pro mini tournament (if applicable)
- Pro mixed doubles event (if applicable)
- Amateur draws

Pro event presenters receive announcement rights and check presentation rights for the event sponsored, if available.

Amateur draw presenter will have logo placement on all amateur draw sheets and court doors.

Additional Presenting Sponsor benefits include:

- Mention in promotional efforts as appropriate
- Premium positioning for court sticker placement
- Deep discount on MAC *Winged M* advertising in issues featuring pretournament promotional article and post tournament wrap up
- Logo placement on tournament hoody provided to all entrants
- Two VIP tickets to all Championship Court matches
- Two entries in the amateur draw
- Opportunity to play doubles with a pro in the Sponsor Pro-am doubles event



Your sponsorship benefits the Live Like John Foundation

Gold Level Sponsorship

\$1,000

- Priority positioning for court stickers
- Mention in promotional efforts as appropriate
- Deep discount on MAC *Winged M* advertising in issues featuring pretournament promotional article and post tournament wrap up
- Logo placement on tournament hoody provided to all entrants
- One VIP ticket to all Championship Court matches
- One entry in the amateur draw
- Opportunity to play doubles with a pro in the Sponsor Pro-am doubles event



Your sponsorship benefits the Live Like John Foundation

Silver Level Sponsorship

\$500

- Secondary positioning for court stickers
- Mention in promotional efforts as appropriate
- Deep discount on MAC *Winged M* advertising in issues featuring pretournament promotional article and post tournament wrap up
- One VIP ticket to Championship Court matches
- One entry in the amateur draw



Your sponsorship benefits the Live Like John Foundation

Sponsor a Court

\$350-\$750

Court sponsors will be recognized with a court sticker and court entry door sticker indicating their sponsorship of that court. For example:

Court 8 sponsored by ABC Company

The most visible courts, 8 and 9, carry a \$750 sponsorship fee. Sponsors receive all the benefits of Silver Sponsorship, plus on-court recognition.

Courts 1-7 carry a sponsorship fee of \$350. Sponsors receive Silver Sponsorship benefits with the exception of the VIP ticket for Championship Court matches.



Your sponsorship benefits the Live Like John Foundation

Honor the Service Member in Your Life

\$50 MINIMUM DONATION

In addition to regular sponsorship opportunities, the Pelham TOC offers an opportunity to honor the service member in your life with a Dog Tag sticker to be displayed prominently in the court area for all to see.



Your sponsorship benefits the Live Like John Foundation

Dog Tag Sticker Details

Honorees will receive a “Dog Tag” court sticker (24” x 12”) featuring the veteran’s name and military branch, along with the tournament name and date. Additionally, the U.S. Army has agreed to create an Army-issue genuine dog tag for every purchaser as a token of their support for military causes.

Dog tag stickers will be displayed on the walls of the MAC in and around the tournament area for a minimum of two weeks prior to and two weeks following the 2023 Pelham Memorial TOC.

To purchase, visit livelikejohn.us/shop or contact **Wendall Pelham** at wendall@livelikejohn.us.



Your sponsorship benefits the Live Like John Foundation

In-Kind Support

The SPC John A. Pelham Memorial Tournament of Champions enjoys its reputation as a first-class racquetball event in large part due to the generous in-kind contributions we receive. Each year the tournament strives to provide lunches and dinners as well as free refreshments to participants throughout the weekend. We could not do that without in-kind sponsors donating meals, snacks, and beer. These in-kind sponsors receive the same benefits as our cash sponsors at a level reflecting the value of their in-kind donation. If you are connected to the food and beverage industry, please consider a contribution.



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A Heartfelt Thanks

Thank you for your consideration in sponsoring the SPC John A. Pelham TOC.

Please make sponsor checks payable to Live Like John Foundation and deliver to MAC's At Your Service, attention Hank Marcus, or mail to:

LIVE LIKE JOHN FOUNDATION

PO Box 25591

Portland, OR 97298-0591

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To make an in-kind donation, such as providing a meal for the amateur draw, or for more information, please contact:

Timm Locke

503-806-4831

timmm@timmmlocke.com



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