

Racquetball sponsorship...Not only Open players need apply:

By Chuck Rousenberg

I handle the sponsorships for one of the racquetball manufactures and am approached by some players and they immediately tell me what they have done in tournaments, what their ranking is and what tournaments they plan on going to during the season. This is all well and good, but in my opinion, tournaments and awards are for personal satisfaction.

What I look for before sponsoring a player is to look at what that player does for racquetball in general; bringing in new players, bringing back players that had gotten away from the game, helping with teaching and motivating new players, running leagues in their club(s), etc. Basically what that player does to spread the word on how much fun racquetball is and how good of a workout and how social it can and should be for players, young and old. It is also a sport to be enjoyed by both men and women and boys and girls. This information should not be kept to yourself.

I want a player that is not afraid to talk to people and tell them what he thinks. A good people person to talk about racquetball and finally to talk about the equipment that he/she is using and for the players that I sponsor, that is Ektelon equipment.

I hope that the other people that sponsor players follow this plan somewhat, because it is not Open players that run and drive our great sport. It is the players of all levels that enjoy this sport and want it to grow and be enjoyed by many fine people and sportspersons.

If you would like to contact me to find out about sponsorship, my email address is rcqutballer@yahoo.com

Sincerely,
Chuck Rousenberg
Ektelon District Coordinator