

SUPERLATIVE PICKLEBALL

5-Star Certification Club Program

For Resorts, Clubs and Communities

7/11/22

A program based on [PADI 5 Star Resort Program](#) for properties to secure endorsement from SUPERLATIVE PICKLEBALL by meeting certain standards listed below.

Each certified property will be required to have:

- PPR certified instructor(s)
- All staff current International Federation of Pickleball or USA Pickleball members
- Pickleball Central or preferred retail partnership with equipment for sale at Pro Shop
- SUPERLATIVE PICKLEBALL approved program management structure
- SUPERLATIVE PICKLEBALL approved materials for players and staff
 - Rules, etiquette, history, etc
- SUPERLATIVE PICKLEBALL branding with banners posted in highly visible locations
- SUPERLATIVE PICKLEBALL approved Demo days, Clinics and Juniors Program
- SUPERLATIVE PICKLEBALL code of conduct for all players and staff

Results:

- Established, documented, minimum standards to ensure excellent customer service and program management
- Superior brand alignment between reputable, established brands
- Retain the culture of pickleball as a fun, inclusive environment
- Exclusive sales environment for retail partner
- Enhanced relationship with target audience at retail and playing locations
- Shared and enhanced database of new players for all partners

Implementation:

- Agree on requirements for SUPERLATIVE PICKLEBALL endorsement of property
- Agree on fee paid by resort/club for SUPERLATIVE PICKLEBALL endorsement/signage
- Agree on implementation plan for property seeking SUPERLATIVE PICKLEBALL endorsement as a Five-star property (pro shop, demo equipment etc)
- Set dates and deliverables plan

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