Revenue Boosters

IAPF
INTERNATIONAL ASSOCIATION OF
PICKLEBALL FACILITIES

Maximizing Court Time

- Getting the most out of your courts.

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Court Economic Density

Revenue Only

	Memberships	Court Rental	Open Play	League	2-day Tournament	Clinic	Corporate Event
# of courts	10	1	5	5	10	1	3
cost to participate	$129.00	$20.00	$10.00	$140.00	$110.00	$20.00	$3,200.00
# of participants	800		50	20	200	8	1
# of hours			3	2	10	1	2
# of sessions				7	2	1	1
# hours open per month (30x15)	450						
Total membership revenue / month	103,200						
Revenue per court hour	**$22.93**	**$20.00**	**$33.33**	**$40.00**	**$110.00**	**$160.00**	**$533.33**

24/7 Access

- Both PodPlay and Court Reserve support this feature
- Can be used to be fully autonomous, staff light, or open outside normal hours
- Facilities have added an incremental 5%+ revenue with no staffing costs
- Cameras in facility are a must
- Great for smaller facilities

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Affinity Groups

Skyler Birk-Stachon • 1st

Your new favorite Notion guy 🅽 → GTM Lead @ Optemization | NYC Tech Picklebal...

Book an appointment

4d •

1200! *closes eyes and pinches self*

It's still real.... 1200 people have signed for Tech Pickleball!!!!

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Corporate Team Building

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Corporate Pickleball Leagues

Corporate Pickleball League

★★★★★ (1 customer review)

$1,500.00 – $3,750.00

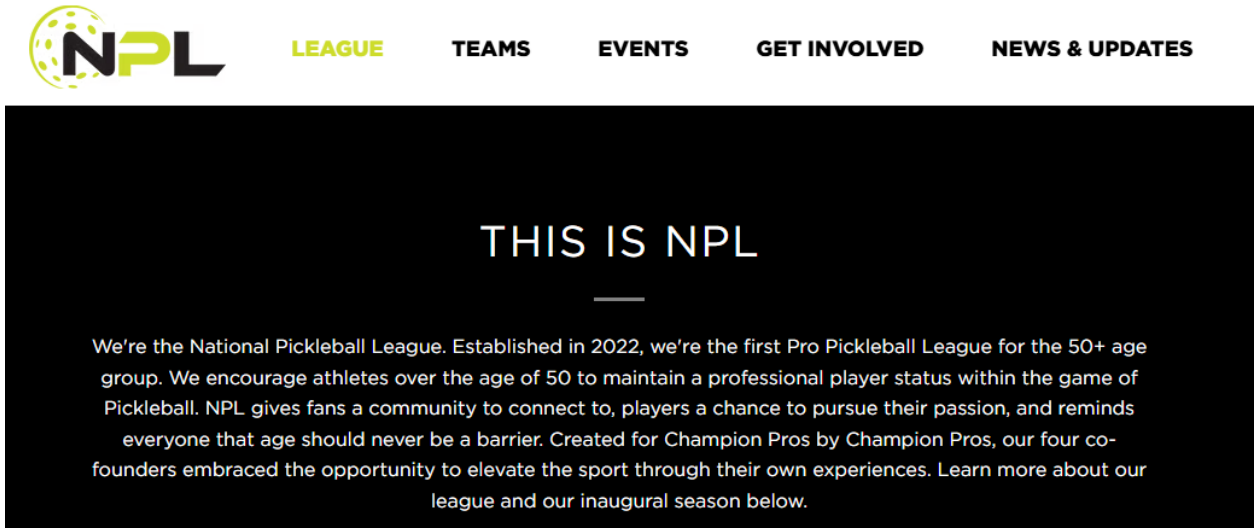
Want to see who on your team has the chops to go pro?

Join our corporate league where we take care of the organization, games scheduling. Just show up and have fun with your coworkers.

You can choose the day of the week and time that works best for your team.

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

National Leagues



IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Premium Court Charges

- Charge more per court for courts with cabanas
- Charge more for members to select a specific court
- Charge more for courts with digital scoreboards and video replays
- Peak hours
- Indoor vs outdoor

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Additional Programming

- Round robins
- Ladder play
- Moneyball

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Prime the Pump to Build Memberships

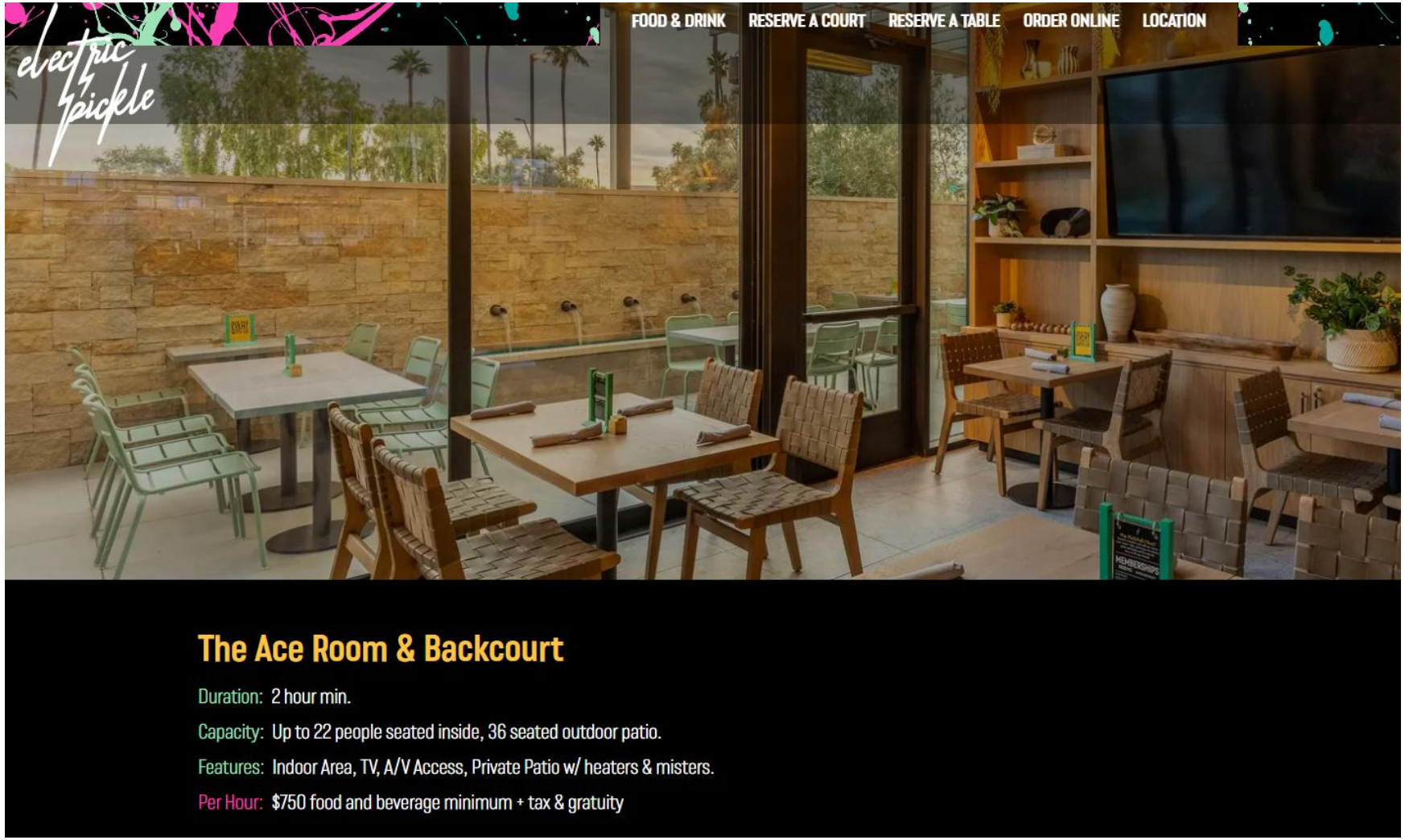
IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Glow-in-the-dark Events

Watch Parties

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

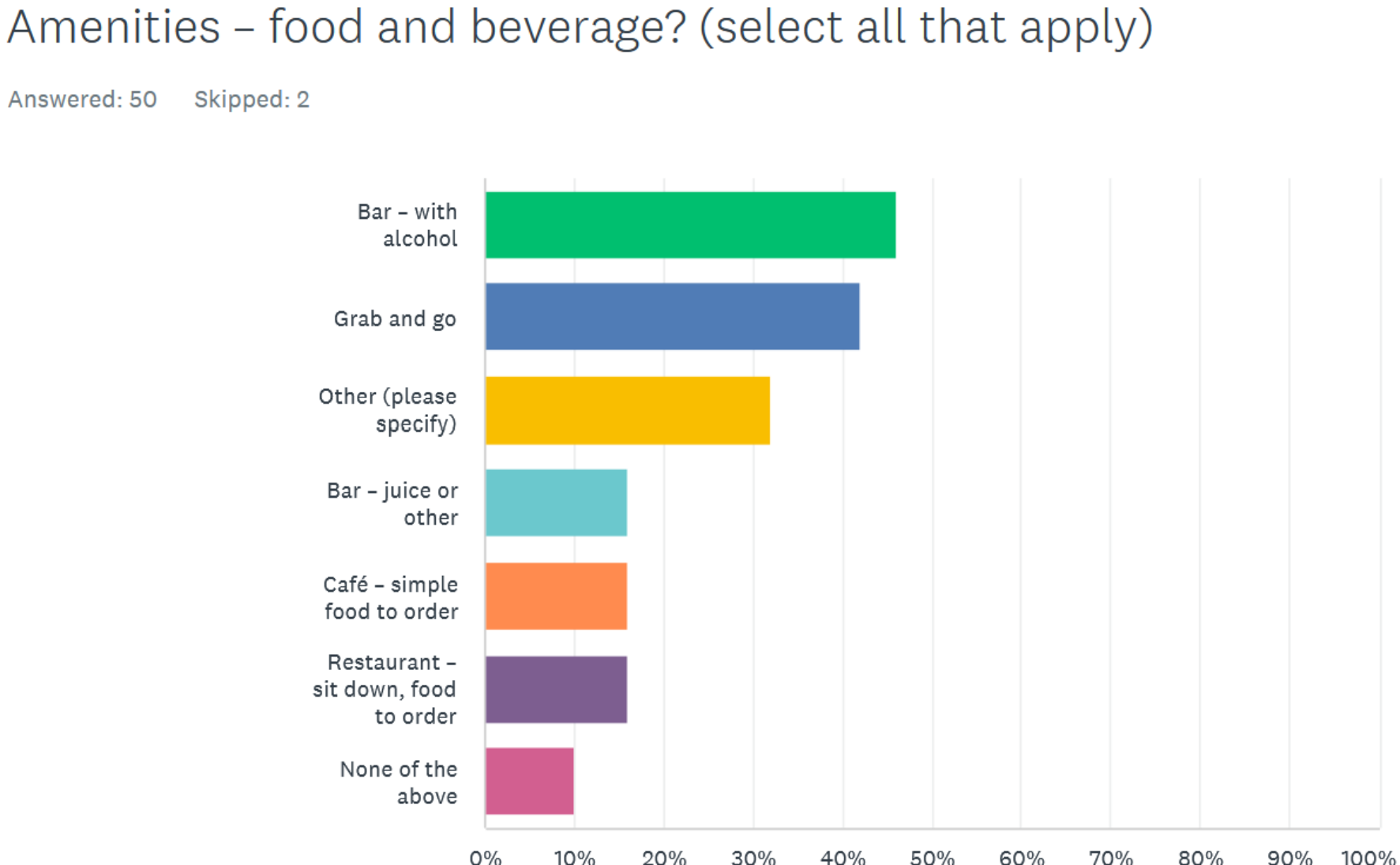
Corporate Events / Private Events



IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Food & Beverage

- **Grab & Go**
- **Café**
- **Restaurant**
- **Full Bar**
- **Self-Pour**



Sponsorships

Sample Sponsorship Pricing at Pickleball Facilities

Facility	# of courts	Location	Offer 1	Offer 2	Offer 3	Offer 4	Offer 5
Pickleball Coutry Club	13	Houston, TX	100,000	50,000	25,000	10,000	5,000
Smash Point	8	Mechanicsburg, PA	10,000	5,000	3,000	1,000	500
Apex Pickleball	11	Murfreesboro, TN	8,000	3,500	3,000		
Pictona	49	Holly Hills, FL	6,000	3,000	2,000	1,500	
The Premier Pickleball Club	6	Redmond, OR	2,750				
Ocean State Pickleball	8	Narragansett, RI	2,500				
Lubbock Indoor Pickleball	5	Lubbock, TX	2,500	1,200	500		
Centerline Pickleball Club	8	Warwick RI	1,500	1,000	500		
Seacoast Pickleball	8	York, ME	1,200	1,000			
Pickleballerz	6	Chantilly, VA	900				

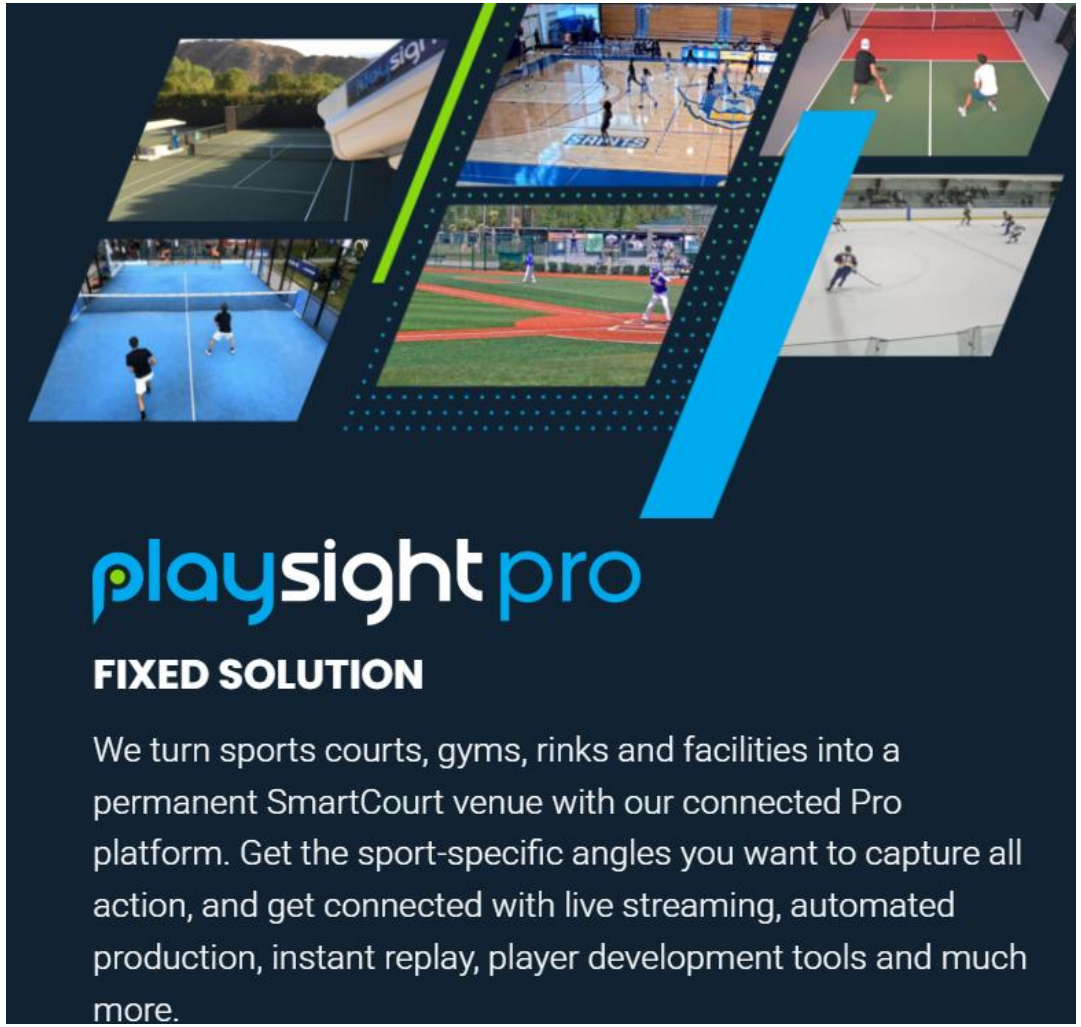
Tournament Sponsors

Pickleball Tournaments & Events

Sponsorship for competitive pickleball events. Selkirk will offer free/discounted balls for use during publicly advertised pickleball tournaments based on the number of participants and promotional product packages for use as fundraisers at tournaments.

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Videos / Video Replays



IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Machine Rentals

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Grants

Facility/Location	Grant Source	Purpose/Scope	Date
Cleveland Pickleball Center, OH	City of Cleveland (ARPA funds)	$100,000 for renovation of 10-court facility	Feb 2025 [5] [7]
Bellaire, OH	Ohio Dept. of Natural Resources (AMLER)	$1.47 million for 8-court complex + amenities	Mar 2025 [1]
Malad City, ID	AARP	Build outdoor pickleball courts	2024 [6]

A pickleball court? Nah, a complex for Rehoboth Beach

DTO (although it was hardly repetitious) also awarded $2 million to Midway Motion & Fitness in Rehoboth to build a pickleball complex, as opposed to a simple court or two, consisting of 16 – count 'em - playing surfaces.

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Sports or Tourism Commissions

WELCOME TO THE ARIZONA SPORTS & ENTERTAINMENT COMMISSION

The Arizona Sports & Entertainment Commission (ASEC) is among the oldest sports commissions in the United States. ASEC operates as an independent 501 (c) (3) organization. The mission of the Arizona Sports & Entertainment Commission is to represent the citizens of Arizona to bring sporting events to the state, assist in the promotion of existing events, and support youth and amateur sports programs.

Lodging Tax Advisory Committee

Board Details | Member Roster

Description

Goal

The Lodging Tax Advisory Committee (LTAC) reviews and recommends initiatives for funding

Background

The Lodging Tax Fund, generated from a state sales tax on overnight stays, supports:

- Advertising and promotion to attract visitors.
- Expanding tourism strategies.
- Operating tourism-related facilities.
- Marketing and managing visitor-focused events and projects.

The Sports Event Funding (SEF) Program provides financial assistance to support major sporting events that provide significant economic impact to Allegheny County, Pennsylvania.

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Tours

IAPF
INTERNATIONAL ASSOCIATION OF
PICKLEBALL FACILITIES

Insurance Tie-ins

Renew Active by UnitedHealthcare

One Pass™

Aaptiv

If you're eligible for ReNew Active, One Pass, or Aptive through your Medicare or health insurance provider, you are entitled to an individual membership at no cost to you. Click the button below to apply for a membership.

Optum Health Membership

Quartz® CashCard Gundersen Health

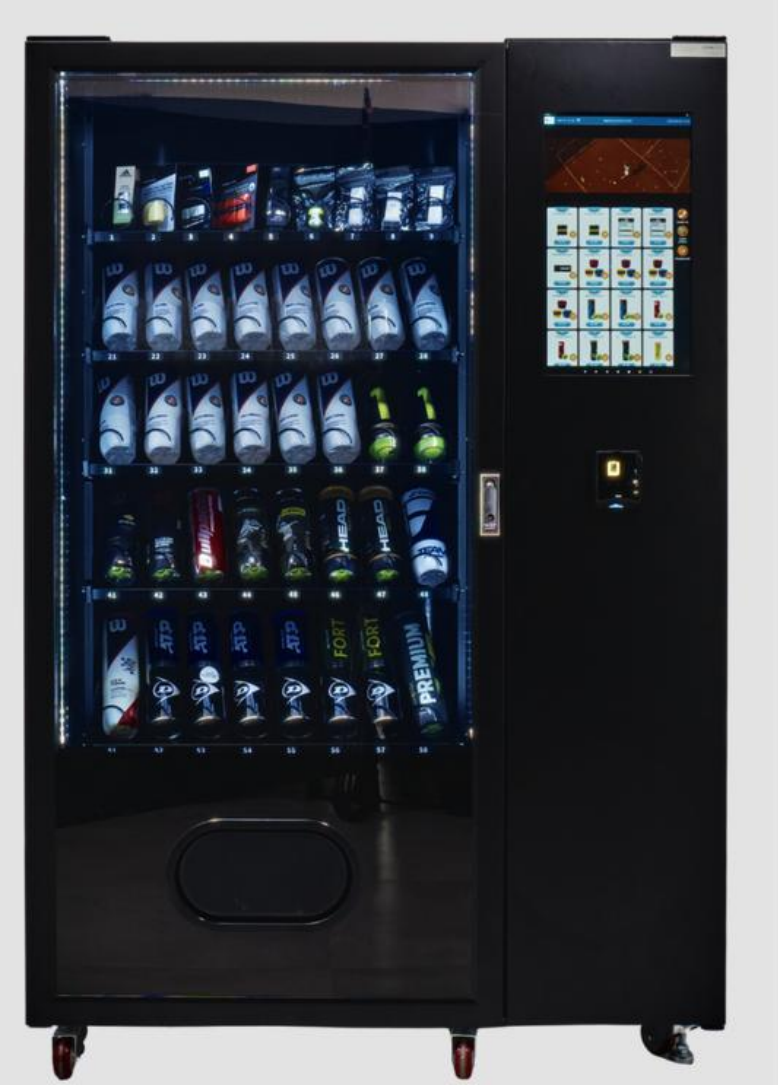
MEMBERS' FREQUENTLY ASKED QUESTIONS

The Quartz® CashCard benefit helps you save on out-of-pocket costs for over-the-counter (OTC) health-related items, and fitness memberships. Each member gets a Quartz® CashCard that's preloaded, activated, and ready to use. Your card's funds are available to use per quarter/year and don't carry over to the next.

SilverSneakers®

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Kiosks



Intelligent
Vending Solution

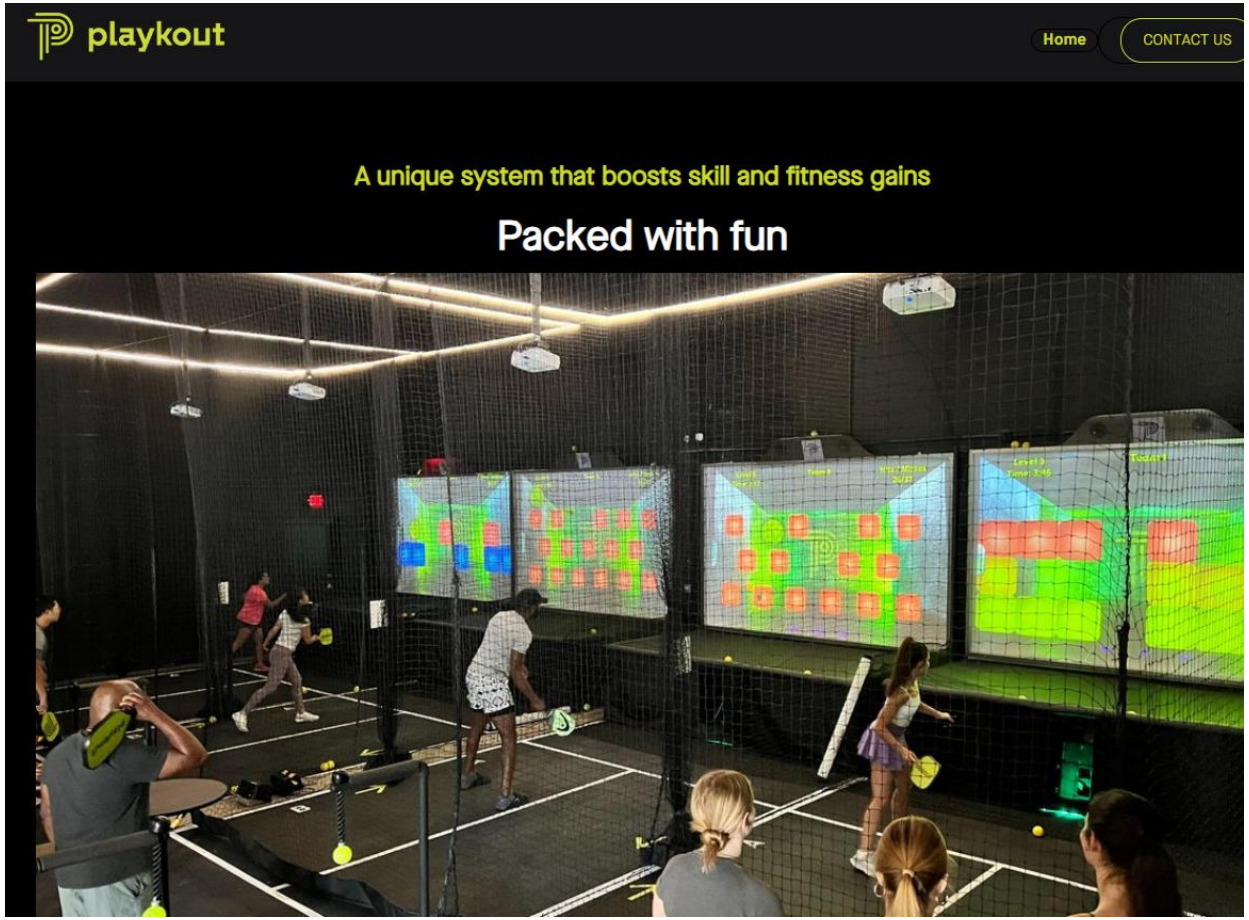
VENDING SPORT

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Office Pods

Simulators

- Golf
- Pickleball



IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

DUPR Assessment Center

DUPR Blog | Austin Pickle Ranch Becomes the First Official DUPR Assessment Center in Texas

dupr.com

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Store Within a Store

- Spa / Recovery / Wellness Center
- Pro Shop
- Padel Courts
- Cafe

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Special Offers

THE SUMMER PASS IS BACK!

Get your **Summer Pass** for just **$450** when you purchase in April—starting **May 1, the price increases to $475**! This **members-only deal** is your chance to lock in unlimited court reservations and open plays at the best rate. Don't wait, take advantage of this **early bird special** today!

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Gift Cards

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Pop-ups

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Bulk Memberships

BULK MEMBERSHIP

Corporate memberships

Add the ultimate employee benefit with a corporate membership. Your employees get full membership access to all 3 paddle sports, preferred pricing on dining, beverages, and shop, boutique fitness center, and member-only amenities such as our private lounges, garden, locker & sauna rooms, and more.

Apartment building resident memberships

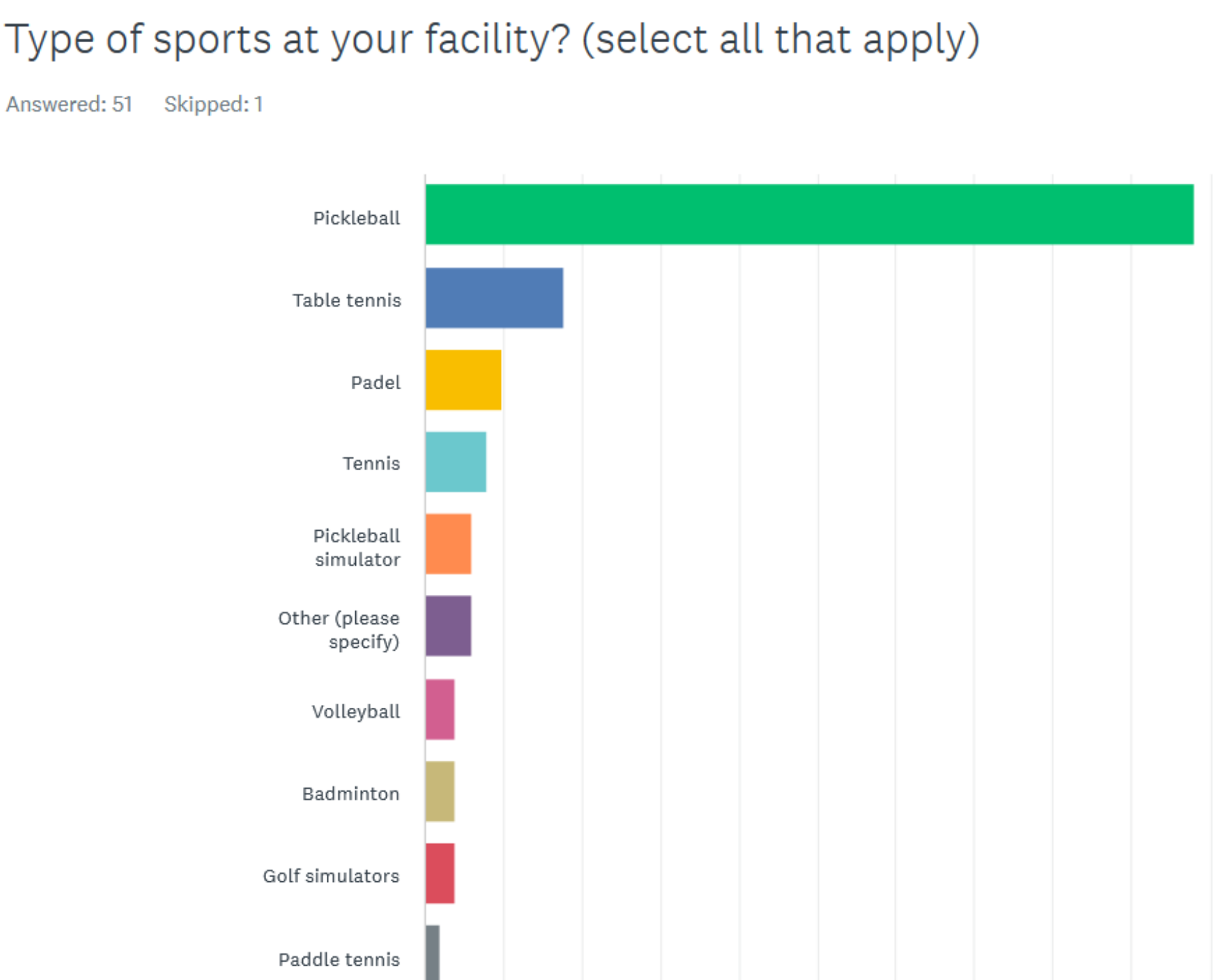
Offer the most exclusive rental incentive with bulk apartment resident memberships. Your renters get full access to all 3 paddle sports, preferred pricing on dining and shop, gym, and amenities like our private lounge, garden, locker rooms, and more.

Condo developer and broker closing gifts

Give the unique experiential closing gift to your new residents when they move in. Whether they're all in on recreation like pickleball or you want to help them connect with their new community through our social club and private amenities, a St. Pete Athletic membership will be sure to impress.

IAPF
INTERNATIONAL ASSOCIATION OF PICKLEBALL FACILITIES

Sports


Type of sports at your facility? (select all that apply)
Answered: 51 Skipped: 1
Pickleball
Table tennis
Padel
Tennis
Pickleball simulator
Other (please specify)
Volleyball
Badminton
Golf simulators
Paddle tennis