



EVENT REQUIREMENTS

THE ASSOCIATION OF PICKLEBALL PROFESSIONALS (APP)

Overview

The first and largest pickleball league and the only one officially sanctioned by USA Pickleball, the **Association of Pickleball Professionals (APP)**, is designing its 2024 APP Tour Schedule and is actively evaluating new cities and venues. Given the Tour's large participation numbers and tournament length, an APP Tour stop will deliver significant economic impact to your city and surrounding communities.

All interested parties should submit proposals to Shannon Dan, EVP of Partnerships at the APP, at sdan@theapp.global with the subject line "APP Tour RFP." Proposals should include comprehensive information about how your venue meets the event requirements listed below, as well as other benefits your city, local community, or venue may provide (marketing, sales support, etc.).

About Pickleball & the APP

The sport of pickleball is undeniably hot.

- Massive established player base – 36.5M Americans over 18 have played in the last 12 months
- Fastest-growing sport in America – 630% participation growth since 2019
- Growing infrastructure to meet high demand – 130 new pickleball facilities constructed every month
- Inclusive sport – Appeals to all demographics; the most concentration and growth among younger participants (average age is 38; fastest growing demographic is players under 24)

The APP is the driving force behind the growth of pickleball globally.

- The first professional pickleball league and the only one officially sanctioned by USA Pickleball.
- Founded by former USTA tennis coach Ken Herrmann and majority-owned by Chicago-based sports marketing firm, Intersport.
- Largest pickleball league in terms of participants, including skill and age divisions: professional, senior pro, super-senior pro, and amateur.
- 2023 schedule operates year-round and includes 16 major tournaments and the first-ever international team event, the Atlantic Cup.
- Linear broadcast agreements with ESPN and CBS Sports that includes coverage of each tournament and more than 200 hours streamed on ESPN+ and APPTV.
- Nearly \$1 million in prize money for 2023 events.



Benefits To Your City/Destination

This multi-day event featuring amateur and professional matches delivers a unique, entertaining player and fan experience that highlights the sights, sounds, and flavors of your local market. Hosting an APP tour event provides the following benefits to your city and surrounding areas:

- **Delivers strong economic impact.** Multi-day pickleball tournament and festival puts heads in beds and supports local restaurants and attractions. Estimated \$3,000,000 in economic impact for a 5-day tournament.
- **Taps into consumer interest.** Pickleball is the fastest-growing sport in America with 36.5M players in 2022 and 660% participation growth since 2019.
- **Drives exposure and tourism.** National television exposure and media coverage will showcase the appeal of your destination and its local attractions.
- **Gives back to local communities.** Ability to host clinics for local charities and/or leave official pickleball courts behind for the local community to enjoy.

Event Details

- Five-day (or more) event, typically running Wednesday through Sunday
- APP Tour events historically host 800-1,500 professional and amateur players and up to 5,000 spectators (typically dictated by venue capacity vs. demand/interest)
- Average length of hotel stay is 4.5 nights
- Events are usually held at dedicated pickleball facilities, tennis centers, or country clubs
- Every 2023 tour stop is featured on linear television (ESPN2 or CBS Sports Network) and livestreamed on ESPN+ or APPTV
- Ability to incorporate community or youth driven programming into the event

Venue Requirements

Courts

A minimum of 24 dedicated pickleball courts and one “championship court” with seating (or room for seating) for 2,000 people. More courts are preferred. If only 24 courts, we ideally need a flat area to install additional temporary courts.

Tennis courts are an option for amateur courts as they can be taped/painted; two pickleball courts can be created on one tennis court to ensure ample spacing for the players. Hard court surface preferred.

If a venue doesn't have ample pickleball or tennis courts, but is a large space that can hold 30+ temporary courts (e.g. a convention center or large open park), the APP may be open to building the entire tournament infrastructure using Pickleball United True Courts and other vendor partners. Note, this does come at a significant cost and the APP will require heavier financial support to execute an event of this kind.



Venue Access

The event will be held from Wednesday to Sunday with load-in on the Sunday or Monday before and load-out on the Monday after. 2023 tournament play typically runs from 8am to 8pm Wednesday through Sunday and may be extended in 2024.

Travel

Venue must be accessible within a 45-minute drive from a major airport.

Lodging

Hotel options within 10 miles of venue with the ability to accommodate the following nightly occupancy:

- Sunday – 15
- Monday – 15
- Tuesday – 50
- Wednesday – 100
- Thursday – 250
- Friday – 250
- Saturday – 250
- Sunday – 100

Parking

Adequate parking for 750 cars per day.

Ticketing

Access to a ticketing and check-in area with a table near the entrance / exit of the venue. While the APP prefers to use its ticketing system, if another ticketing system is in place, the data will be mutually owned and shared.

Additional Rooms

The APP requires additional designated areas for players, referees and media. We are open to using existing infrastructure and/or have access to large open areas where the we can place tents.

- Ample office space for APP marketing and operations personnel
- Pro Player Lounge (900-1200 sqft)
- Player Recovery Area (600 sqft)
- Referee Lounge (600 sqft)
- Media Room (400 sqft)

Broadcast and Streaming Production Requirements

- Three (3) dedicated 20amp, 120v outlets
- 10'x20' space for production adjacent to Championship Court (within 50')
- Bleacher or raised dedicated space with full Championship Court view for broadcast booth and announce team



- Sufficient parking for a 53' television truck, satellite truck, and generator (for events with live television broadcast windows)

Broadcast and Streaming Internet Requirements

- Dedicated 50 mb (minimum) symmetrical internet hard line
- Prefer provider service to be business class and not residential

Food & Beverage

Ability to coordinate directly with F&B service at venue or bring in F&B (catering, food trucks, etc.) in for the event.

Restrooms

Adequate on-site restrooms for 2,500 attendees at peak daily attendance. Venue operations must ensure restrooms are well maintained throughout the event.

Cleaning and Waste

Complimentary services.

Sponsor Activation

An activation area for APP national sponsors and potential local sponsors (mutually agreed upon based on APP category exclusivities). Need to understand access to electricity for this space.

Marketing Support

Advertising and promotion across city/destination and/or venue-owned channels (website, social media, email marketing, etc.) to aid in awareness and ticket sales.

Financial Support

The APP will give top consideration to cities/venues that offer a comprehensive plan with financial incentives and stipends, complimentary services, and robust marketing and sales support.