



Superlative Pickleball Travel and Resort Services

9.10.24

Superlative Pickleball: Executive Overview - The Vision

Superlative Pickleball is more than a business; it's the embodiment of a passion for pickleball and a vision for its future. The company's founder, Dan Beeman, recognized the sport's explosive growth and its potential to transform the travel and hospitality industries. The company's mission is to create a vibrant, inclusive community and marketplace around pickleball and travel, offering unique travel experiences, exclusive discounts, top-tier resort services, and engaging media content.

The Strategy

Superlative Pickleball's strategy is built on a foundation of interconnected business units that work synergistically to create value for all stakeholders. The company's core offerings include:

- **Travel Services:** Curated group trips to certified resorts, offering pickleball enthusiasts unforgettable experiences.
- **Resort Services:** Consulting and certification programs to help resorts develop world-class pickleball facilities and programs.
- **Media and Community:** Pickleball Travel Magazine, a vibrant online community, and engaging social media presence to connect and inform pickleball enthusiasts worldwide.

The Opportunity

The rapid growth of pickleball, coupled with the increasing demand for active travel experiences, presents a unique opportunity for Superlative Pickleball. The company is well-positioned to capitalize on this trend by offering a comprehensive suite of services that cater to the needs of both players and resorts.

The Team

Superlative Pickleball is building a passionate team of pickleball enthusiasts and industry experts. The company is actively seeking investment and leadership to further accelerate its growth and solidify its position as the premier provider in the pickleball travel industry.

The Future

Superlative Pickleball is poised for significant growth in the coming years because it is at the intersection of exploding verticals: Technology, pickleball and travel. The company's innovative business model, strong brand presence, and commitment to quality position it as a leader in the pickleball travel and resort services market. With continued investment and strategic partnerships, Superlative Pickleball is set to shape the future of pickleball travel and create lasting value for all stakeholders.

Note: The provided document contains a wealth of information, including detailed plans for each business unit, financial projections, and marketing strategies. While this summary provides a concise overview, I encourage you to review the full document for a deeper understanding of Superlative Pickleball's vision and potential.

About us: [Superlative Pickleball Travel and Resort Services](#) is the most comprehensive travel and resort services business and end-to-end service provider for pickleball players, travelers, resorts, clubs and partners.

At the confluence of three booming industries – travel, technology and pickleball, we are disrupting pickleball travel by using technology to create a new consumer marketplace that connects buyers, sellers and service providers.

Problem:

1. There is a huge demand and an inefficient marketplace for pickleball travel.
2. Most resorts don't understand the potential value of adding pickleball as an amenity or how to build and run a quality pickleball program that will provide an effective ROI.
3. Most pickleball players don't know how to find and book vacations at properties with quality pickleball courts or programs where they can meet and play with others.

Solution:

1. We connect certified properties, resorts and pickleball players.
2. We help players find and book trips to certified resorts.
3. We help resorts build quality pickleball programs and bring them players.

Implementation:

1. We partner with best-in-class providers to serve our clients and customers.
2. We provide resorts a plan to develop a pickleball program that will increase sales.
3. We certify resorts that meet our criteria. Then we promote and sell on behalf of our resort clients via our integrated marketing platforms.
 - a. We guarantee a 10:1 return on certification investment for our resort clients who want to increase asset value, revenue, and guest experience.

Mission Statement: To effectively serve our stakeholders by leveraging our knowledge and assets to help them reach their objectives.

- For players: To enhance their pickleball travel choices, deals, and experiences.
- For resorts: To enhance their asset value, revenue, and guest experience.
- For clubs: To add value to their membership and better serve their members.
- For our partners: To effectively reach and engage their target audience.

Our Audiences

Players: Pickleball participation is booming because it is easy to learn, fun to play, and accessible for all. 99+% of pickleball players are recreational, live in the USA, and do not play in tournaments. They are interested in group travel and playing with friends at a similar level.

We effectively serve and monetize these consumers via the world's largest pickleball travel club, our unique group trips for pickleball clubs, our pickleball academy, and media channels, including the only magazine in the world dedicated to pickleball travel that boasts a database of 165,000+ pickleball players.

Resorts: Most resorts target the highly coveted demographic of American recreational players who are 50+, have disposable income, free time, and desire to take group trips with friends to places that offer quality play on dedicated certified pickleball courts.

Most resorts do not know how to develop a pickleball program or effectively reach this targeted audience. But most of them do have flat, underutilized spaces ready for conversion to pickleball. We help them by doing site inspections, creating a plan, convert spaces to our standards, certify the pickleball program, promote it, host our group trips, and even host an in-house, weekly academy or pickleball festivals.

Clubs: We have a database of 2,000+ pickleball clubs with an average of 100+ members. Most clubs do not offer curated pickleball trips for their members as an amenity or a new revenue stream for their owners/managers. We will profile a club and its manager in each issue of [Pickleball Travel Magazine](#) and bring them on group trips to our certified resort clients.

Partners: We offer unique engagement opportunities through our media, trips, events, and academies for best-in-class partners to effectively reach their target audience. These partners

will include, equipment manufacturers, wholesalers, travel agencies, club management software providers and more.

Our Team: We are hiring many different positions for people passionate about pickleball and travel. Our resort consultants are actively doing site inspections and certifying resorts. We are actively [searching for leadership and investment to include a CEO.](#)

Our Services:

Nobody is doing what we are doing or how we are doing it. We are an end-to-end service provider for B to B and B to C. We created a new marketplace. Our travel club, academy, certification program, and pickleball club group trips have been created to drive new revenue for resort clients and serve our stakeholders.

Value Proposition for Resorts:

- We guarantee that any resort we certify will increase its revenue by \$100,000 in the first year or \$1,000,000 within five years.

Value Proposition for Clubs:

- New, fun trips for members to enhance their club membership value, member retention and revenue.

Value Proposition for our Travel Club members:

- Free membership, free magazine subscription and exclusive discounts on travel.

Existing Business Units:

Pickleball Travel and Resort Services – Comprehensive, integrated business.

Pickleball Travel Magazine – A communication/promotional platform for all units.

Pickleball Travel Club – Global membership and largest in the world. Paid membership in 2025.

Pickleball Trips and Club Group Trips – To certified resorts beginning in 2025.

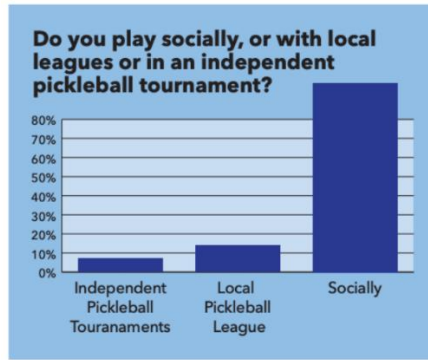
Pickleball Resort Certification Services – We provide a certification fee for approved resorts.

Pickleball Resort Consulting Services – We help resorts meet specific minimum standards.

Branded Pickleball Academy at Certified Resorts – Weekly itinerary with instruction and play.

Pickleball Festivals/Conferences – We bring our clients global integrated conferences/festivals.

We only host group trips, festivals and academies at certified resorts.



Existing Environmental Analysis:

- There are an estimated 30 – 50 million pickleball players in the USA.
- [Pickleball growth continues to skyrocket in America.](#) And [growing globally.](#)
- [97% of pickleball players do not play in tournaments.](#)
- [99% of pickleball players do not watch it on TV or live streaming.](#)
- [Most amateur players are unhappy with the existing tournament experience.](#)
- [People who play pickleball strongly desire courts when they go on vacation.](#)
- An unexploited opportunity in the pickleball world is the amateur space, which caters to recreational players who want to have fun playing a sport they love on vacation.
- No other travel agency or trip provider certifies the quality of the pickleball program, courts, or equipment or gets better pricing and perks for their guests.
- Our end-to-end solution provides unique value for all stakeholders.

We offer a unique value proposition because we integrate our interconnected business units, taking a holistic perspective to serve our players, travel club members, partners, pickleball clubs, resorts and estates. Each business unit supports and is supported by the other units. They are interdependent.

Inspiration

I conceived of this business in graduate school six years ago while getting a master's in hotel administration and concurrently became addicted to pickleball. I wrote my Professional Paper on The [Implications of Pickleball for Resorts.](#)

My research took me to many resorts and clubs in several countries. The study's conclusions were the impetus for this business.

- The demographics of pickleball players aligned with the resorts' target audience.
- People want to try new, fun activities with their families while on vacation.
- Tennis courts at resorts were often underutilized, not driving revenue or group trips.

The rationale for our business is further analyzed and self-evident as outlined in this document.

When I learned to play pickleball in 2018, I immediately saw the organic intersection between pickleball, travel, and fun. My research on pickleball and tourism during graduate school gave me keen insights and a telescope into the future of pickleball.

Player growth would explode because it is social, fun, and easy to learn and play.

- Because resorts needed to reinvent themselves after the COVID-19 pandemic to enhance the guest experience and asset value and drive more revenue, they would need to begin offering it.
- Because the demographics of players lined up perfectly with the target audience of resorts, the future was evident. I needed to pull it together by effectively connecting the sellers and buyers – the resorts with the consumers.

Resorts lacked the foresight to build pickleball courts properly or invest in converting spaces to dedicated pickleball courts. Despite the apparent demand, the resorts that did begin to offer it did not do it correctly.

While slowly changing, there exists a glaring lack of quality pickleball experiences at resorts. Contrast this with a significant and growing demand by players for courts on vacation. Resorts need to deliver minimum standards to prove that they offer acceptable pickleball experiences.

I saw many underused tennis and basketball courts. I imagined the opportunity for resorts to convert some of those spaces to offer fun alternatives for guests to maximize the efficiency of use and asset value by providing pickleball activities.

Fortunately, I was also a scuba instructor many years ago. I saw how they (PADI) created a Five Star Resort Certification to provide travelers with the comfort that the places they would be going would offer specific minimum safety standards and regulations.

I saw the chance to replicate that scuba certification model for pickleball by helping resorts optimize the experience to satisfy existing guests and attract new ones passionate about pickleball. So, I created the Certificate of Excellence program for resorts to help them provide a superlative experience that they could market to potential guests and groups.

Concurrently, I saw pickleball players not getting many quality group travel experiences. At first, they seemed happy to get any set up with taped lines, tennis nets or temporary nets, and cheap balls and paddles.

As pickleball exploded over the past five years, so did the demand by players for better experiences and equipment. I saw how to connect the demand with the potential supply.

Therein lies the business opportunity:

- **Smart resorts would enhance their experience and promote themselves to groups.**
 - *Thus, we created a Certificate of Excellence program and Resort Services to help meet specific standards to become more attractive to potential guests.*
- **Smart pickleball players would get together as a group and demand better resort playing conditions and prices when they travel.**
 - *Thus, we created the Superlative Pickleball Travel Club for our Travel Services business unit.*

Thus, we built Superlative Pickleball Travel and Resort Services – The one-stop solution for pickleball and travel.

About Dan Beeman:

As I transition from a day-to-day operational role, I am making myself available for speaking engagements for all audiences about how pickleball changes lives.

[Daniel Beeman](#) is available as a presenter, podcast guest, panelist, or keynote speaker because he offers a unique, academic perspective on the explosive global growth of pickleball over the past 5 years – especially as it relates to travel.

He has recently been a panelist regarding pickleball travel and monetizing pickleball at several conferences and podcasts including: <https://www.nationalpickleballexpo.com/> and <https://www.picklecon.com/>

His podcast and other media appearances can be found here: <https://superlativepickleball.net/>

He is a dynamic, articulate, fact-filled speaker who engages audiences.

About Beeman:

- He founded the #1 pickleball travel and resort services agency
- He wrote the definitive research paper on pickleball travel
- He has written an award-winning screenplay called Superlative Pickleballs!
- He is the publisher of Pickleball Travel Magazine
- He built and owns the largest pickleball travel club in the world
- He is known as The Pickleball Evangelist
- He is a published author of several books

Here is what he said about why he adds value and content.

“After I retired from working for 20+ years developing successful sports partnerships, I got hooked on playing pickleball during graduate school.

There, I wrote the definitive research paper on the *implications of pickleball for the hospitality industry* while earning my master's degree at UNLV in 2019. You can download it [here](#).

The research found that most resorts did not understand that the demographics of pickleball players represent an appealing target audience: Active, upscale, adult Americans with free time and money.

Further, they did not know how to build proper courts or deliver quality pickleball programming. Therefore, they were not able to cater to these desirable guests or deliver added value as an amenity at their resorts.

These conclusions were why we developed Superlative Pickleball Travel and Resort Services.

We wanted to fix the problems and monetize the inefficiency.

Here's how:

For resorts, we offer consulting services and a Certificate of Excellence if they meet our minimum standards. Resorts must earn our certification if they want us to promote them.

For players/travelers, we built and own the largest pickleball travel club in the world and Pickleball Travel Magazine to serve our members and promote resorts and trips.

The club is free. It offers exclusive travel discounts and a complimentary pickleball travel magazine for our members.

In each issue, we profile resorts, trips, players, coaches, and trip leaders.

We welcome all content submissions and do not discriminate against anyone.

Here's a link to our June/July issue:

<https://superlativepickleball.net/pickleball-travel-mag>

In addition to writing my research paper and articles in pickleball travel magazine, I have recently written three books and a movie script.

The screenplay is an award-winning buddy comedy script called Superlative Pickleballs! I'm hoping to get it financed soon.

In it, the sport of pickleball offers redemption for two, broke, ex-tennis champs.

Read more here about the script:

<https://danbman.com/pickleballs-movies>

Widely regarded as the pickleball evangelist, scholar, and USA Pickleball ambassador, he has been profiled in Pickleball Magazine, Inpickleball Media, and several podcasts.

- [Case studies](#) and [testimonials are](#) available, and by connecting with me on [LinkedIn](#)

Superlative Pickleball Travel and Resort Services Accomplishment Timeline:

- **October 2022:** We began building Facebook groups connecting travelers with destinations. We now have 5+ groups with 20,000+ followers
- **February 2023:** We started writing a strategic plan for five interconnected businesses.
- **May 2023:** We did a soft launch of our Pickleball Travel Club in BETA phase.
- **May – December 2023:** We have been researching, developing, and refining our strategic plan, developing our websites, social media, and brands, projecting revenues, and developing databases, members, followers, fans, and partnerships. Much more.
- **January 2024:** We hosted our first group trip to Club Med Ixtapa
- **February 2024:** Building a leadership team and securing investments
 - Hire and train resort certification consultants and club trip sales contractors.
- **March 2024:** We earned the endorsement of the Caribbean Pickleball Federation.
- **April/May 2024:** We began our tour of Caribbean resorts to do site inspections and certifications of resorts that meet our standards. We have met with Four Seasons – Nevis and Anguilla, Park Hyatt – St. Kitts, Secrets – Saint Martine, And Aurora Resort – Anguilla, Westin Punta Cana, Barcelo Occidental with many more to follow.
 - Client pipeline of resorts for certification includes:
 - [Certificate of Excellence program and pre-certified 20+ resorts.](#)
 - <https://roomongo.com/topic/hotels-with-pickleball-courts>
 - [Announced the launch of Superlative Pickleball Academy at Certified Resorts](#)
- **June/July 2024:**
 - We published [Pickleball Travel Magazine](#) to communicate with our audience and support our business entities.
 - In each issue, we are doing a profile on a trip, club, resort, partner, and more.
 - It is emailed to nearly 200,000 pickleball players, clubs, ambassadors, and more.
 - Continued traveling throughout Europe promoting pickleball.
 - I was a panelist on pickleball travel at: <https://www.nationalpickleballexpo.com/>
- **August 2024:**
 - I spoke on three panels at www.picklecon.com
 - Continued hiring resort consultants for certification
 - Added more trips to our website
 - Began interviewing candidates for CEO position
 - Created the Global Pickleball Festival

Among our successes in less than one year:

- We created the most robust, integrated pickleball travel and resort services business.
- We conceived, created, and built the world's largest free pickleball travel club.
- We conceived and created a [Certificate of Excellence program and pre-certified 20+ resorts in our beta program.](#)

- We built databases of 165,000+ players, 10,000+ resorts, 2,130 ambassadors, and 2,000+ pickleball clubs.
- We did 20+ resort site inspections with [complimentary SWOT analysis](#).
- We developed [10+ strategic partnerships with leading brands](#).
- We secured discounts and commissions by promoting [10+ trips](#) for other trip planners.
- We hosted a hugely successful group trip to Club Med Ixtapa.
- We conceived of an International Pickleball Festival and Academies at certified resorts.

Our strengths are:

- We offer unique, integrated services in a sport exploding with popularity.
- We have a massive database of pickleball players representing a target resort audience.
- We have the largest pickleball travel club in the world.
- We publish Pickleball Travel Magazine.
- We promote group and individual travel with exclusive discounts to resorts.
- We can help resorts with comprehensive turnkey marketing and operation services.
- We built a new, scalable website: <https://pickleballtravelnews.com/>
- [We will offer a unique, fun academy at some of our certified resorts](#)

Part of our travel services monetization plan is to promote and host many different types of trips at certified, mostly all-inclusive resorts.

Our Certificate of Excellence program is patterned after [PADI Resort Certification](#). It is the most unique and needed program for *resorts to ensure minimum standards are provided for guests*.

Connecting the dots between our B to C (travel club and travel services) and B to B (certification and resort consulting) is that *we only promote resorts that earn a certificate of excellence from us. Our promotional vehicle is our website, social media platforms, and Pickleball Travel Magazine.*

Property/Resort Candidates for Certification:

- Near or in the USA with easy access to major airport hubs.
- Understand the value of attracting pickleball players and willing to invest in themselves.
- Mostly all-inclusive luxury resorts.
 - Leading, targeted brands include Hilton, Hyatt, Marriott, Iberostar and more
- Have existing, flat available spaces indoors or outdoors
 - Conference centers, ballrooms, tennis courts, basketball courts, parking lots etc.

Targeted Audience/members:

- Active American adults with free time, disposable income, and a desire to travel.
- Passionate about pickleball and the sport's unique culture, not too competitive.
- The average age is 50 – 70 years old.
- The skill level is mostly 2.5 – 4.0.
- Mindset is to have fun, mix, mingle, and make new friends.

How it works:

- We concurrently built eight interdependent businesses: a media conglomerate, a travel agency, a travel club, a resort certification, a consulting agency, and an academy and event production company.
- We publish Pickleball Travel Magazine. Each issue contains a profile on a pickleball trip, resort, and club.
- We own the largest pickleball travel club in the world. Each member receives a free Pickleball Travel News Magazine subscription as a membership benefit.
- Our database of 200,000+ includes pickleball players, clubs, ambassadors, professionals, teachers, resorts, partners, and media outlets.
- We certify resorts that meet our minimum requirements for pickleball standards.
- We get and provide exclusive travel discounts from certified resorts for our members.
- We promote certified resorts using affiliate marketing hyperlinks in our media.
- We only bring pickleball clubs on trips to resorts that have earned our certification.
- We have a database of 2,000+ pickleball clubs with an average of 100 members.
- We incentivize club managers and bring pickleball club group trips to certified resorts.
- We certify resorts via a site inspection. If it meets minimum standards, we certify the resort. Then, we promote them in Pickleball Travel Magazine.
- If the resort doesn't meet our minimum requirements, we provide consulting services to help them earn it so they can reach our audience.
- It is all interconnected. We keep it simple based on service.

Monetization Plan

We have identified many interconnected revenue streams from our business units (detailed in our revenue projection spreadsheet):

- Advertising/Partnerships in the websites and Pickleball Travel News Magazine
- Group trips – for our travel club members, other pickleball club member trips and other trip promoters.
- Trips with ancillary revenue streams around the trips via incremental services
- Small group and private lessons, excursions, etc.
- Direct booking for resorts from affiliate marketing hyperlinks
- Superlative Pickleball Academies/Festivals/Events
- Affiliate marketing from partners/advertisers
- Certification sales for resorts
- Consulting for resorts
- Program development
- Staffing
- Court conversion/court sales
- Equipment
- Marketing and more

Superlative Pickleball Travel Club Value Proposition

Our travel club members get:

- Free travel club membership
- Exclusive travel discounts on individual and group travel.
- Lots of great perks like demo equipment on group trips and academies.
- Guaranteed quality courts at certified resorts.
- Guaranteed people to play with at certified resorts on group trips.

Resorts get:

- New revenue, amenities, repeat visitation, enhanced asset value and experience.
- A trusted turnkey solution provider and sales team for all pickleball-related activities.

We get:

- New revenue through a tiered membership program with monthly membership fees beginning in 2025.

1. Business to Business: Certification, Academy, Resort Consulting Services and Event Production Company.

Resort Services Plan/Rationale:

More than five years ago, our founder, Dan Beeman, wrote a definitive research paper about pickleball and the hospitality industry. The conclusion was that any resort with flat, available space should consider adding pickleball courts.

Why? Pickleball courts enhance the asset value, drive new revenue, and enhance the existing guest experience using an ***Airbnb model***.

What? Airbnb? Yes. We identify underutilized spaces at resorts and show how they can be monetized –like Airbnb does with rooms or homes.

Is it expensive to convert spaces? No. We have access to roll-away courts and nets, so you can also sell or use the same spaces for events, weddings, sports, or other uses. After you earn a certification from us, the first group trip we bring you will be more revenue than you will pay for your conversion or construction costs. We guarantee it!

But why pickleball? It is easy to learn, healthy, social, and fun for the whole family. *It may be the only sport in the world where players can improve as they age!*

Isn't pickleball just a fad? When Dan Beeman wrote his research paper, there were less than 5 million players in the USA. Five years later, there are 48.3 million players, and they are

growing! As you may already know, pickleball is the [fastest-growing sport in the United States](#) for the past four consecutive years.

What is so great about the demographics of pickleball players? Pickleball players tend to be active, affluent Americans with free time, disposable income, and love to travel. *This is the target audience of many resorts in Mexico and the Caribbean.*

Why work with us to earn a certification of Excellence for your pickleball program?

- We guarantee a 10:1 return on investment.
- We provide resorts that pledge to meet our minimum standards with a Certification of Excellence for their pickleball program. These standards give your guests comfort and satisfaction.
- We are the #1 pickleball travel business that owns the largest pickleball travel club in the world – [Superlative Pickleball](#).
- *We only bring group trips to resorts that earn our certification.*

Need proof of value for resorts? You can read articles about resorts with pickleball [here](#), [here](#), and [here](#). These are also on the [front page of our website](#).

How does the process work for resorts without any pickleball courts?

- Determine if you want to increase occupancy and guest satisfaction.
- Determine if you have internal, conceptual buy-in to spend the necessary money for consulting and capital improvements at your resort.
- Get specific approval from senior officers with budgetary approval up to \$50,000.
- Schedule a site inspection with our consulting team
 - This requires the same support as you would for a familiarization trip.
- After the trip, we will provide a one-page plan overview with projected pricing for services to meet your objectives while meeting the minimum standards to earn a Certificate of Excellence.
 - This will be followed by a Letter of Intent with specific services and dates.
 - If your leadership team signs the LOI, we will provide a Contract for signature services.
- We begin implementing the work on your behalf according to the timeline.

What if your resort already has pickleball courts and wants the Certificate of Excellence?

- Contact us today.
- Provide proof of meeting minimum requirements.
- Arrange site inspection within twelve months of certification award.
- Pay appropriate fees and provide proof of requirements.

How, specifically, do you help us bring more guests? After your pickleball program has earned the Certificate of Excellence:

- We will do a featured article in Pickleball Travel News. It will include an affiliate marketing hyperlink for our readers to book their trips with their friends and families.
 - We will push this digital newsletter out to our Superlative Pickleball Travel Club
 - We will post Pickleball Travel News on our website via a blog.
 - We will push Pickleball Travel News out via our social media platforms.
- We send Pickleball Travel Magazine to our Pickleball Club database.
 - It includes the email addresses of 2,000+ pickleball club managers.
 - Each club has an average of 100+ members.
 - They will be encouraged and incentivized to get a group from their club and book a group trip.
- We send Pickleball Travel News Magazine to over 2,000 USA Pickleball Ambassadors
 - Each ambassador has a network of hundreds of USA Pickleball members.
 - They will be encouraged and incentivized to get the group together.

Want more marketing support to bring you more guests? We have several options: e-mail blasts, customized video services, promotion, advertising, and sponsorship. We will gladly customize a proposal according to your budget, timeline, and needs.

Superlative Pickleball Academy – Subject to the desire of the resort host.

Announcing Superlative Pickleball Academy focused on fun and service at certified resorts!

Get ready to experience the ultimate pickleball getaway at the Superlative Pickleball Academy, tailored for guests aged 50 and older at our certified resorts! Join us for a week-long program filled with pickleball fun, relaxation, and social activities in a luxurious setting.

All food, drinks, and activities may be included in one price, allowing you to play as much or as little pickleball as desired while immersing yourself in the resort's amenities. Prepare for an unforgettable pickleball experience, relax in our luxurious setting, and connect with players of all ages to make lasting friendships.

Sample Daily Schedule (Everything is Optional)

- 8:00 am: Free Introductory clinic.
- 8:30 am: Group warm-up
- 9:00 am - 11:00 am: Pickleball clinics, games and match play
- 11:00 am - 12:00 pm: Open Play
- 12:00 pm - 1:00 pm: Group Lunch
- 1:00 pm - 4:00 pm: Free time for recreational activities or relaxation
- 4:00 pm - 6:00 pm: Pickleball games and friendly competitions
- 6:00 pm - 7:00 pm: Happy Hour with light snacks and drinks
- 7:30 pm - 8:30 pm: Group Dinner
- 8:30 pm - 10:00 pm: Evening activities like live entertainment, dancing, or leisurely walks

- 10:00 pm: Free time for socializing and enjoying the resort's amenities

Prepare for an unforgettable Superlative Pickleball Academy experience focused on fun, relaxation, and service at our certified all-inclusive resorts. We can't wait to welcome you for a week of joy, pickleball excitement, and forging new friendships!

Business Development Status:

- We have pre-certified 30+ resorts subject to site inspections.
- We are in dialogue with most major resort companies.
- We plan to get in on a property-level, prove our value, develop case studies and scale internally as their preferred service provider across their portfolios.

How it works:

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 only 10 resorts in 2024. This means that they meet specific minimum standards.
 - The certification costs \$10k but includes a year's worth of advertising in our magazine and website, a guarantee of \$100k in new business from pickleball 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.

Resort Certification: We have created a certification program that provides consistent experiences from resorts that host pickleball play.

It is based on the [PADI 5 Star Resort Certification Program](#).

It was created to meet the standards of [USA Pickleball](#) and Global Pickleball Federation.

Once the resort agrees to and meets our standards, it can display a Certificate of Excellence valid for up to one year beginning in 2024.

From May to December 2023, a beta program with discounted pricing for certification occurred. We contingently certified 30+ resorts subject to our on-site inspections.

Our certification and consulting team works with resorts to inspect and help them provide superior player and guest experiences via site inspections with complimentary SWOT analysis.

Resorts and clubs that do not meet our certification standards will be referred to our consulting services team to help them meet the requirements so they can reap the benefits of our certification.

Our resort services include comprehensive, integrated property management, court conversion, academy development, program launch, and implementation, which includes site inspection, needs analysis, suggested plans with marketing, communication, staffing, tournaments, pro-shop development, merchandising, and sourcing.

We provide resorts with a Certification of Excellence if they pledge to meet the below-mentioned standards.

We guarantee that any resort we certify will increase its revenue by \$100,000 in the first year or \$1,000,000 within five years.

Here is our invitation to resorts with the requirements and benefits:

I am thrilled to inform you that your resort has received pre-certification from Superlative Pickleball, recognizing you as one of the top destinations for outstanding pickleball facilities and services.

Our pre-certification indicates that your resort meets our high standards for quality and excellence in the following areas:

- **World-Class Facilities:** Your resort offers state-of-the-art pickleball courts and amenities, ensuring players of all levels have an exceptional experience.
- **Professional Instruction:** Access to certified coaches and instructors who can provide personalized training and group clinics.
- **Community and Events:** A vibrant pickleball community with regularly scheduled play.
- **Guest Experience:** Top-notch accommodations and customer service catering to pickleball enthusiasts.

As a pre-certified resort, subject to our site inspection, you are now eligible for full certification. This will further enhance and attract more pickleball enthusiasts to your location. Full certification includes additional benefits detailed in our [Media Kit](#) and [Detailed Requirement and Benefits](#) document such as:

- Guaranteed \$100,000 in new business in the year after certification, or \$1,000,000 over five years.
- A full year of a free, hyperlinked listing.
- A full year of a free, full-page advertisement in each issue of Pickleball Travel Magazine

- 50% off advertising in [Pickleball Travel Magazine](#) and our other media.
- Potential to feature as the cover image on the front of the magazine with paid certification.

During our site inspection we provide a SWOT analysis and promotional video for your use and distribution. If certified, we promote the video across all of our media platforms. If not certified, your resort will be listed as having pickleball facilities without a hyperlink or the other exclusive benefits mentioned above.

To ensure that you get certified with all the benefits, please contact us today to schedule the site visit and complete the certification process.

Detailed requirements: Does your resort meet the following criteria? If not, we can help.

- Provide a quality playing environment with:
 - Durable, approved nets
 - Permanent lines
 - USA Pickleball-approved paddles, balls and equipment
 - Demo equipment available for use.
- Maintain the culture of pickleball as a safe, inclusive, fun, and friendly environment.
 - [Abide by the inclusion standards of USA Pickleball](#)
- Hire/employ accredited staff and instructor(s)
- Post/share information of [USA Pickleball-approved rules](#), and code of conduct.
- Hydration station, restrooms, and shaded viewing area
- Organized events – Round Robins, demo days, clinics
- Uniformed staff with name badge, a professional greeting, and welcome protocol

Optional but encouraged:

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

Specific Rights for Fully Certified Resort:

- **Eligible for Superlative Pickleball Group Trips/Academy/Festivals.** *We only host festivals and academies or bring our groups to resorts that earn and display our Certificate of Excellence hyperlinked logo.*
- One (1) aerial image of your courts on the cover of Pickleball Travel Magazine
- 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.
 - Can list as many trips as desired.
- One (1) Full-page ad in every issue of Pickleball Travel Magazine during certified year.
- One (1) booking link in each Pickleball Travel Magazine issue for one year.
- Fifty percent discount on other 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 a fully 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 discounted equipment and services.

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.
- **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.

Requirements:

- Prominently post the hyperlinked certificate of excellence logo on your 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 10% commission and 5% rate discount via an affiliate marketing hyperlink.

Certification Investment:

- \$10,000 or \$20,000 in trade per year.

Guaranteed ROI:

Certified Resorts will increase revenue by a minimum of \$100,000 within the next twelve months after certification, or \$1,000,000 within five years.

- If not met, the renewal fee will be waived for the following year.
- Renewed automatically, subject to annual site inspection.

2. Business to Consumer: Travel Services and our Travel Club, Events, Media Outlets, and Promotional Platforms

There are four parts to our business-to-consumer services:

- Pickleball Travel Services to include individual and group travel
- Superlative Pickleball Travel Club
- Superlative Academies and Festivals
- Our Media and Promotions

Superlative Pickleball Travel Services - Trip Options

1. Customized trips for pickleball clubs and private groups

- *These will be the majority of our trips because the club managers will be incentivized to market them to their members.*
- We are calling every pickleball club in the USA and offering to organize trips for their club with the following incentives:
 - A featured article/profile of their club in Pickleball Travel News Magazine
 - We will provide incentives for club managers to bring their members.

2. Our group Trips to mostly all-inclusive, certified resorts

- These are trips that we plan and schedule at least six months in advance
- We own these trips and are responsible for everything involved in them
- The focus is on fun and service, not clinics or competitions

3. Promotion of Partner Trips/Resorts

- Trips offered by other trip planners on our website and social media
- No listing fee to the trip planners – only affiliate marketing revenue.
- We will use our affiliate marketing program to derive our commissions.

4. Segmented Group Trips

- We will offer customized trips for specialty groups and partner with businesses catering to those audiences – Singles, Women-only, Luxury, Gay, Seniors etc.

5. VIP Experiences at Tournaments (Future)

- We will be hosting trips to destinations that are holding tournaments
- We will be at the host hotel or adjacent to it, with courts reserved for our guests

6. Individual travel via Hotelplanner.com/Roomongo.com partnership

This partnership will allow us to have a white-label booking engine on our websites via www.hotelplanner.com where people can book individual or group trips.

Events – Pickleball Acadamies and Festivals

- [We customize our academies and festivals for our clients](#)

Media Platforms - Pickleball Travel Magazine and more

We are a multi-media news outlet featuring a website, blog, and e-magazine supporting our pickleball travel and resort consulting businesses. Eventually, we will add a video podcast.

[2025 Global Pickleball Festival – The Ultimate Anti-Tournament](#)

[Superlative Pickleball Travel and Resort Services](#), [The World's Largest Pickleball Travel Club](#), and [Pickleball Travel Magazine](#) teamed up to create this **Global Luxury All-Inclusive Pickleball Festival for Fully Certified Five-Star Resorts**

[Pickleball Travel Magazine](#)

Overview: This serves as our primary communications channel for pickleball travel club members and promote all our business units. It is visually pleasing with fresh content to ensure a high open rate. A relevant partner will sponsor all sections/features for that section.

Sample of club trip offer letter/interview for Pickleball Travel Magazine:

Congratulations on the success of your pickleball club!

We (partner with/publish) Pickleball Travel Magazine.

We want to do an article featuring your club in an upcoming issue of our digital magazine.

We will e-mail it to the Superlative Pickleball Travel Club members - 165,000+ active pickleball players.

Please [fill-out this form](#) or answer the questions in our short survey below.

1. *How many members do you have in your club?*
2. *How many courts does your club have?*
3. *What makes your club unique or different?*
4. *What is your daily or weekly drop-in fee?*
5. *Do you plan to add or resurface any courts?*
6. *What club management software do you use?*
7. *What player rating system do you use?*
8. *Who is your preferred wholesale provider for your equipment (nets, paddles, balls, etc.)?*
9. *Do you have pictures of your courts? If so, please send it to us for inclusion in your feature.*
10. *Do you do any fundraisers for your club – like pickleball group trips?*
11. *Would you like to earn a free trip or income for promoting a group pickleball trip to your club members?*

Here's the Opportunity:

We will organize a trip to one of our certified resorts for your club members.

*You can earn a \$1,000 resort credit if you get twenty people or more to sign up and join you on the trip**

Here is the process:

- **Click here:** <https://superlativepickleball.net/certified-properties>
- **Pick the desired resort and dates for your trip and let us know.**
 - **For example:** [Ritz-Carlton, Grand Cayman, Grand Cayman, Cayman Islands](#)
 - **Feb 1 – 8, 2025**
- **Forward Superlative Pickleball Travel Magazine featuring the article about your club to your members and invite them for a pickleball group trip on the dates you pick.**

We do the rest. We create the program. We negotiate the best rates. We provide you with the details.

After we publish the feature of your club in Pickleball Travel Magazine, we will email you a copy that you can share with your staff and members. When you forward that issue of Pickleball Travel Magazine featuring your club to your members, please copy superlativepickleball@gmail.com That way, we can track the people who join us because of your referral and appropriately reward you.

**20-person minimum for all group trips*

Superlative Pickleball Travel Club Overview

Executive Overview

Driving our consumer travel services business is a free online travel club. *The travel club also drives the certification and resort services businesses because we will offer trips only to certified properties.*

Objective

Our goal in building The Superlative Pickleball Club is to create and bring together The World's Largest Global Pickleball Community. The core foundation should be like pickleball – fun, inclusive, and social.

Philosophy

Central to pickleball is community. It brings people together physically and socially. While it will operate online, it is all about providing value, connecting, and bringing people together to have fun playing pickleball while taking trips to certified resorts.

Value Proposition

The value for our club members will be created through our discounted group travel to certified properties and by getting discounts from our partners that we pass along to our members.

Process

The connection will happen online and in-person via our website and in person via our travel services – pickleball trips.

Symbiotic Rationale

Pickleball and travel are natural partners – fun, social, and physically adventurous. They are also symbiotic: Resorts target active Americans with free time, disposable income, and a desire for fun travel. Pickleball players fit that description perfectly - they are mainly active Americans with free time, disposable income, and a desire for fun travel.

What we are: Pickleball for recreational players. We are focused on service, fun, inclusion, social, and recreational play, and we are ambassadors of the pickleball culture.

What we are not: discriminatory, focused on professionals, tournaments, tours, celebrities, equipment, or winning at all costs.

Plan: We will build and roll out our pickleball club in phases.

Prelaunch: May 1, 2023, with major social media promotion, partnership development, and advertising, with Facebook as the primary driver. Our initial goal is to get 100,000 free members by January 1, 2024, through aggressive advertising, partnerships, and social media using a \$100 discount on our group travel as the primary hook.

We will continue to grow and reward our free membership program through 2024.

Then, on January 1, 2025, we will roll out a paid membership program via a *Founding Members VIP Program*. They will receive a group travel discount and other valuable benefits from our partners.

We will eventually roll out Platinum and Ownership levels to the membership with increasingly higher discounts and perks.

Strategic Partners

Securing authentic partnerships that deliver value for all stakeholders—them and our members—will be essential to our value proposition and growth strategy. These partnerships will be best-in-class businesses and endemic to our targeted audience of pickleball players.

Summary

Superlative Pickleball Club is a community of pickleball players who benefit from membership and perpetuate the culture to help grow the sport worldwide. We want to provide a strong return on investment for our partners and investors.

Media Assets – Websites and More

Pickleball Travel Magazine will live on our new website: www.pickleballtravelnews.com or www.pickleballtravel.news. Both domains have been purchased, and the websites are being built.

Our new website will be built on a platform with a *robust affiliate marketing program and will integrate all our pickleball-related brands and travel options.*

Currently, this domain is pointing toward www.superlativepickleball.net

The current site is a straightforward Godaddy template site. I built it so it has much room for improvement and is limited in scalability and functionality.

Website Structure Outline: <https://pickleballtravelnews.com/>

Cultural DNA/Business Ethos:

As articulated earlier, we are inclusive and focused on fun and service. This is an example of a service-oriented, proprietary program we developed.

Community Commitment

“Take a Trip, Leave a Paddle” Promotion

All our club members, partners, group trip attendees, and client properties will be encouraged to participate in our Community Commitment, which will include a day of giving, including:

- Free clinic for local underprivileged families
- Exhibition by professionals
- Paddle and equipment donation.

How it works:

Superlative Pickleball created this program for pickleball after seeing how <https://soles4souls.org/> instituted their programs for worthy recipients who needed shoes. We do it with paddles!

This groundbreaking program brings all the wonderful, healthy aspects of pickleball to local communities worldwide. Staff members and their kids will be the lucky recipients of used paddles and will have the opportunity to learn and play at our certified properties.

Superlative Pickleball Travel Club members who go on Superlative Pickleball Group Trips are encouraged to bring their paddles on vacation. While on these trips, the guests can try other new paddles which have a QR code with a discount coupon on them. This will allow the players to purchase new ones online. They leave the old ones behind and receive a new paddle on their doorstep when they return from the trip.

Business Value: A spreadsheet with revenue projections is available upon request. We conservatively estimate this to be a \$20 million business within 5 years.

Estimated Business Asset Values – With Invitation to Invest.

We are looking for leadership to raise investment capital or aim to sell this business as a whole or in pieces to someone who appreciates our value and sees the potential.

Our tangible assets are as follows:

1. Database – Value \$80,000+

It is 161,000+ email addresses of people who have signed up for pickleball-related content within the past two years. Most of these people are living in the United States and Canada. This is the freshest database of pickleball players available anywhere. The database consists of lists we have purchased, people who have opted into our free pickleball travel club on our website, advertising through our Facebook groups, scraping, and our partnerships.

2. Social media – Value \$40,000+

- We own groups on Facebook related to pickleball, with a total of 18,000+
- We have a branded presence on IG, LinkedIn, YouTube, Snapchat, WhatsApp, and more.
- We have a blog that lives on the front page of our website. We push that content to our newsletter and social media channels.

3. Partnerships – Value \$40,000+

- We have developed many integrated partnerships with some of the top brands in pickleball. You can see a few of them on our website at <https://superlativepickleball.net/our-partners>
- We have conditionally certified 30+ properties.
- We are in active negotiations with several other partners.

4. Website – Value \$20,000+

- We have carved out a position as the home of the largest pickleball travel club in the world and the most comprehensive travel booking engine.
- We are building a new site in Webflow with e-commerce and affiliate marketing programs.
- We offer a 360-degree, end-to-end solution for pickleball travel and resort services.

5. Logos and Brand development – Value \$20,000+

- We developed a master and several subordinate brands with guidelines and usage.
- We hired a professional agency to develop our brand(s) with 10+ logos available.

6. Intangible assets – Value \$100,000+

- A comprehensive, detailed plan, deep relationships, trained staff, community presence, and legitimacy from our work in the pickleball community and my graduate school paper, which is the definitive research paper for pickleball.

This reflects an estimated tangible asset value of \$200,000 + \$100,000 in intangible assets.

Current out-of-pocket expenses/debt is \$80,000, with very few monthly expenses/obligations.

Investment Opportunity: We are seeking \$200,000 for a 20% share of the business or the outright purchase for \$1 million.

Other active business opportunities include:

- Creating an International Pickleball Festival.
- Partnership/merger with complementary/synergistic businesses in pickleball.
- Pickleball Travel Podcast/Video/Youtube channel.
- Branded paddles and other equipment.
- Integrated DUPR/USA Pickleball and other partnerships.

* * *

How does this business relate to the award-winning buddy comedy script that I wrote?

In the next section, you will find many details about movies and brands. It is unnecessary to read it in any detail, but it will help you see how the business above is connected to the information below about the movies.



<https://danbman.com/pickleballs-movies>

About the title of the Movie

An ongoing gag in the movie is the introduction of a drinking game, called **Superlative**.

When the protagonist, Chip Cox brags about how great he or something else is, then he gets called out by his partner, Boris, who shouts “Superlative – Drink” as a penalty for bragging. Then they must drink whatever beverage is available. This is why we call the movie Superlative Pickleballs! and why our brands are called Superlative. We think this movie franchise will become a cult classic.

Superlative Pickleball Movies*

A scalable movie franchise with marketing extensions and brand-building opportunities. It will serve as the marketing platform for the entire Superlative Ideas master brand and launch all other sub-brands and businesses.

Superlative Pickleballs! – The Franchise of Buddy Comedy Films A SUPERLATIVE Ideas production company

Film #1: Pickleballs! – A SUPERLATIVE love story

Logline: Pickleball enables redemption for two stubborn, broke, ex-tennis champs.

Genre: Buddy Comedy

This adventure/comedic buddy movie was inspired by Blades of Glory, Talladega Nights, Wedding Crashers, Step- Brothers, and Dodgeball.

Film #2 Sequel (1-2 years after Pickleballs! release)

“Pickleballs! A SUPERLATIVE Revolution!”

Logline: Two newly victorious senior pickleball champions parlay their victory into eliminating their debts and gaining new business opportunities, including co-managing a new Margaritaville resort while balancing their obvious, ongoing philosophical differences.

Film #3 – A Prequel

“Pounding Balls: Preparing for Pickleballs!”

Logline: Two young tennis prodigies grow up in drastically different environments, and when tragedy strikes each of their fathers, they must grow up quickly to support their families.

Film #4: A sequel to the sequel (1 -2 years after the previous film)

Pickleballs! in Paradise: A SUPERLATIVE Thailand Adventure

Logline: Chip, Boris, Dave, and Dayne promote their evolving brands through a pay-per-view TV, pickleball event in Thailand sponsored by Rocky and Ricky (and their brands), promoted by Kayla (and her social media company).

Contact: Dan Beeman 818.983.5700 Dan@superlativepickleball.net
www.superlativepickleball.net