



# **2027 NATIONAL CHAMPIONSHIPS**

**REQUEST FOR PROPOSAL**

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## 1. INTRODUCTION

Pickleball Canada is inviting letters of intent and formal bid submissions to host the **2027 Pickleball Canada National Championships**, the premier annual competition showcasing Canada's top pickleball athletes. The event provides host communities with significant economic impact, national exposure, and opportunities for sport development. Pickleball Canada welcomes all types of groups, organizations, etc. to bid to host the championships.

The Local Organizing Committee (LOC) must be willing to sign a Hosting Agreement with Pickleball Canada (PCO) and must also satisfy PCO with its ability to meet the organizational, technical and financial requirements for putting on the Championships. A listing of the main hosting requirements is provided below.

All rights, titles and interests in the event are owned by Pickleball Canada. The event will be managed by the LOC in collaboration with Pickleball Canada staff.

## 2. ORGANIZATIONAL BACKGROUND

Pickleball Canada is the national governing body for the sport of pickleball, working in partnership with provincial and territorial sport organizations (PTSOs) and local clubs. The organization promotes safe, inclusive, and accessible pickleball across the country through competition, education, and community engagement.

## 3. EVENT OVERVIEW

The Pickleball Canada National Championships is a **closed, sanctioned tournament** that brings together **800+ pickleball players in the country**. Hosted annually, it is Pickleball Canada's flagship event, celebrating excellence in play from recreational athletes to elite competitors. The event features divisions across all age groups and skill levels, including the Provincial/Territorial Team Competition and inclusive categories such as junior and para-pickleball. With national media coverage, athlete services, and a vendor village, it creates a comprehensive championship experience while delivering measurable economic and community impact to the host region.

### Key Benefits of Hosting:

#### Economic and Financial Benefits

- Revenue from participant registrations, local sponsors, merchandise, food, and beverage sales
- Positive economic impact from visitors (accommodations, restaurants, retail)
- Eligibility for local, provincial, and federal sport hosting grants

#### Community Impact

- Increased visibility for the Host city and club at the national level

- Engagement opportunities for volunteers and local organizations
- Strengthening of pickleball culture in the community

## Sport Development

- National spotlight on local pickleball facilities
- Access to clinics and promotional sessions to grow the sport locally

## Previous Year's Competition Demographics

### 2025

- 717 Participants
- 55% male | 45% female
- 44% of players were from the Host Province
- 56% of players were from outside the Host province

### 2024

- 801 Participants
- 54% male | 46% female
- 33% of players were from the Host Province
- 67% of players were from outside the Host province

## 4. FACILITY & PLAYING AREA REQUIREMENTS

### Facility and Infrastructure

- Minimum of 25 courts with compliant dimensions and playing surfaces
  - 30 feet (9.14 meters) wide x 60 feet (18.29 meters) long.
  - 7-foot (2.13 metres) margin on each side and a 10-foot (3.05 metres) margin behind each baseline, making the total preferred area 34 feet (10.36 meters) x 64 feet (19.51 meters).
- Court dividers must be present between all courts. (purchase & branding of court dividers to be discussed with Pickleball Canada )
- Ensure there are office spaces available during the event for Pickleball Canada and the Tournament operations staff.
- Indoor venues:
  - Ceiling height is preferred but not mandatory of 9m (30 ft)
  - Appropriate air conditioning system, adequate air circulation and sun shading
  - Clearly marked lines and safe backgrounds
- Reliable Wi-Fi and backup technology infrastructure
- On-site AED and first aid compliance. The First Aid area should be staffed with an outside source other than the Host committee.
- Functional and tested public address (PA) system

- On-site food service is mandatory. If the venue does not offer food service, the Host must arrange for external vendors or food trucks to ensure participants have access to food options on site.
- Facility must have adequate public washroom access and sanitation maintenance, water stations (fountains, bottled water sponsors)
  - If the venue has a limited number of bathrooms, then additional bathrooms must be rented to ensure proper event flow.
  - All facilities utilized for the event, including permanent, rented, and temporary structures, must be fully compliant with all applicable provincial building codes, occupancy limits, health and safety regulations, and fire code standards.
- Space for the sponsor/vendor area must be available on site to accommodate 6-10 vendor tables and booths in a common area near the courts
- Officiating/ volunteer rest areas must be provided in a private location apart from the field of play.
- The Host must reserve a designated Athlete Lounge within the venue, approximately 15 x 20 feet, equipped with tables and chairs at the Host's expense. Pickleball Canada reserves the right to manage the space and approve any additional Host-provided elements included in the lounge.
- A minimum 20x20 space for podium ceremonies is required
- The facility must provide adequate secure storage space to receive and hold event shipments beginning a minimum of two weeks prior to the event. Storage must be sufficient to accommodate signage, equipment, and sponsor materials.
  - If on-site storage is not available or is insufficient, the Host is responsible for securing appropriate storage solutions, including the rental of sea-cans or equivalent storage units, at the Host's expense.
- The facility must have a forklift available on site during event load-in and load-out to support the loading and unloading of shipments, signage, and equipment, as well as the movement of materials from storage areas into the venue.
- The facility must be exclusively available for the event a minimum of three (3) days prior to the first day of competition and one (1) day after for set up, take down, and practice times
- Pickleball Canada strongly prefers that all courts be located within a single facility. If proposing a multi-venue model, the bid must include clear and detailed evidence demonstrating its feasibility and a well-structured logistical plan to ensure smooth event operations.

## 5. EVENT DATES & EVENT SCHEDULE

- Nationals are typically scheduled for late August or early September
- During the duration of the event, the venue must be reserved solely for the event.

## Schedule of Events

| Date  | Format        | Events                                     |
|-------|---------------|--|
| Day 1 | Open Practice | Tournament practice (9:00 AM - 5:00 PM)    |
| Day 2 | Age           | Women's Doubles/ Men's Singles             |
| Day 3 | Age           | Men's Doubles/ Women's Singles             |
| Day 4 | Age           | Mixed Doubles                              |
| Day 5 |               | Provincial Team Competition, Juniors, Para |
| Day 6 | Skill         | Women's Doubles                            |
| Day 7 | Skill         | Men's Doubles                              |
| Day 8 | Skill         | Mixed Doubles                              |

## Player and Spectator Services

- Facility must have adequate public washroom access and sanitation maintenance, water stations (fountains, bottled water sponsors)
- Organized spectator seating, if applicable
- Registration includes swag & promotional items (ie, branded t-shirt, hats, balls) and player swag bag provided by LOC

## 6. EVENT FORMAT AND COMPETITION DETAILS

### Competition Format

- Competition format and structure are determined by Pickleball Canada based on the projected number of participants, venue availability, staffing capacity, and other logistical considerations.
- Pickleball Canada will provide a Tournament Director to oversee the entirety of the competition

- All participants must be current Pickleball Canada members and meet the residence eligibility criteria

## Officiating

- All medal matches from quarterfinals to medal matches are to be officiated using Pickleball Canada's referee program
- Use of Pickleball Desk for match officiating coordination
- Provide Officials with mandatory equipment as requested by Pickleball Canada.
- Officiating rest area must be provided in a private location apart from the field of play.

## Tournament Software

- Must use pickleballtournaments.com
- Tournament content must be bilingual

## Conduct & Fair Play

- Enforce Pickleball Canada's competitor code of conduct
- Volunteers or liaisons should be trained to assist players and enforce respectful competition, as well as court times

## Provincial Team Competition

- The Provincial Team Competition is a required component of the National Championships, where each Provincial/Territorial Sports Organization (PTSO) fields a representative team to play against fellow provincial teams.
- The competition provides an opportunity for provincial representation and team-based play, enhancing community pride and event energy.
- Teams typically include a mix of male and female players across age divisions, competing in singles and doubles matches.
- The event is run in a round-robin format with playoffs, and match outcomes impact individual player ratings.
- Pickleball Canada will be responsible for the organization of this event

## 7. INSURANCE & SANCTIONING COMPLIANCE

### Sanctioning and Rules

- The event must be sanctioned by Pickleball Canada.
- All matches must comply with the [USAP Rulebook \(International Edition\)](#) in effect at the time of play.
- Hosts must implement and follow [Pickleball Canada's Concussion Protocol Policy](#).
- Insurance coverage must meet local laws and Pickleball Canada's requirements. Participants are covered by Pickleball Canada insurance as members.

## Language Requirements

- Hosts are required to provide bilingual services (English and French), especially in Eastern Canada.
- All promotional and event materials, including tournament software, must be presented in both official languages where possible.

## 8. HOST COMMITTEE & STAFFING REQUIREMENTS

**Local Organizing Committee (LOC)** A dedicated LOC must be established and include the following roles:

- Venue/Facilities Lead
- Operations/Tournament Desk Lead
- Volunteer Lead
- Sponsorship and Vendor Lead
- Athlete Services Lead
- Marketing & Communications Lead
- Finance Lead
- Medal Presentations & Ceremonies Lead
- Staff & Athlete Nourishment Lead

The LOC's role is to work to execute and support Pickleball Canada's vision, mission and operational needs for the event.

## 9. MARKETING & COMMUNICATIONS

### Marketing Support

- Preferably a contracted graphic designer for social media and content
- Website landing page with event information in alignment with Pickleball Canada
- Pre-event teaser video, daily highlights, and a post-event recap
- Minimum of 2 professional photographers per day
- Minimum of 1 on-site videographer
- The Host must work with the printing shop of choice recommended by Pickleball Canada

### Signage and Branding

- Pickleball Canada branding and national sponsor logos take priority in all field-of-play signage.
- The Host must cover or remove competing signage at the venue.
- Pickleball Canada branding and nationals logo must be at the forefront of all event signage and approved by Pickleball Canada
- Hosts are responsible for post-event return shipping of Pickleball Canada signage; costs will be reimbursed by Pickleball Canada.
- All signage production is at the expense of the Host

## Broadcast and Streaming

- Livestream and broadcast rights are owned by Pickleball Canada.
- Hosts may propose a streaming partner at their own cost with approval from Pickleball Canada at least 6-9 months in advance.
- All coverage must prominently display Pickleball Canada branding and national sponsors.

## Medal Ceremonies & Photography

- Pickleball Canada provides branded medals and must approve the presentation plan.
- Ceremonies must occur in a visible, media-friendly area with a Pickleball Canada-branded podium.
- A minimum 20x20 space for podium ceremonies is required
- High-quality photos of podium winners (without added graphics) must be submitted to Pickleball Canada within 5 days post-event.

## 10. SPONSORSHIP

### Local vs. National Sponsorship

- Local sponsors may be sourced by the LOC, but all contracts and assets must be approved by Pickleball Canada
- All signage and branding at the event must be pre-approved by PCO
- Pickleball Canada's national sponsors will receive the most prominent integrations around onsite/entrance branding, giveaways, future program insertions, t-shirt giveaways, podium branding, potential activation spaces/booths, and other present or future commercial assets to partners.
- Local sponsor assets include but not limited to court banners, vendor activation booths, social media activations, branded fencing, swag bag giveaways etc.

### Vendor Village & On-Site Activation

- Venue must account for a high traffic area to include on-site sponsor booths & activations
- The Host must reserve a designated Athlete Lounge within the venue, approximately 15 x 20 feet, equipped with tables and chairs at the Host's expense. Pickleball Canada reserves the right to manage the space and approve any additional Host-provided elements included in the lounge.
- Food trucks, music stage, interactive sports are encouraged to have onsite to enhance athlete & spectator experience (ping pong, cornhole)
- A separate pickleball showcase court for demonstrations, sponsor play, and other activities is encouraged to be in the site plan

## 11. PLAYER LOGISTICS

### Travel and Accommodation

- LOC to work with a travel agency to offer preferred rates for travel & flights
- The Host will provide host hotel accommodation options for participants at a preferred rate that is within proximity to the facility. All accommodation partnerships require the approval of Pickleball Canada.
- Transportation must be provided to officials & participants from the event hotel to the playing venue.
  - Transportation must run on a frequent basis for the entire duration of the event

**The 2025 National Championships in Winnipeg had 200 hotel nights booked during the 6-day event.**

### Athlete Services

- Registration desk support and assistance liaisons
- Welcome banquet (optional)
- Volunteer liaisons to guide athletes on-site

## 12. EVENT LEGACY

### Legacy Statement & Activities

- The Hosts should outline the anticipated legacy of the event in their bid (e.g., local facility upgrades, sport growth, economic impact).
- The Host, in collaboration with Pickleball Canada, will be required to implement a minimum of two (2) legacy activities, delivered either prior to or during the Championship event. Legacy activities may include, but are not limited to, an NCCP Coaching Clinic, an NCCP Professional Development Clinic, or a Youth Pickleball Clinic.

## 13. FINANCE, BUDGETING & REVENUE STREAMS

As part of the bid process, Pickleball Canada requires each prospective Host to submit a preliminary projected event budget. To ensure consistency and alignment with national event standards, Hosts must include the specific budget line items and amounts prescribed by Pickleball Canada.

Pickleball Canada will provide a standardized budget template to serve as the foundation for the Host's submission. At a minimum, the preliminary projected event budget must include all required line items and corresponding amounts as outlined in the provided budget template.

**See the link for the downloadable budget worksheet to submit with the bid.**

[Nationals Budget Worksheet](#)

## Past Examples - Financial Outcomes

*The list is compiled of average Income and Expense lines*

- **Net profit** from the 2023 and 2024 National Championships ranged between **\$25,000 and \$30,000**.
- The **estimated community & economic impact** from the 2023 and 2024 championships is approximately **\$730,000** based on a 1.2x multiplier on spending, according to athletes & spectator attendance.

## Profit Share Model

The Host Grant is to be determined by Pickleball Canada relative to the final event budget projections. Event net income (income less expenses in accordance with Canadian GAAP), exclusive of any Pickleball Canada Host Grant, will be subject to the following:

- i. The Host will retain all Event net income up to the host grant amount
- ii. All Event net income exceeding the host grant amount will be subject to the following profit share:
  1. Twenty percent (20%) to the respective Provincial/Territorial Pickleball Association.
  2. Twenty percent (20%) to Pickleball Canada
  3. Sixty percent (60%) to the Host

## Post-Event Reporting

- Hosts must submit a financial report within 60 days of the tournament's conclusion.
- Pickleball Canada reserves the right to audit or verify financial reports.
- The host grant is distributed to the Host after the post-tournament report is received and approved by Pickleball Canada

## 13. BID SUBMISSION DETAILS

### Letter of Intent

To be eligible to submit a bid, prospective Hosts must provide a **Letter of Intent to Bid**.

The Letter of Intent must identify the Host Organization or Host Group (if applicable) and clearly state that the Host Community proposes to host the Pickleball Canada National Championships. The letter must be addressed to the Executive Director and submitted electronically to:

**tamara.edwards@pickleballcanada.org & barry.petrachenko@pickleballcanada.org.**

The Letter of Intent must be received no later than **March 2, 2026**. A sample Letter of Intent is provided in **Appendix A**.

All full bid submissions must be received by Pickleball Canada **no later than 4:00 pm EST on Wednesday, April 1, 2026** submitted electronically to:

tamara.edwards@pickleballcanada.org and barry.petrachenko@pickleballcanada.org.

### Full Bid Submission Required Documents:

- Cover letter
- Bid submission document with all relevant event details

### Bid Package includes, but is not limited to:

#### Introduction

- Host City Profile
- Name and background of Host bid group
- Host Committee Chair's name and contact information
- Proposed dates
- Proposed venue (name, owner, address, venue contact, phone, email, website)
- Host city information
- Background in hosting major sporting events
- Proposed organizational chart of Local Organizing Committee (LOC) with personnel
- Letters of support
  - Venue (if applicable)
  - Local tourism organizations
  - Provincial/Territorial Sport Organization (PTSO) Pickleball Organization

#### Funding & Finances

- Preliminary projected event budget ([Nationals Budget Worksheet](#))
- Available funding opportunities (including grants that can be applied for)
- Financial support from Host location

- Outline a brief plan to secure local sponsorships and VIK support

### Venue

- Location, site map and photos
- Number of courts and specifications (compliance with requirements)
- Air conditioning and ventilation
- Spectator seating layout (access to bleachers, capacity)
- Main hall layout
- Other rooms (meeting rooms, washrooms, change rooms, etc.)
- Accessibility functions (elevators, bathrooms, etc.)
- Parking
- Vendor/merchandise & Sponsor/brand activation space
- Athlete's lounge layout
- Catering and food/beverage plan for onsite
- Hospitality (media and VIPs)
- Access/rental of equipment (chairs, tables, draping etc.)
- Load-in and load-out logistics (loading docks, etc.)
- Storage/ Shipping & Receiving Plan
- Podium stage location (pipe and drape, awards stage)
- Electronics/AV (speakers, music, microphone, screens)
- Wi-Fi capabilities/plan
- Security
- Medical and safety plans

### Accommodations

- Proposed partner hotel - affordable room rates and close proximity to the venue
- Other options

### Transportation

- Describe transportation plan for participants, including airport transportation on arrival and departure days, as well as local ground transportation between venue(s) and accommodations

### Local Organizing Committee (LOC), Event Staff & Volunteers

- LOC Format and job descriptions
- Volunteer plan/staff plan on-site during the event

### Communications & Marketing Plan

- Outline your communication plan – specifically, how can you ensure that participants and local media will be kept informed

- Do you intend to organize other activities related to the event, such as opening/closing ceremonies, special events, final banquet, or a festival?
- Please provide an outline of the social events schedule for the duration of the event
- Official language of the event with bilingual service strategy
- Local photography and videography plans
- What type of hosting services do you intend to provide to VIPs and sponsors?

### **Legacy and Community Engagement Plan**

- What benefit will hosting this event bring to your club, community, and province?
- Why should your bid be selected to host the event?
- Proposed timing and location for legacy activities

## 14. BID SUBMISSION EVALUATION CRITERIA

| Criteria  | Weight |
|---|--------|
| Venue & Playing Area  | 30%    |
| Finance & Budget  | 20%    |
| Operational Readiness (staff, accommodation, logistics, transport, medical, language, tech) | 20%    |
| Communications & Marketing & Event Services   | 15%    |
| Sponsorship   | 10%    |
| Legacy & Community Engagement   | 5%     |

## APENDIX A - SAMPLE LETTER OF INTENT

**[HOST ORGANIZATION / HOST GROUP NAME]**

**[CITY, PROVINCE]**

**[DATE]**

**Barry Petrachenko**

Executive Director

Pickleball Canada

Dear Mr. Petrachenko,

On behalf of **[HOST ORGANIZATION / HOST GROUP NAME]**, I am pleased to submit this Letter of Intent to formally confirm our interest in bidding to host the **2027 Pickleball Canada National Championships** in **[HOST COMMUNITY, PROVINCE]**.

**[HOST ORGANIZATION / HOST GROUP NAME]**, in collaboration with **[KEY PARTNERS, IF APPLICABLE]**, believes that **[HOST COMMUNITY]** offers the facilities, organizational capacity, and community support necessary to successfully host a national-level championship. We are committed to meeting all hosting requirements outlined in the Request for Proposal and to working collaboratively with Pickleball Canada throughout the planning and delivery of the event.

By submitting this Letter of Intent, we confirm our intention to prepare and submit a complete bid package in accordance with the timelines, criteria, and requirements established by Pickleball Canada.

Thank you for your consideration. We look forward to the opportunity to participate in the bid process.

Sincerely,

**[NAME]**

**[TITLE]**

**[HOST ORGANIZATION / HOST GROUP NAME]**

**[EMAIL ADDRESS]**

**[PHONE NUMBER]**