



**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



Available in over 40 million homes in the U.S.



**DELRAY BEACH**



**PICKLEBALL OPEN**

Nationally Televised

# OUR TOURNAMENTS

BOCA RATON



## 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

**Build Brand Loyalty**

**Direct Sales, Lead Gen, Orders**

**Product Sampling & Demos**



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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 Annum

The South Florida Average Pickleball Player is now 32  
43.6% Male and 56.4% Female

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## 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!**

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# GAIN TRACTION

## SELL



Immediate Sales  
Incremental Sales

## BUILD



Build Brand Loyalty  
Community  
Goodwill  
Sample Products

## GROW



Grow Lead Gen  
Data Collection  
Loyalty Program

## DRIVE



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*

BOSTON HERALD

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

*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

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



Available in over 40 million homes in the U.S.

# 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 \$20,000
- 1 Event Emerald Presenting Sponsor \$15,000
- 1 Official Platinum Sponsor \$12,000
- 2 Official Gold Sponsors \$8,500
- 4 Associate Sponsors \$2,500
- Exhibitor \$1,600+



Thank you



Questions?

George Domaceti  
800-451-9855 x550  
george@worldpickleballgroup.com



LAS VEGAS 2024