

Pickleballs!

Business Rationale and Brand Integration Opportunities

7/11/22

Why invest in this film?

Return on investment – It has all the puzzle pieces in order

- **Commercially viable** – It is trending and funny with global market opportunities
- **Excellent script** – It leverages tons of brand integration opportunities to make fun of them
- **Scalable** – The franchise growth and architecture of e-commerce site are already created
- **Revenue extensions** – We built an entire e-commerce platform with brand integration
- **Easy to make** – Only three different filming locations/sets in just a few weeks of filming
- **Low Production Expense** – It can be produced for less than \$5 million with two main characters
- **Safe** – It can be shot a small, closed set
- **Fun** – It offers lots of improvisational opportunities for lead actors

Don't just ask me, check this out!

[Pickleball is in the zeitgeist.](#)

[Specifically, the Hollywood zeitgeist.](#)

[Pickleball is the fastest growing sport in America.](#)

Okay, so what the heck is pickleball and why did we choose it for our buddy comedy?

- Only the [fastest-growing sport in America](#) for two consecutive years!
 - Here is a link to a [brief, 2-minute video](#) that will give you more details about pickleball
 - Or watch this one to laugh while learning about it: [It is fun and funny](#)
- It has [Two professional pickleball tours owned by billionaires](#). Combined, these tours now offer nearly \$5 million in cash prizes for participants. This is more than a 500% increase from last year alone.
- There are currently at least two documentaries in production [One by producer, Randall Emmett](#) and another by folks connected to Larry David.
- This film is like Talladega Nights but uses pickleball as the sport to have fun with, and make fun of, extensive brand integration opportunities.

Brand Integration Categories:

Insurance

Health Care

Anti-aging

Wellness

Beauty

Sports apparel

CBD

Pain Relief

Beverage

Travel

Hospitality

Retirement Communities

Gaming

Automotive

Investment services

Retirement/Estate Planning

Hair Replacement

Sexual Performance

Mortuary/Funeral Services

Professional pickleball tours and their sponsors

- <https://www.ppatour.com/sponsors/>
- <https://usapickleball.org/about-us/sponsors/>
- <https://apptour.org/sponsorship-opportunities/>
- <https://www.majorleaguepickleball.net/sponsors>

Specific Brands already scripted:

Amazon (multiple – separate document available)

Starbucks

Fila/Nike/UnderArmour

Rogaine

Margaritaville

BetMGM

Paddle Manufacturers

SUPERLATIVE

AARP