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**Grow your brand with Pictona's  
World-Class Pickleball Facility  
built for the fastest-growing  
sport in the nation.**

Pictona (**PICK**leball + **dayTONA**) is already known internationally as one of the finest pickleball venues in the United States and has hosted tournaments for USA Pickleball, PPA, APP, Major League Pickleball, in addition to Pictona's four tournaments, including the Conviva Pictona Open, Zuca Rookie Rally, Subaru of Daytona Challenge, and MetroHealth Super Seniors.

The \$16 million campus is owned by the City of Holly Hill and is operated by the Pictona at Holly Hill Club, a 501(c)(3) corporation. This amazing public/private joint partnership was made possible by The City of Holly Hill, ECHO grants, private donations, sponsorships, and Rainer and Julie Martens bringing their vision to reality here at Pictona.

# Partner with Pictona!





Reach a broader audience, while promoting a healthy and active lifestyle within the pickleball community.

Enhance your brand image by partnering with Pictona, a proven leader in the Pickleball World.

Boost Brand Awareness

- on-site signage
- online presence
- email marketing
- Exhibiting Opportunities







It Started with the vision...

... Ormond Beach couple Rainer and Julie Martens & a resolute and supportive Holly Hill community.





## Ormond Beach couple help launch creation of 24-court pickleball facility in Holly Hill

Friday, May 10, 2019 | Rainer and Julie Martens smile at the ground breaking ceremony for Pictona. Photo by Ray Boone



# Public/private partnership

## Strong Community Support

- City of Holly Hill
- ECHO Grants
- Martens Charities
- Private Donations







**Opened July 2020**





**Expansion Complete 2022**



# Pictona's IMPACT

*It's more than a game; it's a lifestyle!"*



Pickleball - It's more than a game.

*It's a lifestyle.*



**255,552**  
Check-Ins

We have had over 255,552 daily check-ins since we first opened in July 2020.

At Pictona, we believe in Community. As part of that pledge, we offer Pickleball education at the Humana Education Center and weekly introductory classes FREE to the public - We call it PB101!



**13.6 Million**  
Players in 2023

Pickleball participation grew over 52 percent from 2022 to 2023. A whopping 13.6 million Americans tried pickleball last year! \*\*



We were recently voted the BEST tournament venue in Florida, according to a poll conducted by Pickleball State Florida.

And the leading industry publication, "Pickleball Magazine" included us in their list of Top 25 Great Places to Play!

**49**  
Courts

13 courts are covered, 36 are uncovered, including AdventHealth's Covered Courts and MetroHealth Stadium and Championship Court

Our Florida Health Care Plans Activity Center has hosted over 978 classes since we opened.

**1350+**  
Members

Pictona draws visitors from all over the United States - and some internationally, filling hotels, and benefitting local restaurants and shops in the Holly Hill area.



**3,000+**  
FREE Beginner Lessons Given



**1,200 +**  
Seats!

Our stadium seats up to 1200 pickleball fans for tournaments or convert to concert seating for up to 1500 fans!



**9,595**

Tournament Players



**978**  
Classes



# Pickleball Municipal Facility of the Year Pictona at Holly Hill

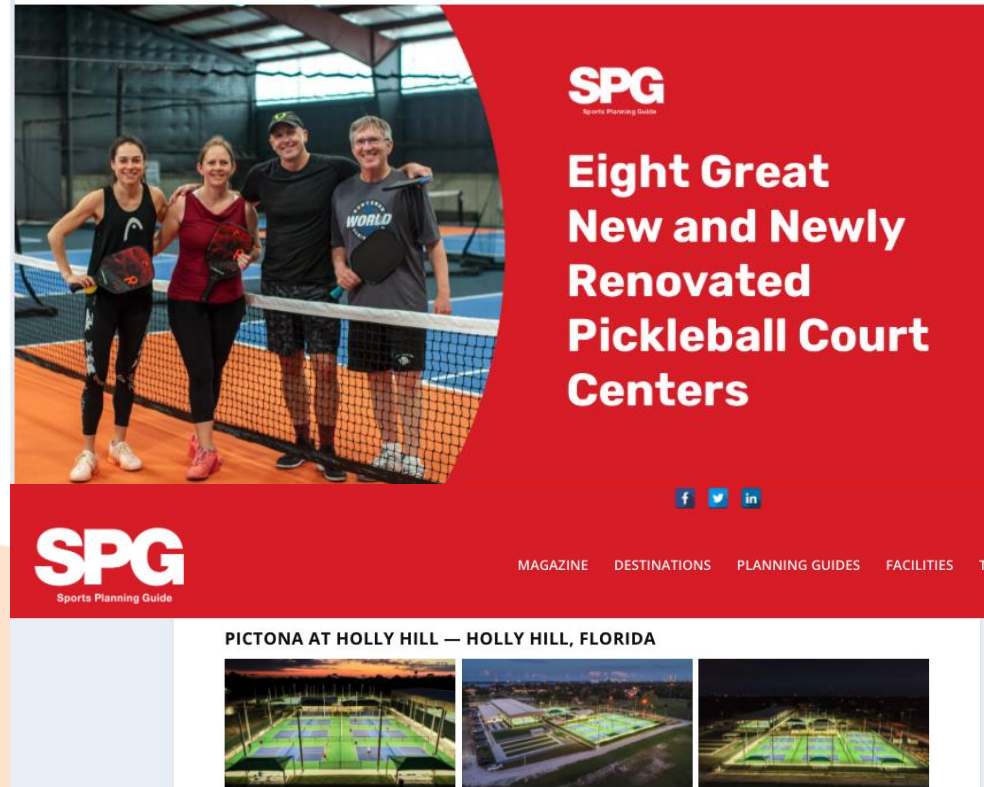
► Located in the Daytona area, Pictona at Holly Hill is one of the largest dedicated pickleball facilities in Florida. The \$6.3 million venue opened in July 2020 and boasts 24 LED lighted courts, including eight that are covered, a center pavilion, restaurant, clubhouse and game room. Pictona also provides a wide variety of programming for youth and adults.

## 2022 Pickleball Municipal Facility of the Year by Tennis Industry Magazine

The expansion will further enhance Pictona as a major pickleball tournament site and training center. The Pictona Open (formerly the Fall Vintage Tournament) will be the premier competition and with up to 49 courts, the complex will seek to accommodate up to 1,500 players. Plans also call for hosting smaller tournaments monthly for 300 to 1,000 players.

Holly Hill City Manager Joe Forte is thrilled: "Pictona is putting Holly Hill on the map nationally among pickleball enthusiasts. We have people calling the Holly Hill Chamber asking for information about homes in the area because they want to relocate near Pictona."

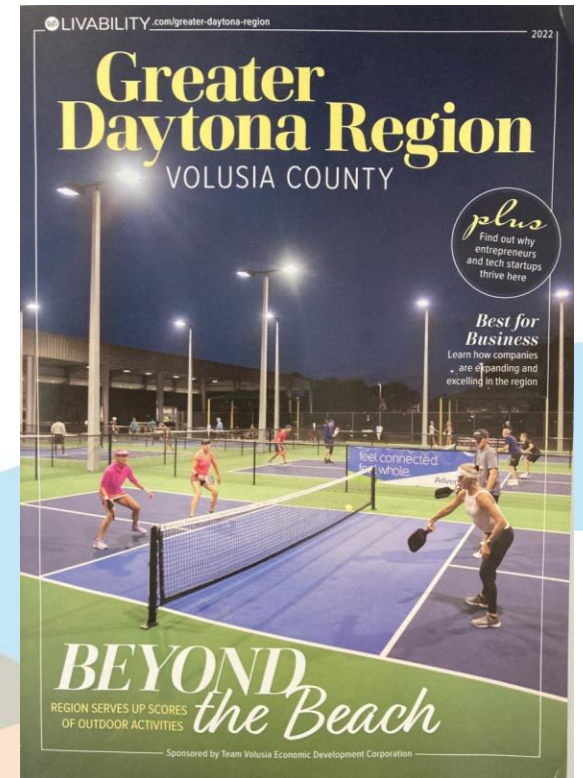
—Judy Leand



The screenshot shows a webpage for 'Pictona at Holly Hill' on the Sports Planning Guide (SPG) website. The top section features a photograph of four people (two women and two men) standing on a pickleball court. To the right of the photo is a red banner with the SPG logo and the text 'Eight Great New and Newly Renovated Pickleball Court Centers'. Below this is a navigation bar with links for 'MAGAZINE', 'DESTINATIONS', 'PLANNING GUIDES', 'FACILITIES', and 'TRE'. The main content area has the title 'PICTONA AT HOLLY HILL — HOLLY HILL, FLORIDA' and three small images showing different views of the facility.

Top 8 facilities in  
Sports Planning Guide's  
list of places picklers need to  
experience

The Florida League of Cities publishes a Quality Cities magazine. They recently featured Holly Hill in a "City Spotlights" section with Pictona also featured



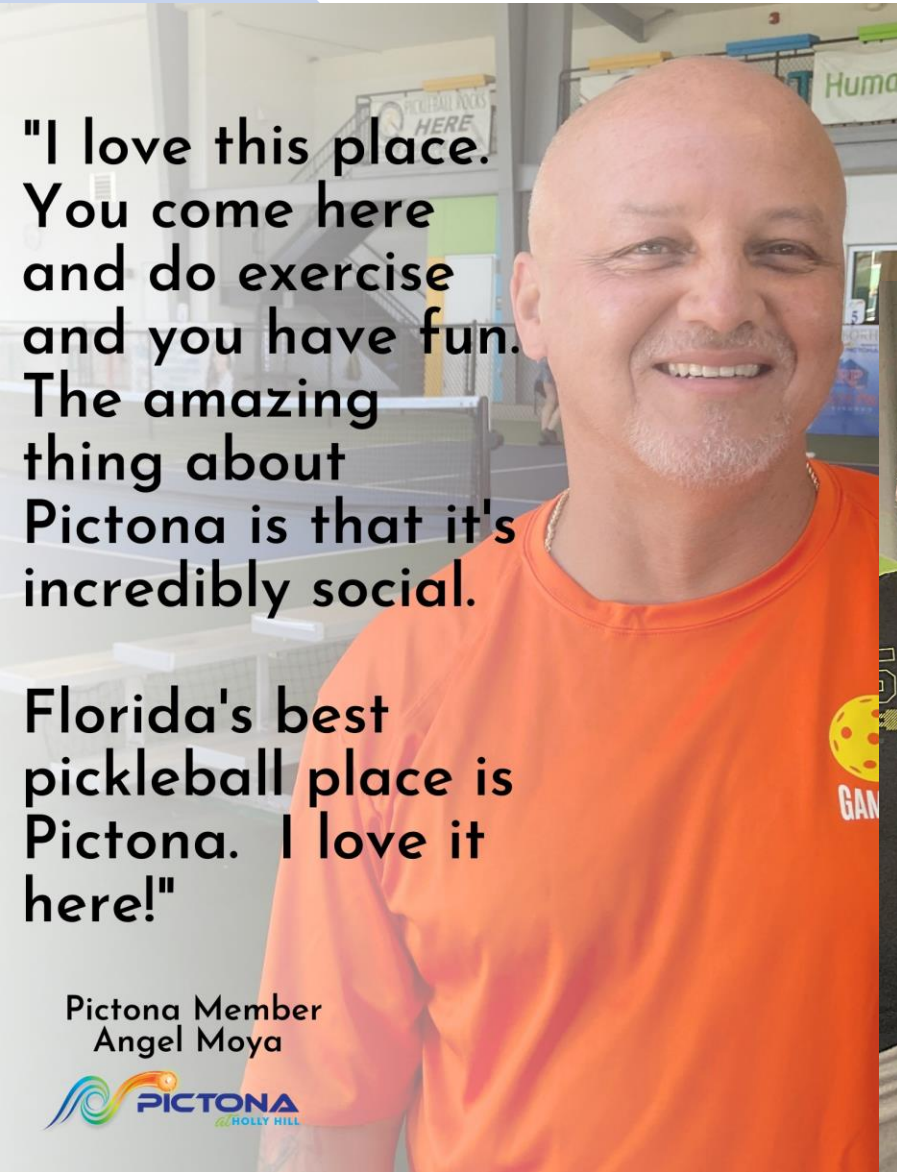
The image shows the cover of the 'Greater Daytona Region' Quality Cities magazine for Volusia County, 2022. The cover features a photograph of people playing pickleball on an outdoor court at night. Text on the cover includes 'LIVABILITY.com/greater-daytona-region', '2022', 'Greater Daytona Region VOLUSIA COUNTY', 'plus Find out why entrepreneurs and tech startups thrive here', 'Best for Business Learn how companies are expanding and excelling in the region', 'BEYOND the Beach REGION SERVES UP SCORES OF OUTDOOR ACTIVITIES', and 'Sponsored by Team Volusia Economic Development Corporation'.



"I love this place. You come here and do exercise and you have fun. The amazing thing about Pictona is that it's incredibly social."

Florida's best pickleball place is Pictona. I love it here!"

Pictona Member  
Angel Moya



"We're excited about the opening of Pictona 2. It's great for the area and it's going to be a nationally renowned place to come and visit!"

I love working on my serves, meeting new people, and I love their french fries. I'm really excited to play on the championship court one day!

Pictona Members  
Craig & Nathan  
Perkins



"The health benefits you experience from playing pickleball are incredible - Coming to Pictona is very cathartic."

"We were looking for a community and found the people at Pictona are really welcoming."

Pictona Members  
Nick Thomas &  
Sammy Singer





# Where the Pros Play... and Everyone Plays like a Pro!



**PLAY WITH THE PROS!**  
*Jay Devilliers*  
 PPA Rankings:  
 # 3 Singles  
 # 7 Doubles  
 # 4 Mixed 

Saturday & Sunday  
**July 9 & 10**  
 9 - 11:30 am

Each clinic will cover six topics: Dinking, 3rd Shot Drop/Drive & Transition, Volleys/ Blocks, Serve & Return, Doubles Strategies and Court Positioning.

\$150 Members /\$175 Non-Members\*  
 \*For Each Clinic

**Call**  
**(386) 310-7067**  
 to Register





## APP TOUR

2023 Schedule

Jan. 11-15	Punta Gorda, FL
Jan. 18-22	Boca Raton, FL
Feb. 8-12	Daytona Beach, FL (Major)
March 1-5	St. Louis, MO
March 15-19	Delray Beach, FL
March 29-April 2	Mesa, AZ
April 26-30	Sacramento, CA
May 3-7	Southern California (Major)
May 10-14	Cincinnati, OH
May 24-28	New York City, NY (Spring Championships)
June 21-25	Canadian Tournament (location TBA)
July 12-16	Los Angeles, CA
Aug. 23-27	Philadelphia, PA
Aug. 30-Sept. 3	Chicago, IL (Major)
Sept. 6-10	New Jersey
Sept. 27-Oct. 1	Atlanta, GA
Oct. 4-8	Dallas, TX (Major)
Oct. 18-22	Houston, TX
Oct. 25-29	Hilton Head Island, SC
Nov. 29-Dec. 3	Mesa, AZ (Fall Championships)

 03/09/23 - 03/12/23



**PPA Florida Open**  
 Pictona at Holly Hill , Holly Hill, FL, United States



THE PRESS  
COVERAGE  
CONTINUES!

NEWS 6 (WKMG-TV)  
ORLANDO

AIRDATE  
SEPTEMBER 2022





# Sponsorship Opportunities

ON-SITE SIGNAGE

DIGITAL PACKAGE

TOURNAMENT EXHIBITOR OPPORTUNITIES

LIVE STREAMING OPPORTUNITIES  
COMING!

