



Congratulations! Your resort has been nominated for the prestigious Superlative Pickleball Certificate of Excellence award!

If you earn it by pledging to meet our specific minimum standards, your resort will be featured in an upcoming issue of Pickleball Travel Magazine, on our website and media platforms.

You'll also get to promote at least one group trip to our Superlative Travel Club Members in the same Pickleball Travel News Magazine issue, our website, and social media outreach.

Our distribution includes nearly 165,000 pickleball players, 2,000+ teaching professionals, 2,000+ USA Pickleball Ambassadors, and almost 2,000 pickleball clubs in the USA.

Globally, We will only award ten resorts with this designation in 2024.

We are currently planning our group trips for 2024/25 and will ***only be booking with resorts that earn our Certificate of Excellence.***

To earn the Certificate of Excellence, the resort must pledge to:

- Maintain the culture of pickleball as an inclusive, fun, and friendly environment.
 - [Abide by the inclusion standards of USA Pickleball](#)
 - [Maintain contact with the Global Pickleball Federation](#)
- Hire/employ accredited staff and instructor(s)
 - Agree to the [USA Pickleball Ambassador code of conduct](#).
- Post signage with [USA Pickleball-approved rules](#), etiquette, and code of conduct.
- Use [Superlative Pickleball-approved equipment and materials purchased from a discount link that we provide.](#)

- o A free hyperlink to the retail vendor with exclusive discounts will be provided to purchase all necessary equipment.
 - A minimum of four (4) permanent courts to schedule our group trips.
 - Resorts can still earn a certificate of excellence and participate in our affiliate marketing program with less than 4 courts, but we can't promote group trips due to lack of courts for groups.
 - Durable, approved nets
 - Permanent lines
 - Demo equipment available for use.
- Hydration station, restrooms, and shaded viewing area
- Organized events – Round Robins, demo days, clinics
- Uniformed staff with name badge with a professional greeting and welcome protocol

Optional but encouraged:

- Superlative Pickleball-approved online Pro Shop prominently featured on the website.
 - o Free API code or hyperlink available
- [Purchase a ball machine.](#)
- [Recycling program for balls.](#)
- [Pod/court reservation system](#) for organized play.
- Complimentary introductory lessons. [Example here](#)
- Participate in “Take a Trip, Leave a Paddle” Promotion to collect donated paddles.

Benefits of Earning Superlative Pickleball Program Certificate of Excellence

- **Prestige** - the ability to display and market the Certificate of Excellence logo.
- **Increased profit** - from new group trips, online pro-shop, lessons, clinics, and more.
- **Increased asset value** - from the new amenity and revenue.
- **Marketing support** - via social media, property profiles online, and magazines.
- **Featured Article** – In Pickleball Travel Magazine
- **Advertising discounts** - and editorial consideration from our marketing partners.
- **Retail partnership** - with an online wholesaler for discounts on equipment.
- **Enhanced Customer Retention** - inspiring repeat visitation.

Specific Rights for Fully Certified Resort:

- **Eligible for Superlative Pickleball Group Trips/Academy.** *We only host academies or bring our groups to resorts that earn and display our Certificate of Excellence hyperlinked logo.*
- One (1) Featured article with photos of courts and affiliate marketing hyperlinks in one (1) issue of Pickleball Travel Magazine.
- One (1) featured article for group trips to your resort.
 - o Can list as many trips as desired.
- One (1) booking link in each Pickleball Travel Magazine issue for one year.
- Fifty percent discount on advertising in Pickleball Travel Magazine.

- [Up to 30% off Total Pickleball merchandise](#)
- [\\$500 off new court installation](#)
- The right to use the hyperlinked certification logo in all marketing materials.
- Premier hyperlinked listing on our websites as certified property.
- The rights for a dedicated post in all our pickleball-related social media groups.
- The rights to a free consultation with our resort services team about program development, enhancement, staffing, or court conversion.
- A one-stop resource for purchasing equipment and services to earn and promote your Certificate of Excellence.
- Other benefits from our partners when they are added to our offerings.

Requirements:

- Prominently post the hyperlinked certificate of excellence logo on all marketing materials and websites.
- Host our consulting team for a site inspection with a complimentary SWOT analysis. *
- Provide exclusive perks and benefits for our guests that we send to your property.
- Provide a minimum 10% discount on your best available rates and 10% commission with an affiliate marketing hyperlink.

Certification Investment Options:

- \$10,000 or \$20,000 in trade per year.
 - We pledge to bring you a minimum of \$100,000 in pickleball-related business within the next 12 months, or your annual certification renewal fee will be waived for the following year.
 - Based on a 10:1 ROI for resorts
 - Subject to discounts for multiple resort certification
- Renewed automatically, subject to annual site inspection.
 - This can be paid on a payment plan and will include the promotion of group trips within one year that exceeds the value of the fee.
 - *Example: One group trip with four courts for one week with 30 people at \$500 per night will generate \$105,000.*
- Other services/enhancements to the investment are available at an additional price.
 - Pickleball Travel Magazine advertising (Media kit with pricing available)
 - Development of an in-house pickleball academy.
 - The other services include additional marketing or program development.
 - We customize proposals based on the feedback to this report.

*Our resort services consulting team will do a site inspection and provide a complimentary SWOT inspection for resorts with our guidance on developing a certified program.

Properties that want to earn our certification and develop their pickleball program can use our consulting services, including:

- Site inspection and SWOT Analysis.
- Superlative Certification of Excellence consideration.
- Court conversion/painting.
- Comprehensive, integrated property management.
- Program launch and staffing implementation.
- Marketing, communication, staffing, tournaments, pro-shop development, merchandising, and sourcing.
- We plan to certify 10 in 2024. This means that they meet specific minimum standards.
 - The certification costs them \$10k but includes a year's worth of advertising in our magazine and website and the promise of at least one group trip promotion to our database.
 - In addition to the \$10k, we ask the certified resorts to give us an exclusive 5% discount and 10% commission for each person who books with you for their resort.