



PARTNERSHIP OPPORTUNITIES

Put your brand in play with year-round visibility at the nation's 2nd largest pickleball venue and access to one of the country's most active pickleball communities.

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WHY PICTONA

2nd largest in the nation, and one of the Most Active Pickleball Facilities in the Country

- 49 dedicated courts
- 1400 Members
- 110,000 Check-ins
- National tournament host (PPA, APP, MLP)
- 364-day play environment
- Located 10 minutes from Daytona Beach tourism market

It is daily participation sport—not a passive audience

- Daily exposure
- Product integration
- Repeat engagement
- On-site retail conversion

This is where brands grow, not just show up



Pictona at Holly Hill. A World-Class Pickleball Facility built for the fastest-growing sport in the nation. 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, partnerships, and Rainer and Julie Martens bringing their vision to reality here at Pictona.

Whether your goal is brand awareness, local or national market presence, community goodwill, employee wellness, tourism connection, or customer engagement, Pictona offers sponsorship opportunities that combine on-site visibility, digital exposure, and authentic pickleball community connection.



WHY PARTNER WITH PICTONA

Pictona partnerships are designed to help brands become part of an active, high-frequency pickleball environment where visibility, engagement, and community connection happen year-round. With daily play, tournaments, programming, Pro Shop activity, visitors, and premium campus assets, Pictona gives companies the opportunity to move beyond traditional advertising and connect with players, families, spectators, and visitors in a meaningful setting. Whether a partner is focused on brand awareness, product trial, customer engagement, community impact, wellness, tourism, or retail growth, Pictona offers flexible partnership levels that can align with a company's goals while creating measurable value through repeated exposure, on-site interaction, and authentic association with one of the most active pickleball destinations in the country...The World-Class Pictona at Holly Hill.

DEMOGRAPHICS



Avg. Age: 48
 Mean Age: 53
 50 & Under - 46%
 51 & Over - 54%

70 % within 50-Mile Radius
 30 % outside 50-Mile Radius

1400 Members

Genders
 Men - 54.6%
 Women - 45%
 Not disclosed - 0.4%

50% within 20-mile radius

Age Range	2025
Under 21	10%
21-30	16%
31-40	10%
41-50	10%
51-60	20%
61-70	26%
71-80	7%
81-90+	1%

City	% of Total
Ormond Beach	19%
Daytona Beach	12%
Port Orange	7%
New Smyrna Beach	5%
Palm Coast	3%
St. Augustine	2%
Deland	2%
Jacksonville	2%
Orlando	1%
Daytona Beach Shores	1%
Holly Hill	1%
Other	45%

PARTNERSHIP OPPORTUNITIES

On-site Digital Boards

- Campus-wide digital visibility in high-traffic areas.
- 6 Digital Boards
- Value: \$3,000 per year - 3 years or \$4,000 for one year.

Banners

- Year-round court visibility where players and guests gather.
- 8' x 3.5' Banners
- Value: \$2,000 per year - 3 years or \$2,500 for one year. + production cost \$250

Championship Court Package

- Championship Court Sign
- Premium placement in Pictona's most visible competitive setting.
- 6 On-site Digital Boards
- Value: \$5,000 per year - 3 years or \$6,000 for one year. + production cost of \$350

Full Court Banner

- Maximum on-court impact with a full-length brand presence.
- 60' x 5.5' Banner - entire length of court
- 6 On-site Digital Boards
- Value: \$6,000 per year - 3 years or \$7,500 for one year. + production cost of \$1500

Enhanced Partner

- A multi-channel package combining signage, digital reach, and activations.
- \$10,000+ (Championship Court and Full Court Banner) includes 10 on-site digital boards, 8 X Pictona News (26,000 emails), and Social Media. 2 pop-up activations + 4 tournament activations

Premium Partner

- A top-level partnership with naming-rights potential and deeper brand integration.
- \$25,000+ includes (Covered Courts or Stadium Naming Rights) Enhanced Partner benefits plus, logo on Pictona's home page, branding on smart court app, and programming engagement.



EX: ESTIMATED VALUE OF \$10K LEVEL PARTNERSHIP

Championship Court Package & Full Court Signage

- Tournament + daily play visibility
- Featured in photos, videos, livestreams, and signage in background of smart court social media sharing.
- 25% of traffic sees court clearly
- Repeat viewing during matches

Calculation:

- $110,000 \times 25\% = 27,500$ viewers
- $\times 5-10$ repeat views = 137,500 – 275,000
- Add tournament/media exposure live streaming and smart courts: +100K–200K

Final Range: 238K – 475K impressions

Social Media

- **Focused on Storytelling**
- 8 posts
- Engaged pickleball audience
- 8 posts \times 4K–10K reach

Final Range: 32K – 80K impressions

10 On-site Digital Screens

- 4 located at Pro Shop entrance +6 throughout campus
- Rotating daily exposure
- 3–5 views per visit
- $110,000 \times 4-5 = 440,000 - 550,000$

Final Range: 440K – 550K impressions

Email Marketing (Pictona News)

• Focused on Storytelling

- 26,000 subscribers
- 60% open rate
- 8 campaigns

Calculation:

- $26,000 \times 60\% = 15,600$ opens
- $\times 8 = 124,800$
- Adjust for multiple views

Final Range: 124K – 200K impressions

Activations

- 2 pop-up activations + 4 tournament activations
- Estimated Reach: 2,000 – 5,000
- Direct interaction & conversion

Final Range: 2,000 – 5,000

Total Estimated Impressions & Value

- 110,000+ annual check-ins
- Average 1.5–2 hour dwell time
- High-frequency repeat players
- Estimated exposures per visit = 10–15 views (arrival, court movement, waiting, socializing, repeat glances)
- Value: Non-skippable, repeated in-person exposure that drives purchase

• **Low: 836,000 - High: 1.3M**

Valuation Model: Using \$20 CPM

Low: \$16,720

High: \$26,000

The \$20 CPM valuation model reflects estimated media exposure only. It does not include the added value of direct customer engagement, Pro Shop placement, product trial, staff recommendations, tournament activations, social proof, member trust, repeat in-person interaction, email storytelling, future Shopify conversion opportunities, or the ability for a brand to become part of the Pictona player experience rather than simply be seen by it.

Partner with Pictona to elevate your brand, engage one of the nation's most active pickleball communities, and support the continued growth of America's fastest-growing sport.



Let's Build the Right Partnership for Your Brand
Pictona offers more than signage. We help businesses connect with an active, loyal, health-focused community through visibility, events, digital exposure, and meaningful community impact.

For more information:

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