



Sponsorship Opportunities

Increase your company's
exposure, brand awareness,
reach a new audience and
engage with the community

MATRIX Club

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Contact

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Our Owners



Shannon Hudson & Johan den Toom

Shannon and Johan, both former Razorback tennis players, are a dynamic duo who discovered their passion for racquet sports, fitness and business. Their collaborative efforts led to the creation of Matrix Club, an impressive 10-acre club that provides top-tier tennis, pickleball, padel and group fitness experiences.

MATRIX Club



Matrix is a comprehensive racquet and fitness club located in Lowell, Arkansas. The facility was created by Shannon Hudson and Johan den Toom. Their vision was to build a top-tier wellness center that goes beyond just tennis, incorporating various racquet sports, fitness activities, and social events.

Matrix Club spans 10 acres and offers a variety of racquet sports, including tennis, pickleball, and padel. Additionally, the club features three boutique-style fitness studios: The CAGE for HIIT, The FLOW for Sculpt, and The AMP for spin classes. The aim is to provide an affordable and holistic approach to fitness and wellness, making it a community hub for sports, health, and social activities.

Matrix is membership-driven, with different tiers designed to cater to the entire community, ensuring everyone can access our extensive facilities and programs. While Matrix frequently hosts corporate events and attracts high-profile individuals for leisure and networking, we also pride ourselves on making high-end amenities and experiences accessible to all. This inclusive approach ensures that everyone, regardless of background, can enjoy and benefit from the club's offerings, fostering a diverse and welcoming community.

A group of approximately 20 women of various ages are posing for a group photo in a gymnasium. They are dressed in athletic wear, including tank tops, t-shirts, and shorts. Some are holding pickleball paddles. The background shows a gym floor, a bench, and a door.

Opportunities

Silver

Club Program Opportunities

- Member Mixers
- Leagues
- Club Championships
- Ladders

Gold

Tournament Opportunities

- Pickleball Tournaments
- Tennis Tournaments
- All Tournaments

Platinum

Facility Opportunities

- Courts
- Locker Rooms
- Cafe
- Main Lobby

Note: Each tier includes all benefits provided in the preceding tier.

PLATINUM



Facility Opportunities

TENNIS. 4 outdoor courts. 6 indoor courts.

Matrix offers high quality tennis programs for all levels and ages. A year round, life long sport available to everyone!

PADEL. 3 outdoor courts.

The fastest growing sport in the world and it's starting to make its name in the US. Matrix is the ONLY club with padel courts in the state of Arkansas! Matrix is home to the professional padel franchise the Arkansas Matrix who competes in the Pro Padel League.

PICKLEBALL. 4 outdoor courts. 8 indoor courts.

The fastest growing sport in the US! This social, fun and high energy sport is sweeping the nation!

FITNESS. 3 boutique studios.

At Matrix we offer group fitness classes. Sculpt, Stretch, HIIT, and SPIN in our curated studios; the FLOW, the AMP and the CAGE

EVENTS/PROGRAMS.

Matrix events and programs are centered around community!

Highlights

900+ Members

250+ Daily Foot Traffic

4,000+ Website Traffic Per Month

5,000+ Local Social Media Following

Thriving Pickleball, Tennis, Padel and Fitness Community

Facility Opportunities

Logo Placement and Naming Rights

Main Lobby

(1 opportunity)

Your commitment:

- Year 1: \$10,000
- Year 2: 12,000
- Year 3: \$15,000

Multi year contracts available

Extra Benefits:

- Promotional items in lobby
- Annual Private Event up to 200 people

Cafe

(1 opportunity)

Your commitment:

- Year 1: \$4,000
- Year 2: \$4,500
- Year 3: \$5,000

Multi year contracts available

Extra Benefits:

- Promotional items in Cafe

Facility Opportunities

Logo Placement and Naming Rights

Tennis, Pickleball and Padel Courts

Availability:

- 4 outdoor tennis courts
- 6 indoor tennis courts
- 4 outdoor pickleball courts
- 8 indoor pickleball courts
- 3 outdoor padel courts

Your commitment:

- Year 1: \$4,000
- Year 2: \$4,500
- Year 3: \$5,000

Multi year contracts available

Locker Rooms

Availability:

- Men's Locker Room
- Women's Locker Room

Your commitment:

- Year 1: \$5,000
- Year 2: \$5,500
- Year 3: \$6,000

Multi year contracts available

Extra Benefits: Flyers and promotional items in locker rooms.

GOLD



Tournament Opportunities

Tournaments offer a weekend-long display of competition and camaraderie, kicking off on Friday afternoon and culminating on Sunday. A few of our junior tennis tournaments are a Saturday only event. Players, parents and spectators alike come together to create an electric atmosphere, blending the thrill of the game with the joy of socializing.

Over the course of three days, our pickleball tournaments attract on average 300+ players and 200+ spectators, ranging from beginners to lower-tier professionals. Our tennis tournaments range from 50-100 players and 100+ spectators.

Our events are powered by the most utilized pickleball and tennis tournament software in the country, with nationwide registration. Matrix hosts 5-6 pickleball tournaments and 10-12 tennis tournaments per calendar year.

Our tournament marketing provides exposure to thousands of potential participants and spectators, while tapping into the prestige and reputation of a premier club in the pickleball world. With Matrix's track record of attracting the masses and delivering top-notch competition, your brand is sure to receive maximum visibility and engagement.

Tournament Opportunities

Title Sponsorships

Title Sponsor

(1 Pickleball Opportunity and 2 USTA Adult Tennis Opportunities)

- Title of Tournament
- Booth in Main Lobby 1 week prior to tournament
- Additional Signage
- Swag Bag item(s)
- Tournament Bag logo placement
- Giveaway Item(s) (minimum value \$100)
- 4 tournament entries

Your commitment: \$5,000

Title Sponsor

(6 USTA Junior Tennis Opportunities)

- Title of Tournament
- Additional Signage
- Swag Bag item(s)
- Giveaway Item(s) (minimum value \$100)

Your commitment: \$2,000

Tournament Opportunities

Court Sponsorships

All Tournaments Court Sponsor

(6-12 Opportunities)

- Individual Court Name
- Booth at Event
- Logo on Tournament promotional items
- Swag Bag item
- Tournament bag placement
- Giveaway Item(s) (minimum value \$100)
- 2 entries per tournament

Your commitment: \$3,000

All Pickleball Tournaments Court Sponsor

(6-12 Opportunities)

- Individual Court Name
- Booth at Event
- Logo on Tournament promotional items
- Swag Bag item
- Tournament bag placement
- Giveaway Item(s) (minimum value \$100)
- 2 entries per tournament

Your commitment: \$2,000

Tournament Opportunities

Court Sponsorships

All Tennis Tournaments Court Sponsor

(6-12 Opportunities)

- Individual Court Name
- Booth at Event
- Logo on Tournament promotional items
- Swag Bag item
- Giveaway Item(s) (minimum value \$100)
- 2 entries per tournament

Your commitment: \$2,000

Individual Tournament Court Sponsor

(6-12 Opportunities)

- Individual Court Name
- Booth at Event
- Logo on Tournament promotional items
- Swag Bag item
- Tournament bag placement (when applicable)
- Giveaway Item(s) (minimum value \$100)
- 2 entries

Your commitment: \$500



SILVER



Club Program Opportunities

We take pride in offering exceptional programs that have become a prominent and integral piece to our membership, helping us stand out in the industry.

Benefits

Increased Visibility: Your brand will gain exposure to our diverse and active membership base, as well as visitors to our club and events.

Community Engagement: Connect with the local community and support a healthy, active lifestyle.

Brand Recognition: With prominent logo placement and naming rights, your brand will be front and center in high-traffic areas, ensuring lasting recognition.

Positive Association: Aligning your brand with a well-respected community club enhances your corporate image and demonstrates your commitment to community support.

Marketing:

- Logo Placement
- Website and Social Media Mentions
- Email Blasts
- Event Signage
- On-site booth
- Product Sampling

See following pages for specifics.

Club Program Opportunities



Member Mixers

Every quarter, Matrix hosts themed Member Mixers that offer our members and guests the chance to connect and participate in their favorite activity, or try a new one with our coaches and staff in a fun, social setting. Best of all, these events are completely free for our members to attend. At these events, members meet new people, catch up with friends, and learn about new developments and engagement opportunities at Matrix. Additionally, mixers help members network with other members and guests. Overall, these events foster a sense of community and belonging among members, while providing tangible benefits for their personal and professional lives.

Average participants: 100+

Calendar Title Sponsor

- 1 available
- 10 guest passes per event
- Creative influence

Your commitment: \$3000

All Member Mixers

- 4 available
- 4 guest passes per event

Your commitment: \$1,000

Individual Title Sponsor

- 4 available
- 10 guest passes
- Creative influence

Your commitment: \$1000

Individual Member Mixer

- 8 available
- 2 guest passes

Your commitment: \$500

Club Program Opportunities



Leagues

Matrix offers a variety of leagues year-round across all three racquet sports: tennis, pickleball, and padel, with plans to expand as demand increases. These leagues are a powerful tool for member retention and engagement, providing regular play, social interaction, skill enhancement, and community-building opportunities. League participation fees range from \$0 to \$100.

Average participants: 24-100

2025 Leagues: 12

2025 League Winners: 52

All Leagues: Title Sponsor (1 available)

Your commitment:

- \$1000
- Prize for each league winner (\$50+ value)

Individual Leagues (12 available):

Your commitment:

- Prize for each league winner (\$50+ value)

League schedule and details available upon request.

Club Program Opportunities

Club Championships

Annually, Matrix hosts prestigious Club Championships across tennis, pickleball and padel, drawing enthusiastic participation from our skilled members. These events showcase the pinnacle of competition within our community, featuring thrilling matches and celebrating athletic excellence. Open to all members eager to test their abilities and claim the title, Club Championships serve as a highlight of our club's sporting calendar. Each event is a weekend long tournament in the summer/fall.

Average participants: 100+

Presenting Sponsor (1 available)

Your commitment:

- \$3000
- Prizes for Champions and Runner Ups (value \$50+)

Event Sponsor (6 available)

Your commitment:

- \$500
- Prizes for Champions and Runner Ups (value \$30+)

Club Championship schedule and details available upon request.



Club Program Opportunities

Ladders

Matrix offers dynamic Ladders for tennis, pickleball, and (coming soon) padel. These Ladders are structured for members only and offer members ongoing challenges and competitive play opportunities. Ladders are designed to enhance skill development, foster camaraderie, and cater to varying skill levels, ensuring every member finds suitable competition. Participation is flexible, allowing members to join at their convenience. Ladders are updated every Sunday with the new rankings being emailed to every participant and posted at the club.

Session 1: January 1 - June 30th

Session 2: July 1 -December 31st

Average participants: 150+

Title Sponsor (2 available)

Your commitment: \$1000