

SOUTH FLORIDA - December 9-10, 2023





NATIONALLY TELEVISED

The World's Only Pickleball Expo, Convention & Indoor Tournament



- Thousands of Spectators, Players, Consumers, Exhibitors & Corporate Buyers
- Demonstrations, Celebrity Matches, Fashion Shows, Entertainment
- Activewear, Shoes, Accessories, Bags
- Continuing Education, Industry Keynote, Become an Official Referee
- Pro & Amateur Tournament

Build Brand Loyalty

Direct Sales, Lead Gen, Orders

Product Sampling & Demos







DELRAY BEACH

Nationally Televised



OUR TOURNAMENTS



Two of Florida's 'Big 5' Tournaments

- · Thousands of Spectators, Players, Consumers, Exhibitors & Buyers.
- Showcases top-tier talent and fosters global connections in pickleball.
- Demonstrations, Celebrity Matches, Pro Ams, Over \$50,000 Prize Money.
- Activewear, Shoes, Accessories, Bags
- · Continuing Education, Industry Keynote, Become an Official Referee

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SOUTH FLORIDA MARKET

MIAMI DADE - BROWARD - PALM BEACH

THE HIGHEST POPULATION OF PICKLEBALL PLAYERS IN THE U.S.

Connect with Thousands of Players, Consumers, & Buyers
The South Florida Average Pickleball Player makes \$120k per Anum
The South Florida Average Pickleball Player is now 32
43.6% Male and 56.4% Female

Build Brand Loyalty

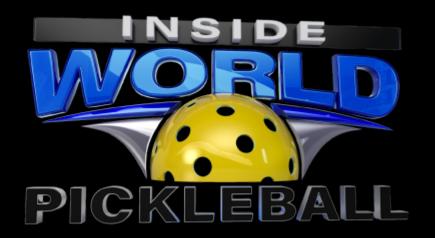
Direct Sales, Lead Gen, Orders

Product Sampling & Demos









OUR TV SHOW

The Nation's Only Magazine Format Weekly Pickleball Show

- As seen on CBS Sports, FOX Sports, and now Amazon Prime Video.
- Reaching over 60 Million Households, now in it's 3rd Season
- Covering all aspects of pickleball, tournaments, lifestyles, rules, equipment and fashion insights.

Build Brand Loyalty

Direct Sales, Lead Gen, Orders

Product Sampling & Demos



Televised via Amazon Prime Video's New Channel! *Available in over 40 million homes in the U.S.*





GAIN TRACTION



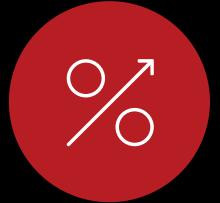
SELL

BUILD

GROW

DRIVE









Immediate Sales Incremental Sales

Build Brand Loyalty
Community
Goodwill
Sample Products

Grow Lead Gen Data Collection Loyalty Program Drive Website Traffic Take a Leadership Role Fastest Growing Industry

BECOME A RECOGNIZED LEADER IN THE FASTEST GROWING SPORT

NATIONALLY HERALDED

The New York Times

"Pickleball is Ready for Prime Time"

Read more

Pittsburgh Post-Gazette

"Major Companies Take
Center Stage at National
Pickleball Expo"

Read more

Our Events

Atlantic City Pickleball Open

The Masters at Boca Raton

The Open
Delray Beach

National Pickleball Expo
West Palm Beach
Atlantic City
Miami

National Pickleball
Annual Convention
Las Vegas Convention Ctr

BOSTON HERALD

"Big Crowds Expected for Nation's 1st Pickleball Expo"

Read more

Sun-Sentinel

"There's Something for Everyone at Nation's First Pickleball Expo"

Read more

WHO CARES

- 70,000+ USAPA Members Men & Women
- Largest Age Bracket 18-34
- Pickleball's Growth 158.6% in last 3 Years
- Age Divisions: 19+, 35+, 50+, 60+ 70+, 80+, 90+
- Newbie, Beginner, Intermediate, Advanced
- Average Household Income \$136,000
- APP Report: 48.3 Million Players in 2023







BRANDABLE EVENTS



Stadium Court Court Area **Fashion Show** Warm-up & Demo Courts **VIP Courtside Seating** Bar & Eatery Welcome Party Player / Fan Reception **Awards Ceremony**





BROADCAST ASSETS



:30 Second Spots
Bumper in/out
Sponsored Features
Inside World Pickleball Show
Rally of the Match
Save of the Day
Dink of the Day
Blast of the Day









WHAT'S INCLUDED

Asset	Title	Presenting	Platinum	Gold	Associate	Exhibitor
EXCLUSIVITY	YES	YES (non-endemic)	YES (non-endemic)	NO	NO	NO
TV: :30 Sec Spots/Day	4	2	1			
Bumpers in/out	4	2	1			
On-Air Feature	1	1	1			
Broadcast Recognition	YES	YES	YES			
Inside World Pickleball Interview	YES	YES	YES			
Convention Commercials	1/hour	1/eo hour	2 per day	1 per day	1 per day	
Your Logo on Event Logo	YES	YES				
Event Logo in All	YES	YES				
Logos on All Digital	YES	YES	YES	YES	YES	
Signage Throughout	30 Signs	15 Signs	6 Signs	3 Signs	2 Signs	
Exhibit Space	20x20	20x20	20x10	20x10	10x10	10x10+
Swag Bag Inclusion	YES	YES	YES	YES	YES	YES
Logo on Email Mktg	YES	YES	YES	YES	YES	YES
Website Linked	YES	YES	YES	YES	YES	YES
Program Guide Logo	YES	YES	YES	YES	YES	YES

WHAT'S INCLUDED

Asset	Title	Presenting	Platinum	Gold	Associate	Exhibitor
VIP HOSPITALITY TENT	YES	YES				
VIP Courtside Champions Seats	8	6	4	2	2	
Event Passes	100	40	30	20	10	
VIP Parking	4	3	2	1	1	
Opening Night Reception	10	6	4	2	2	
Brandable Assets	4	3	2	1		

PARTNER OPPORTUNITIES

- 1 Event Diamond Title Sponsor
- 1 Event Emerald Presenting Sponsor
- 1 Official Platinum Sponsor
- 2 Official Gold Sponsors
- 4 Associate Sponsors
- Exhibitor

\$20,000

\$15,000

\$12,000

\$8,500

\$2,500

\$1,600+





Thank you

Questions?

George Domaceti

800-451-9855 x550 george@worldpickleballgroup.com

