

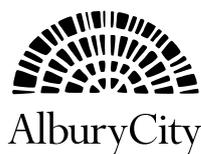


SNEAKY CAT PICKLEBALL PROUDLY PRESENTS PADDLES ON THE MURRAY

JANUARY 23RD – 26TH, 2026. SNEAKYCAT.COM.AU

DISCOVER SPONSOR OPPORTUNITIES

JOIN OUR PROUD PARTNERS IN SPONSORING PADDLES ON THE MURRAY; ALBURY AND WODONGA'S FIRST PICKLEBALL AUSTRALIA SANCTIONED PICKLEBALL TOURNAMENT.



WHO IS SNEAKY CAT PICKLEBALL?

What started as a conversation between two sisters, in a tiny town in Minnesota quickly became an idea that no one could stop thinking about.

Despite living in different continents, Mandy and Jenelle have always been very close sisters. When Jenelle and her husband Brett flew to the US to catch up with Mandy and John, some of their favourite memories were made playing Pickleball together in the backyard.

It grew from a love of an all-abilities social sport in the Mid Western regional town of Owatonna. With Jenelle in Australia and Mandy in the US, Pickleball became the thread that would pull them physically closer together.

Together they created a plan to build the best center for pickleball in regional NSW. That's why Sneaky Cat is currently considered the best indoor venue in Australia.

7 premium indoor Pickleball Dedicated HSA Rebound ace courts, permanent nets, 2m minimum clearance on every sideline, 2.4m minimum clearance on every baseline, tournament level lighting, quality chain mesh fencing, all surrounding a smart and efficient, reception, pro-shop and bar.

"This venue won't be the biggest, but it should be the benchmark for all other venues." - Jenelle

This is the philosophy around Sneaky Cat's design. No pylons beside the courts, no chance of running into a wall at the baseline, no cracks in the concrete surface, no ceiling to stop the lob. Just fun, uninterrupted, safe play.

"When you are required to pay for play, you should have no limitations to your game." - Jenelle

Designed by pickleball players, for pickleball players, Sneaky Cat Pickleball is a women-owned business, catering to the local community by dedicating itself to being the best venue in Australia and working proudly with other local businesses across Albury-Wodonga.



WHY SPONSOR PICKLEBALL?

1. Pickleball is a grassroots sport that's exploding across Australia, bringing people together – not just athletes, but families, retirees, and young adults. The community, health, and inclusivity aspects of the sport encourages a fun and connected community spirit hard to replicate in other sports.
 - Fastest-growing sport globally and now booming in regional Australia.
 - Ideal for all ages, genders, and abilities – from social players to competitive athletes.

“Albury-Wodonga is perfectly placed to be a regional pickleball hub – centrally located between Sydney and Melbourne, with great facilities and a growing player base. That is why the best venue in the country has been built here.”

2. We understand that sponsors in regional areas want visibility + local goodwill + community involvement rather than just logo placement.
 - Sneaky Cat Sponsorship packages are designed for local impact, such as:
 - **Naming rights** for tournaments, leagues, or courts.
 - **Brand visibility** across banners, social media, and press.
 - **Cross-promotion** with other local groups (e.g. Rotary, local councils, retirement communities, gyms, and schools).

“Your support helps grow active, social, and healthy lifestyles in Albury-Wodonga – while putting your brand front and center at one of the region’s most exciting community sports.”



3. Numbers in local pickleball are growing, rapidly:

- Local regular player numbers estimated in June 2025 at circa 150-160 (Albury PCYC, Wodonga/Lavington/Rutherglen). Since June 2025, Sneaky Cat has hosted over 2,100 individual players in its venue.
- Social media reach and engagement exceed 1,000 views on posts (Facebook and Instagram) within 90 minutes of release.
- Sneaky Cat has already featured in the Border Mail and SBS Online.

The Border Mail

- Paddles on the Murray is listed on Pickleball Australia 2026 Sanctioned Tournament List.

Paddles on the Murray is attracting players and visitors from across Australia – with registrations already confirmed from **Wollongong, Melbourne, the ACT, Deniliquin, Rutherglen, and Echuca.**



SPORT, TOURISM & COMMUNITY IN ALBURY-WODONGA

This tournament provides a **unique opportunity to showcase your business and brand directly to visitors to the Albury-Wodonga region.**

The Pickleball Tournament Traveler is not just a player — they're an active, social, and experience-driven visitor. They tend to **extend their stay**, explore local attractions, dine out, shop locally, and engage with the community.

Be part of a **destination event** that promotes Albury-Wodonga as a hub for sport, lifestyle, and tourism.

All sponsors are mentioned during ad-hoc media, and social media posts where-ever possible and with regular frequency for event related posts.

Sneaky Cat's social media posts generate 120,000+ views across Instagram and Facebook per month.

For tournament sponsorship, your business logo and a direct link to your website will be included on the Sneaky Cat website leading up to, during, and for 4 weeks post the event.

With 3 Sponsor Packages of varying price points, we make it easy for businesses of all budgets to get involved. These include:

- Showcourt Package
- Court Package
- Venue Package

Our tournament sponsorship opportunities are tailored to industry-specific sectors such as:

- Accommodation
- Regional Experience and Services
- Dining and Entertainment



SHOWCOURT SPONSORSHIP PACKAGE

Premium Exposure on the #1 Court

7m x 3m Printed Banner mesh with your logo and company details.

4 x Co-Branded Sneaky Cat Paddles

1 x weekly 1 hour court hire – booking required.

1 x 3 court booking for a 2 hour period for up to 20 guests, including all equipment per annum.

Prominent Banner on our website, with a direct link to your website.

2 x entries into the annual Members Tournament in June.

\$3,000 plus GST per annum – 1 only.

COURT SPONSORSHIP PACKAGE

Name your Court!

4.8m x2.4m Printed Banner mesh with your logo and company details.

4 x Co-Branded Sneaky Cat Paddles

2 x monthly 1 hour court hire – booking required.

1 x 3 court booking for a 2 hour period for up to 20 guests, including all equipment per annum.

Banner on our website, with a direct link to your website.

2 x entries into the annual Members Tournament in June.

\$2,500 plus GST per annum – 5 only.

VENUE SPONSORSHIP PACKAGE

2.4m x 1.2m Printed Banner mesh with your logo and company details.

2 x Co-Branded Sneaky Cat Paddles

1 x monthly 1 hour court hire – booking required.

Your logo on our website, with a direct link to your website.

1 x entry into the annual Members Tournament in June.

\$1,000 plus GST per annum – 10 only.

TOURNAMENT SPONSORSHIP OPPORTUNITIES

ACCOMMODATION - LIMITED TO 1X ALBURY, 1X WODONGA

Level 1 - \$1,000 + discounted rate for player bookings

Signage in Venue – 2.4m x 1.2m

2 x Monthly prominent inclusion in Social Media updates

Listing within Tournament Registration

Level 2 - \$500 + discounted rate for player bookings

Signage in Venue – 1.2m x 1.2

1 x Monthly inclusion in Social Media updates.

Listing within Tournament Registration

REGIONAL EXPERIENCE AND SERVICES

Level 1 - \$1,000 + Value In Kind contribution of \$500 – 2 only

Signage in Venue – 2.4m x 1.2m

2 x Monthly prominent inclusion in Social Media updates

Listing within tournament registration

Pop-Up stall at event to promote and retail your business directly.

Level 2 - \$500 + Value in Kind Contribution \$250 - 4 only

Signage in Venue – 1.2m x 1.2m

1 x Monthly prominent inclusion in Social Media updates

Listing within Tournament Registration

DINING AND ENTERTAINMENT

Level 1 - \$2,000 – 1 only

Promoted for Tournament Dinner Destination (Night TBC – bookings subject to player engagement).

Signage in Venue – 2.4m x 1.2m

2 x Monthly inclusion in Social Media updates.

Listing within Tournament Registration

Level 2 - \$750 – 4 only

Signage in Venue – 2.4m x 1.2m

1 x Monthly Inclusion in Social Media updates

Listing within Tournament Registration

SPONSORSHIP APPLICATION

Business or company name

Contact Name

Contact Phone Number

Select your sponsorship package by clicking the circle

Showcourt Sponsorship

Accomodation

Court Sponsorship

Regional and Experience Services

Venue Sponsorship

Dining and Entertainment

Additional Comments

To submit your application - fill out the [sponsorship form on our website](#). Alternatively, fill out the above and send it via email.

Please email play@sneakycat.com.au for more information, or better still, call in for a game with us and let's discuss it in the venue.

Excited to hear from you,

Brett Simpson
Sneaky Cat Pickleball Team
3/58-98 Bennu Cct, Thurgoona NSW 2640
02 6057 9334
sneakycat.com.au

