

CrossCourt Pickleball

PARTNERSHIP OPPORTUNITIES

WHO WE ARE

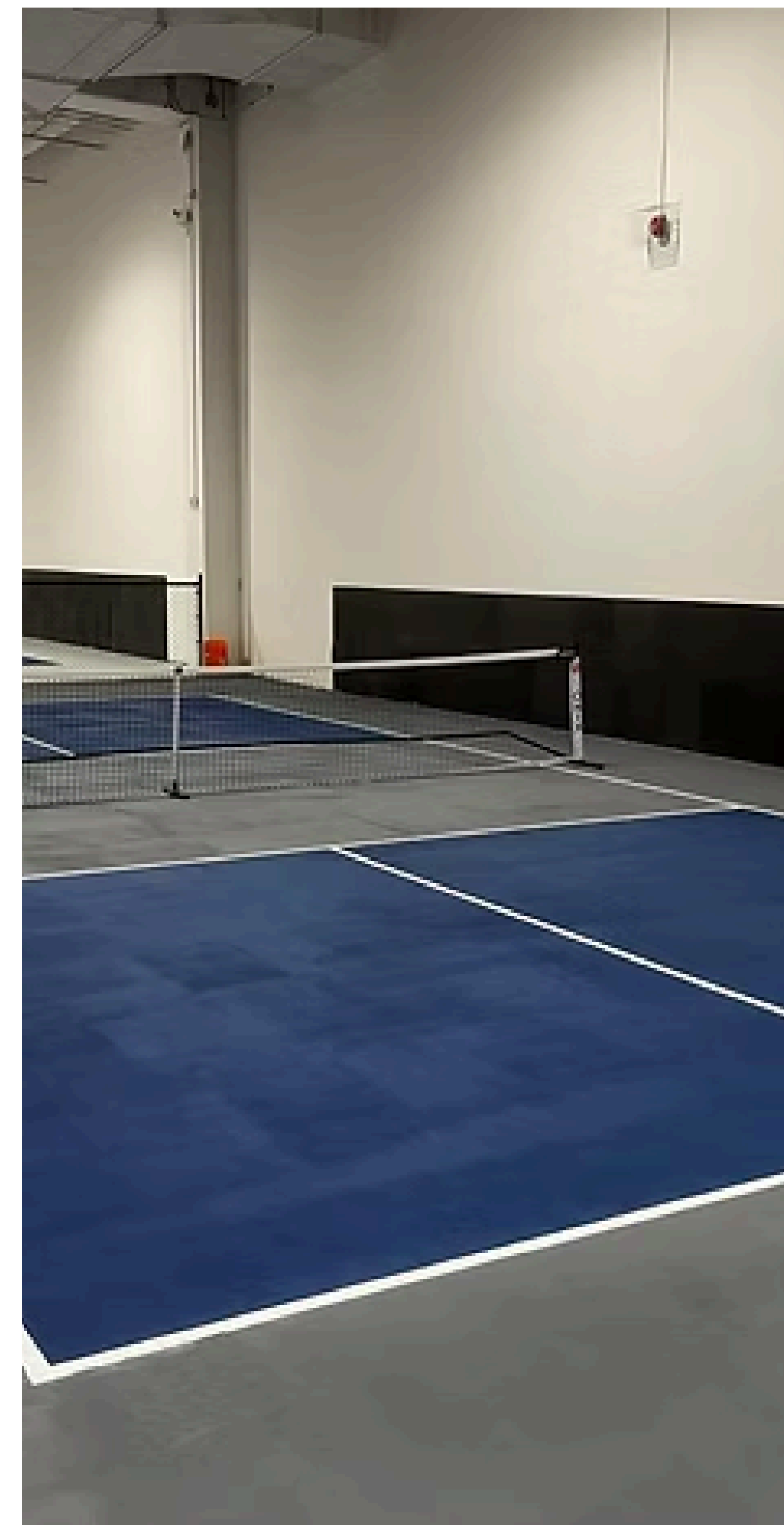
Cross Court Pickleball is the **largest pickleball** network in the Maritimes and the fastest-growing in Nova Scotia. Our dedicated, high-income community is expanding rapidly, with over 100 new members joining per month and 100% year-over-year growth since inception. We maintain a minimum average of 60 NEW members monthly.

Every week, players compete in **20+ leagues** and **three monthly tournaments**, gaining visibility through our website, newsletters, and potential naming rights opportunities. This July, we're hosting a major tournament supporting the Dartmouth General Hospital, along with a Canadian National Pickleball League draft qualifier - a premier event for players and spectators across the region.

We're expanding fast

- 📍 Bedford – 3 courts (expanding to 6+)
- 📍 Dartmouth – 5 courts
- 📍 British Columbia – 5 courts (opening summer 2025)

With **100+** booked court hours **daily** and **500+ players per day**, Cross Court is where pickleball thrives. Whether competing, improving, or connecting, this is where the game grows.

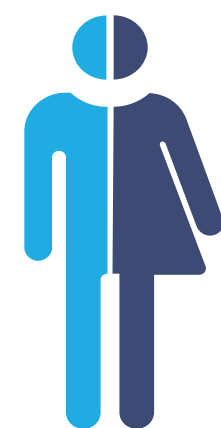


WHY
PICKLEBALL?

PICKLEBALL IS FOR EVERYONE

ALL AGE GROUPS

Largest growth has been seen in the 18-34 age group, followed by players under the age of 18



WOMEN

MEN

The sport is enjoyed by equally men and women. However, the largest increase year over year has been from women, which has shown a 50% increase

A LEISURE SPORT

For all ages, 62% report the primary reason as being “Fun”



38% of Canadians play for the “Social Aspects” of the game

FASTEST

GROWING SPORT

IN CANADA



LEADS TO LONGEVITY

Studies have seen about 8% less deaths if you play pickleball at least once a week



NEARLY

1.4

MILLION

CANADIANS PLAYED PICKLEBALL IN 2023

Canadians enjoyed a whole lot of games, that's a 37% increase from January 2022 numbers

66% of players aged 55+ report playing for the "Health and Fitness" benefits

MEDIA
COVERAGE

Lebron James Is A Pickleball Fan. And
Now He's Buying A Team

CNBC

”



How Pickleball Became Everyone's
New Favorite Sport

Front Office Sports

”

Why Pickleball Is America's
Fastest-Growing Sport

CBS News

”

Anheuser-Busch Major League Pickleball Team As Sport Booms

Marketing Dive

”

Canadian Cities Prepare For Soaring
Pickleball Popularity

CityNews Toronto


”

Pickleball's Popularity Proliferates
Province wide

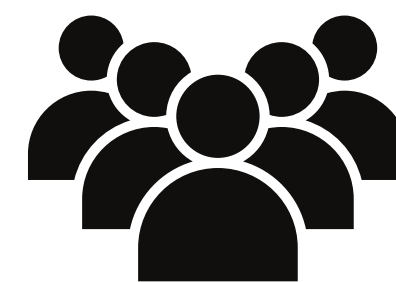
CBC News

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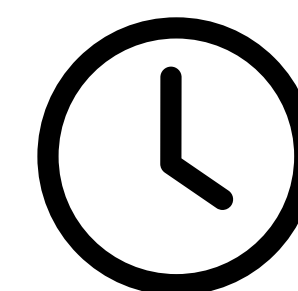




KEY METRICS



1400
MEMBERS



100
BOOKED COURT
HOURS PER DAY



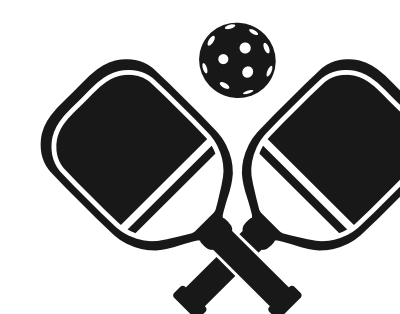
100%
YOY MEMBERSHIP
GROWTH



500
PLAYERS
PER DAY



4300
UNIQUE WEB VISITS
PER MONTH



3
FACILITIES BY
THIS FALL

KEY OPPORTUNITIES

FACILITY ENTITLEMENT

Your brand will have naming rights to an entire facility with recognition on all Cross Court Pickleball channels, the exterior, and the potential to add interior branding in the facility. With 2 facilities and more on the horizon, there is great opportunity to be the face of the game.

Court and programming sponsorships are included in the facility entitlement package.

Starting Investment: **\$45,000/yr**

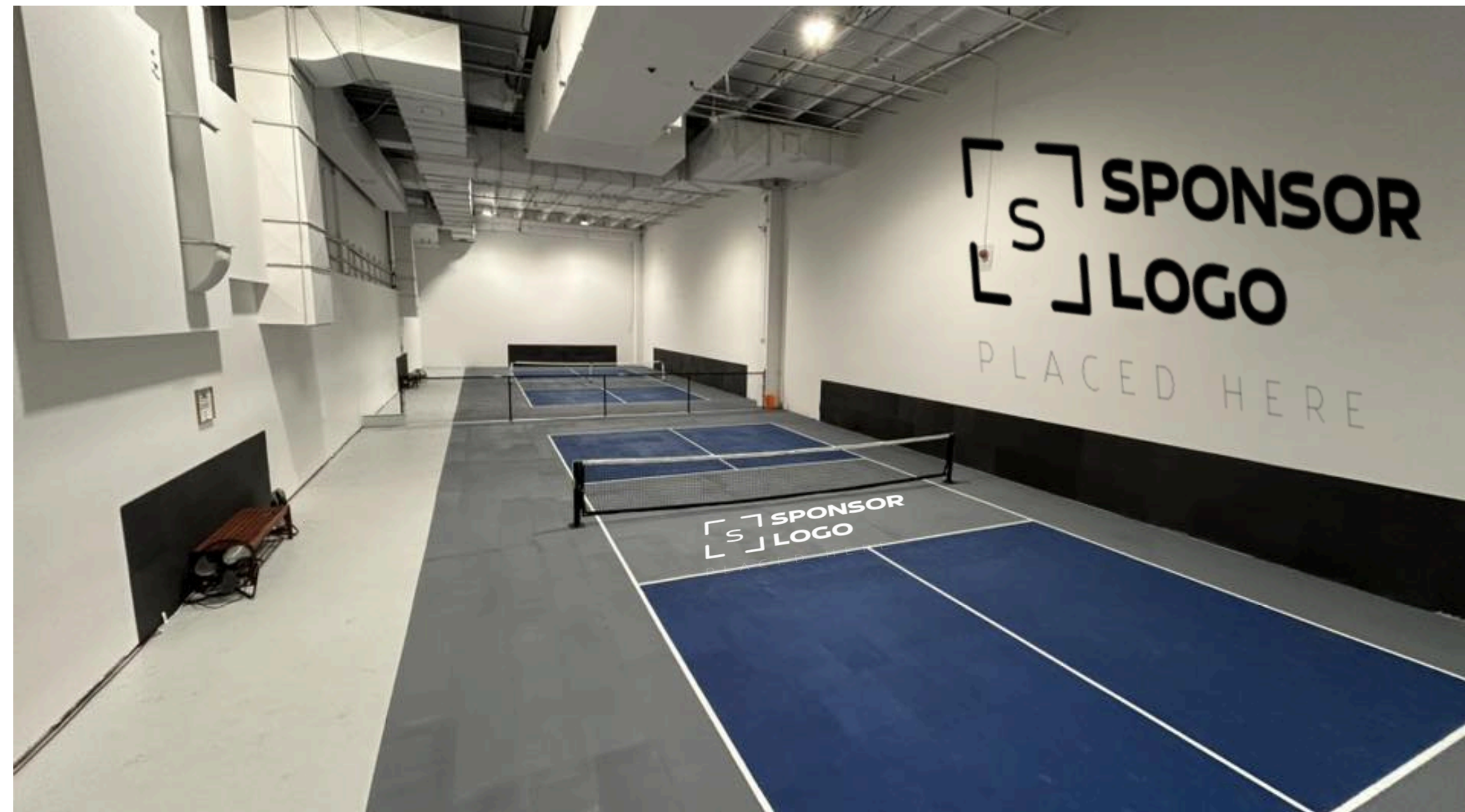
Minimum 5 years

Plus a 3% annual escalator



KEY OPPORTUNITIES

INTERIOR TAKEOVER

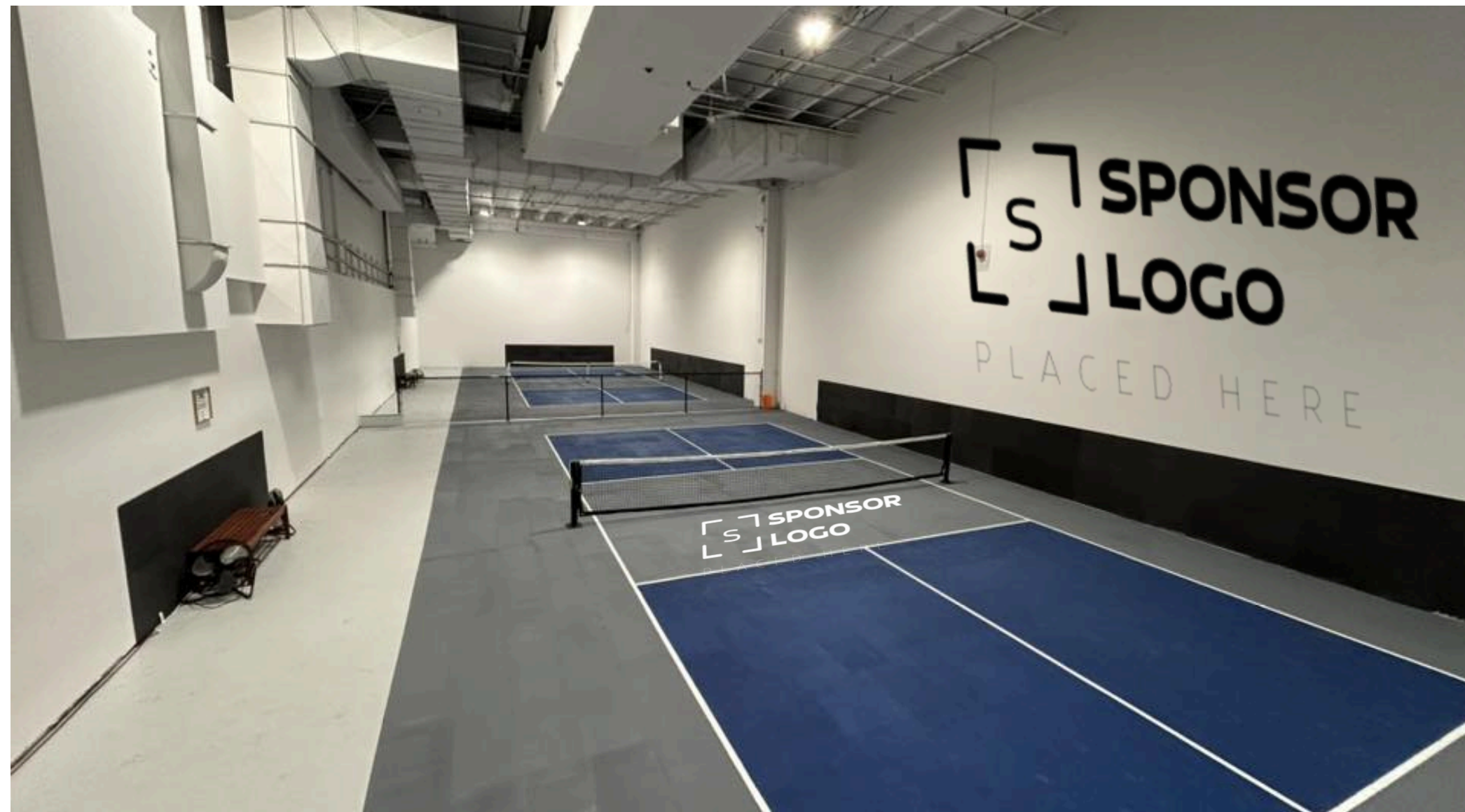


Starting Investment: **\$20,000/yr**

- Exclusive branding within an entire facility
- Visibility throughout all player hours (560 "player hours" per day)
- Branding in facility wayfinding and digital promotions
- Production costs borne by the sponsor

KEY OPPORTUNITIES

COURT TAKEOVER



Starting Investment: **\$4,900/yr per court**

- One (1) logo placement on one (1) court wall and playing surface
- Visibility throughout all player hours (560 "player hours" per day)
- Branding in facility wayfinding and digital promotions
- Production costs borne by the sponsor

KEY OPPORTUNITIES

ADDITIONAL OPPORTUNITIES



ONSITE ACTIVATIONS

- Brand presence at key events and league nights
- Interactive demonstrations and fan experiences
- Roaming Rights/Brand Ambassadors
- Pre-approved giveaways (i.e., free swag)
- Sampling/Coupons
- Data collection in line with CASL/PIPEDA

Starting Investment

\$4,500



TOURNAMENT PRESENTING SPONSOR

- Presenting rights for the tournament
- Inclusion in event promotions, social media, and media coverage
- On-site branding and activation opportunities

Starting Investment

\$10,000



LEAGUE NAMING RIGHTS

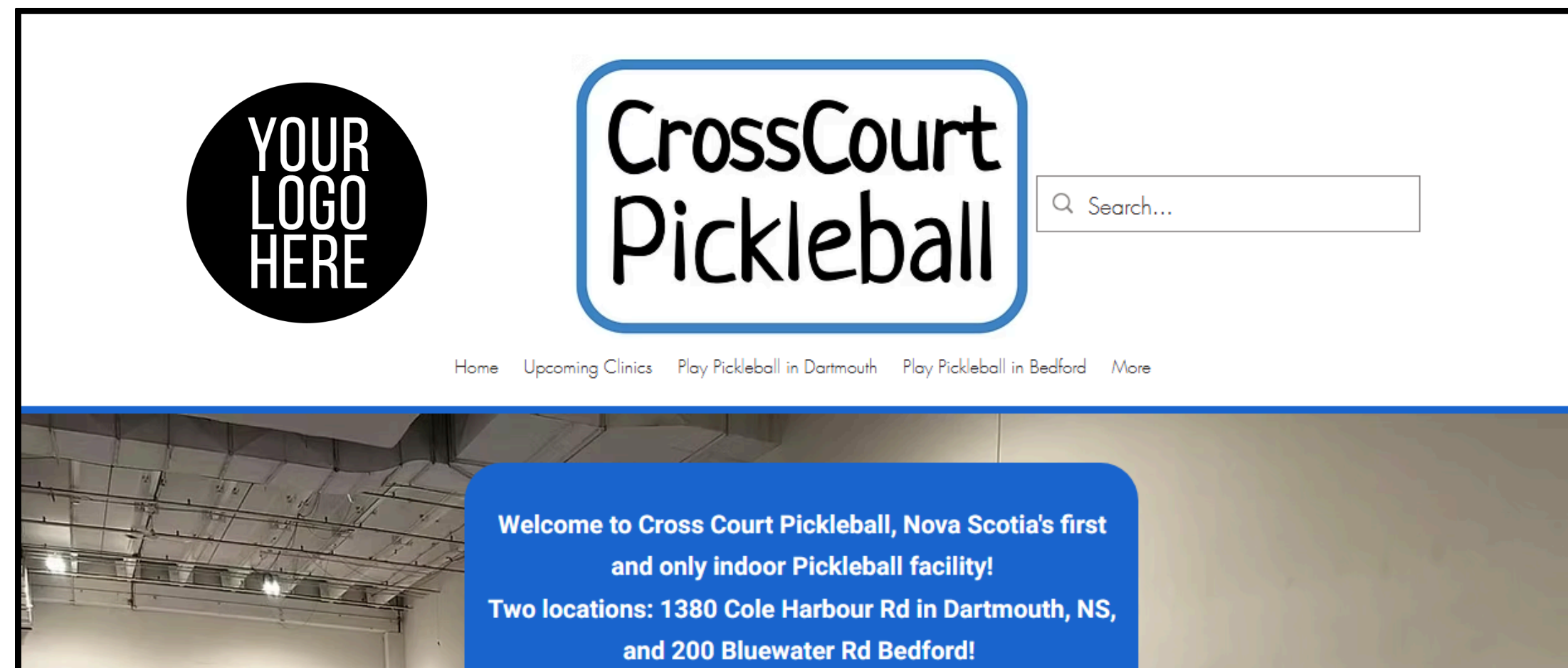
- Branding across all league games (20 leagues in Nova Scotia, 20 coming to BC)
 - League naming rights per facility (3)
- Logo integration in league communications and website
- Featured social media and email marketing
- In-venue branding on league leaderboards and signage

Starting Investment

\$15,000

KEY OPPORTUNITIES

SOCIAL MEDIA INTEGRATION



Content: One (1) social media post per month (12 total per brand) and Four (4) opportunities for brand rotation on the website

- **Logo and sponsor** feature on CCPB's front page website for ongoing brand visibility
- **Dedicated sponsor page and promotional placement** to highlight the sponsor and its offerings
- **Branded content integration** in the weekly newsletter, reaching 500-600 engaged readers
- **Sponsored posts** in the closed Facebook group (2,000+ members) with the ability to tag all members for direct engagement
- **Exclusive promotions** or special offers shared via email marketing and social media to drive engagement and conversions

Starting Investment

\$2,000

CrossCourt
Pickleball

Sponsorship
next

Thank You

Jacob Beech | Associate Manager, Partnerships | SponsorshipNext | Jacob@sponsorshipnext.com