



Superlative Academy of Fun™ - Resort Fact Sheet

Program Details:

- Concept: Turnkey, fun pickleball academy for beginner to intermediate players.
- Target Audience: Resort guests of all ages and skill levels.
- Schedule: Monday - Friday
 - 8:30 AM - 9:00 AM: Complimentary Introductory Lesson (Open to all Resort Guests)
 - 9:00 AM - 12:00 PM: Academy Instruction, Drills, and Games
- Duration: 3 hours of daily instruction.
- Instructor Ratio: 1 Instructor per 10 participants.
- Equipment: Superlative Pickleball provides all necessary equipment.

Financial Information:

- Daily Rate: \$150 per participant.
- Weekly Rate: \$500 per participant.
- Revenue Share: 50% Superlative Pickleball / 50% Resort.
- Resort Credit: \$10,000 per year of contract from the resort for marketing.
- Sweepstakes Prize: The Resort provides one VIP, all-inclusive week for two people.
- Affiliate Marketing: The Superlative will market to the travel club and provide an affiliate link if the resort provides four courts. The resort pays a 10% commission on bookings.

Resort Benefits:

- Revenue Generation: Direct revenue from program fees.
- Increased Guest Satisfaction: Enhanced activity offerings and guest engagement.
- Market Differentiation: Position your resort as a premier pickleball destination.
- Attraction of New Guests: Capture the growing pickleball tourism market.
- Turnkey Operation: Minimal resort staff involvement.
- Global Travel Club Marketing: If four courts are provided, access to Superlative Pickleball's global travel club.
- Certification Benefits: If the resort is certified for meeting Superlative Pickleball's minimum standards, they can participate in our festivals and be promoted to our travel club.

Superlative Pickleball Provides:

- Certified pickleball instructors and necessary pickleball equipment.
- Program management and marketing support.

Resort Provides:

- Access to pickleball courts and court maintenance.
- Room and board for Superlative Pickleball staff.
- Integrated marketing support.