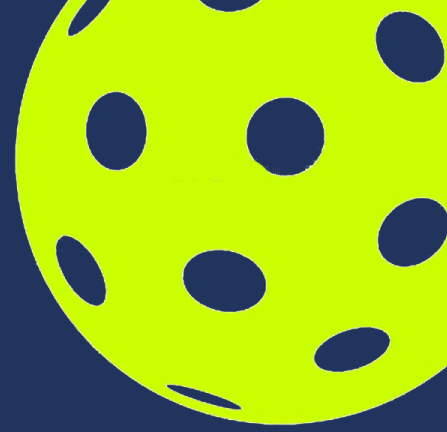




HOUSE OF PICKLEBALL



ADVERTISING & SPONSORSHIP OPPORTUNITIES

Advertising your business at The HOP is the best game in town!

PICKLEBALL CONTINUES EXPLOSIVE GROWTH!

- For the 4th year in a row, pickleball has been recognized as the fastest-growing sport in the U.S., showing an astonishing growth of 311% over the last three years.
- Approximately 20 million individuals play pickleball across the nation, with 68,000+ courts available!
- Pickleball is a booming industry, generating \$1.5 billion in revenue nationwide in 2023. This figure is projected to grow to \$4.4B by 2033.

Key Pickleball Stats (2024)



19.8m-48.3m
Number of pickleball players in the US



311%
Pickleball's average growth rate over the last 3 years



25-34
Largest age bracket of pickleball players (28.8% of total)



16,289
Number of places to play pickleball in the US



\$1.5 billion
Pickleball market (latest 2023)



11.3%
Forecasted compound annual growth rate through 2028

HOP DEMOGRAPHICS

The HOP has over 800 paid members and more than 16,000 occasional members.

- About 72% of members are women in the 50-69 age range, with an average age of 56.
- In the last year, there were over 88,000 player check-ins, averaging over 240 per day.
- Most members are retired, live locally, and have considerable disposable income.
- The majority are NC transplants who seek services within the community.



WHY ADVERTISE AT THE HOP?

- **OUR GREAT DEMOGRAPHICS**

With an average age of 58 years young this is a group of fun loving consumers.

- **EXTENSIVE REACH**

A social media presence on Instagram (980+ followers), Facebook (6,800+ followers), Over 5,000+ website visitors per month and email/text list of over 15,000.

- **YOU'LL HAVE EYES ON YOUR ADS**

Over the past 12 months, we've had over 88,000 players (even more spectators) check-in to play, an average of 240+ per day.

- **THE HOP IS THE PLACE FOR PICKLEBALL**

As one of the top indoor pickleball facilities in the country, the HOP is the 'go-to' place for picklers in Brunswick & New Hanover Counties.

- **LOCATION, LOCATION, LOCATION**

Situated in Leland, NC, the HOP is in one of the fastest-growing cities in North Carolina.

- **TRANSPLANTS ARE IN SEARCH OF YOUR SERVICES**

The majority of people playing at the HOP are transplants looking for the services you provide.



MAIN FACILITY ADVERTISING

24 Available

\$1,750 per yr.

4' x 8'

4 Available

\$2,800 per yr

7' x 7'

2 Available

\$4,900 per yr

8' x 16'



Note: \$375 design/print/installation fee charged per sign.



GET CREATIVE - NAME A COURT

Come up with a creative name for one of our 12 courts. Sign will incorporate fun name and your company logo.

12 Available
\$875 per yr.

8.5" x 11'

Note: A one time \$150 print/installation fee will be charged per sign. All names/signs must be approved by the HOP.



RESTROOM ADVERTISING

“8.5 x 11” - 9 available (10 Women’s, 6 Men’s) \$50 per month, 6 month minimum

A Barbour & Monroe Survey shows 92% recall seeing businesses in bathroom ads and remember them 60-78% longer than other mediums, thanks to fewer distractions.



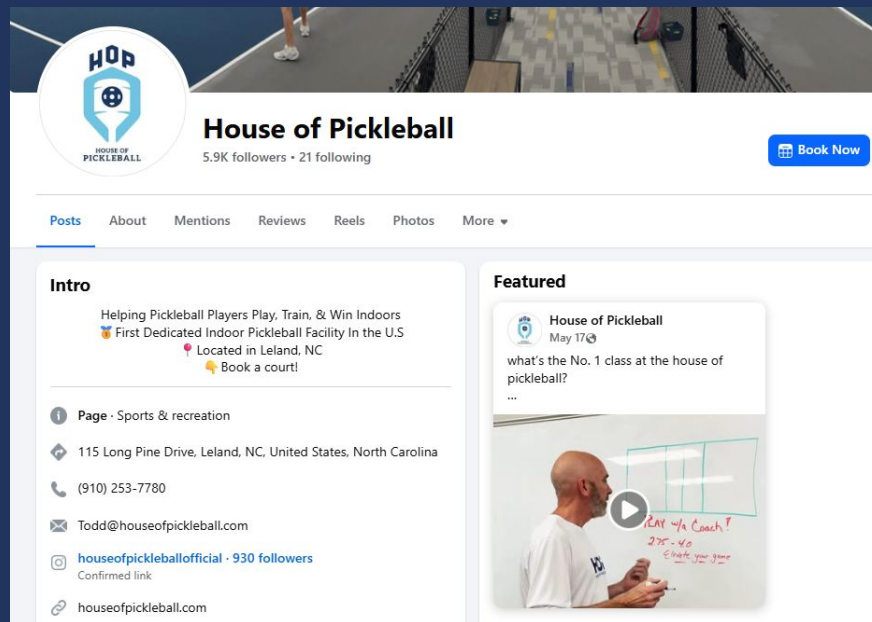
DIGITAL MARKETING: SOCIAL, EMAIL & TEXT

TAP INTO OUR REACH

Gain exposure to our client base by advertising in our monthly newsletter, sending a text or sending a global notification through our HOP App.

“OFFER-A-TUNITY”

Have a product or service you think our members will love and want to offer them an incentive? We are open to promoting your business through our digital channels if we believe our members are receiving something of value.



LOBBY FLOOR DECALS

**Get noticed by everyone
that steps through our
doors!**

**30"x 30" - 2 decal spaces
available**

**\$200 per month, 3 month
minimum**



(Printing and installation included)

TABLE SETUP

Want to talk to players and guests at one of our many events? Rent a table and display your product/services!

**6' long table w/2 chairs
- 5 available**

\$100 per event

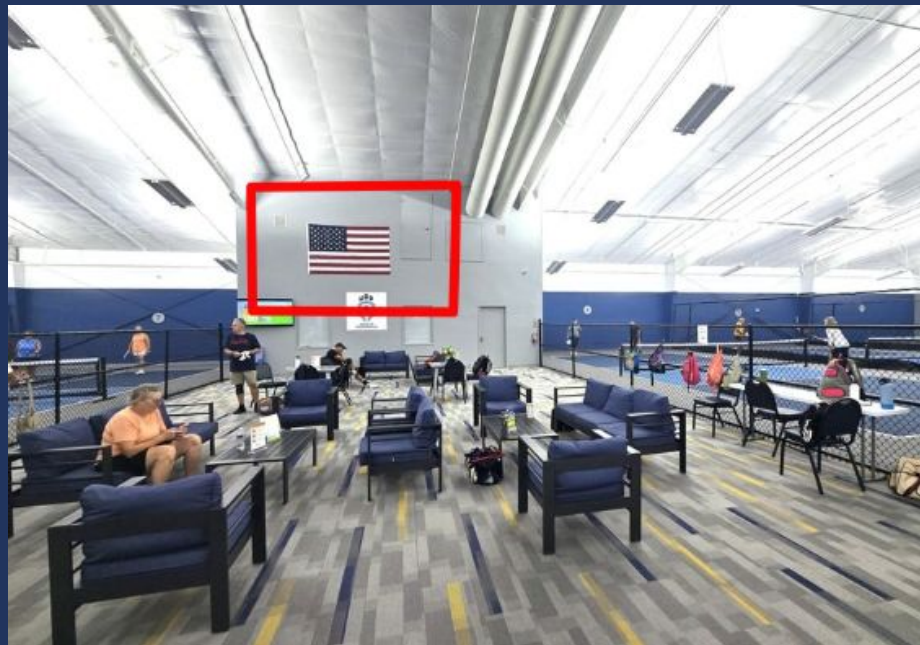
(Custom tablecloth not included)



PLAYERS' LOUNGE SPONSORSHIP

Literally showcase your business in ours. (Customized Sponsorship Packages Available)

The Players' Lounge is where members relax between games and socialize. It's a great place for your company to be seen and talked about! The sky's the limit here. Sponsor our Wi-Fi, 'Own the Wall' or just ask us to help create an amazing package for your company.



SPONSOR A DINK & DINE EVENT

Want exclusive access to our members in a social setting? Sponsor one of our quarterly 'Dink & Dine' Events.

A great way to get the attention of 60-80 people. Packages start at \$1,500.



Haus des Pickleball

DINKTOBERFEST

SEPTEMBER 27, 2025

FOOD - PICKLEBALL - BEER - REPEAT
SOCIAL OPEN PLAY: 5-9 PM

FOOD: 6:30 PM, CATERED BY PROST BIERGARTEN, WILMINGTON
(BRATS, KRAUT, GERMAN POTATO SALAD, BEER CHEESE MAC,
CUCUMBER SALAD, PRETZELS & APPLE STRUDEL)

4 HRS OPEN PLAY & DINNER: \$40
DINNER ONLY: \$33
REGISTER ON THE HOP COURTSRESERVE APP



COSTUME CONTEST
COME DRESSED TO KILL
BLOODY GOOD PRIZES &
RETRO CANDY!

\$40 PP
Dinner &
4 hrs
Open Play

Join Us for Dink & Dine

THE MONSTER SMASH

REGISTER ON COURT RESERVE
OR BE HAUNTED!

Saturday, Nov. 1 | 5-9 pm | Catered by Moe's Original BBQ
Open Play: 5 pm
Dinner: 6:30 pm

KIOSK & POP-UP MARKETING

We customize the experience you desire! Some examples:

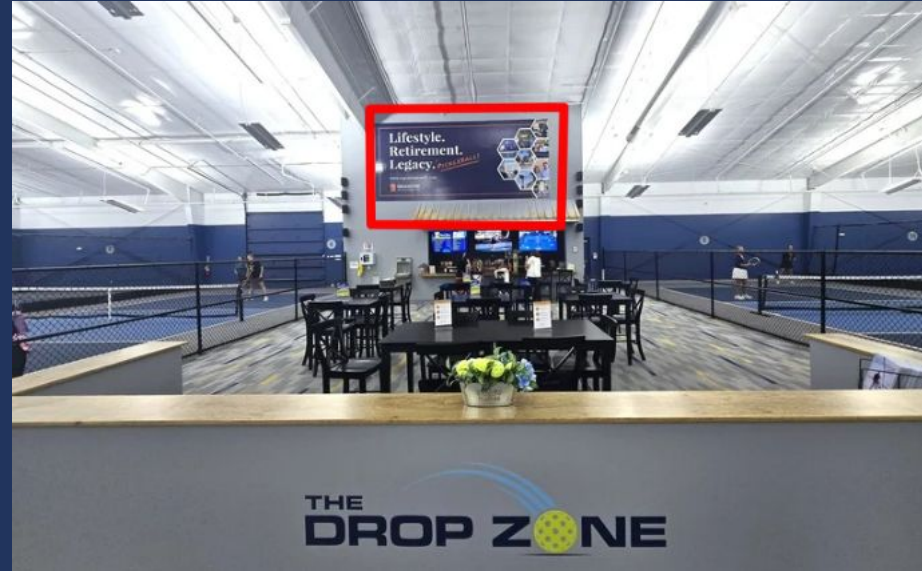
- Set up a kiosk in our lobby to showcase your product/service/business
- Set up a demonstration booth in the 'Players' Lounge' or lobby area.



SPONSOR THE DROP ZONE

ONE Customized Package Available Summer of 2027

Opened in August of 2025, we offer beer, wine, non-alcoholic drinks and snacks. With table and bar seating for 35, and several large screen TVs; it's an ideal spot for engaging our members with your brand while they relax and enjoy a beverage.



THE
DROP ZONE



HOP ADVERTISER LOYALTY PROGRAM

You Spend	You Get
\$1,500	1 Regular Annual Membership (\$165/value)
\$2,500	1 Regular Annual Membership (\$550/value) + \$250 in Court Reserve credit (use for Drop Zone, trainings or open play)
\$5,000	2 Frequent Annual Memberships (\$1,100/value)
\$7,000	2 Frequent Annual Memberships + \$500 in Court Reserve credit (\$2,700/value) (use for Drop Zone, trainings or open play)

HAVE OTHER IDEAS?

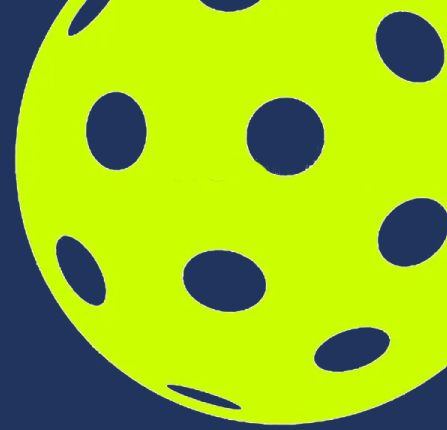
LET'S CHAT

Advertising & sponsorship opportunities





HOUSE OF PICKLEBALL



CONTACT INFO

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(317) 614-5526 (mobile)

todd@houseofpickleball.com

Please note: Availability on
opportunities vary monthly!

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