



PlayTime Scheduler is helping pickleballers everywhere connect, communicate, and stay organized

What Makes Us Unique?

- Easy to use interface
- Mobile-friendly website – no app download required
- Exclusively designed for pickleball
- It's FREE!!

Pickleball's #1 site for recreational play

More than
300,000 players in
2,280 regions with
10,000+ locations in
43 countries on
6 continents



Pickleball in the USA

8.9 million players

54% growth from 2022 to 2023

38.1 yrs. average player age

54% of core players are 55+

(USA Pickleball Association)

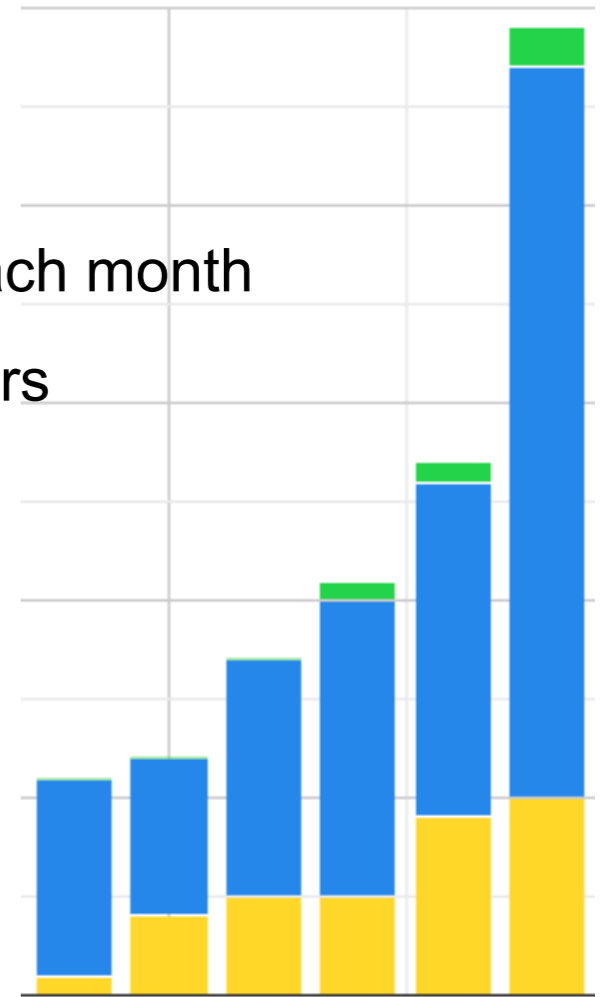


Pickleball's #1 site
for recreational play



Usage and Growth

- 300,000+ registered users
(we have more than 3x as many members as USA Pickleball)
- Growing at a rate of over 10,000 new users a month
- 5 million+ pageviews a month
- 2,280+ registered regions in 41 countries
- 10,000+ registered venues
- 5 million opt-in email notifications sent each month
- 1,100,000+ play sessions created by users
- All this growth has happened through word of mouth – zero paid marketing





Sponsorship Opportunities

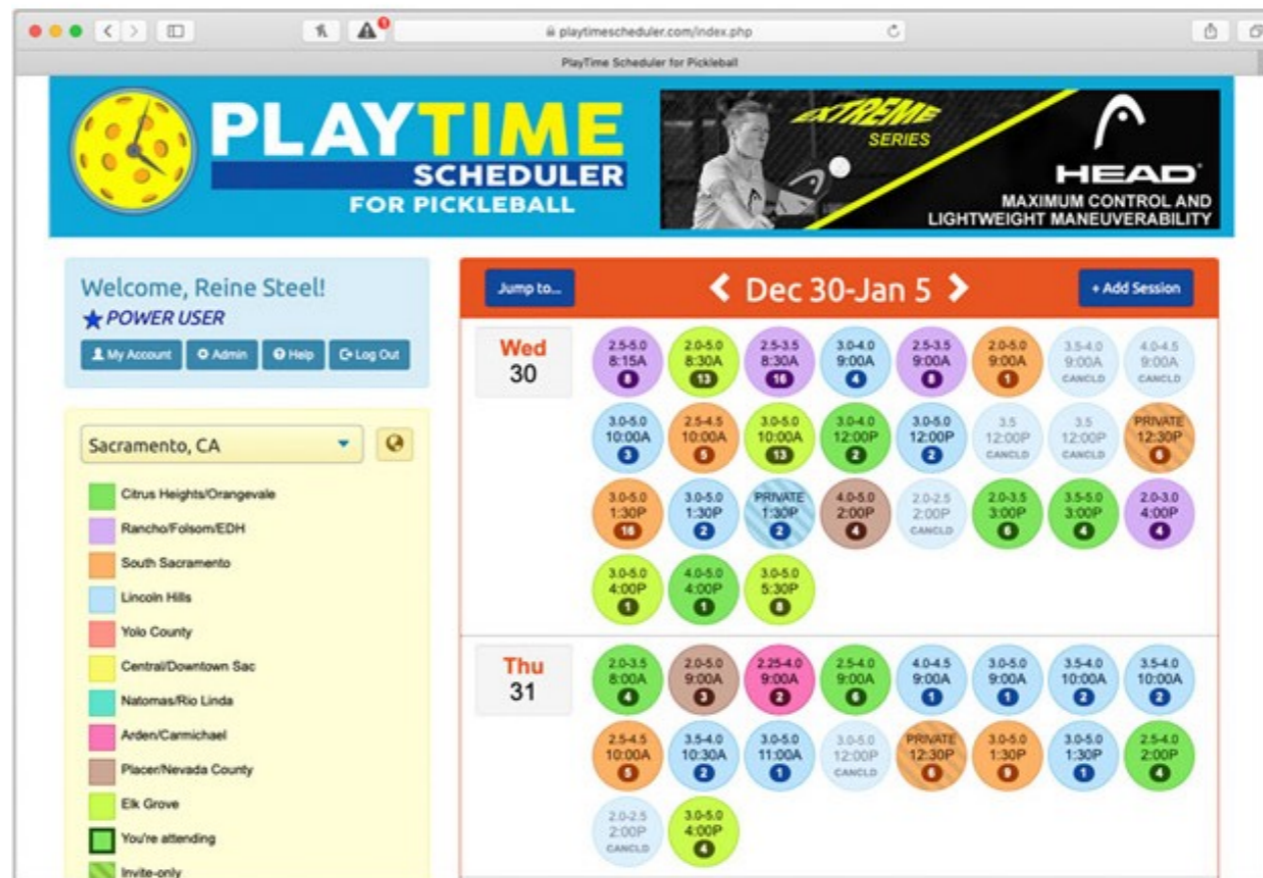
Banner Ads – Web

Ads can be targeted geographically (from international to local) as well as by gender or skill rating.

Pickleball's #1 site for organizing recreational play

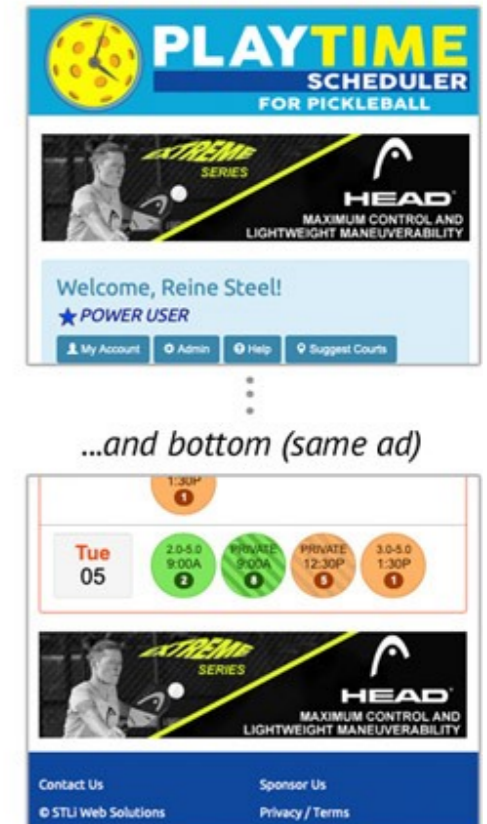
Web Ads - Desktop

Only one sponsor's ad is shown at a time.



Web Ads - Mobile

Displays at both top...



...and bottom (same ad)



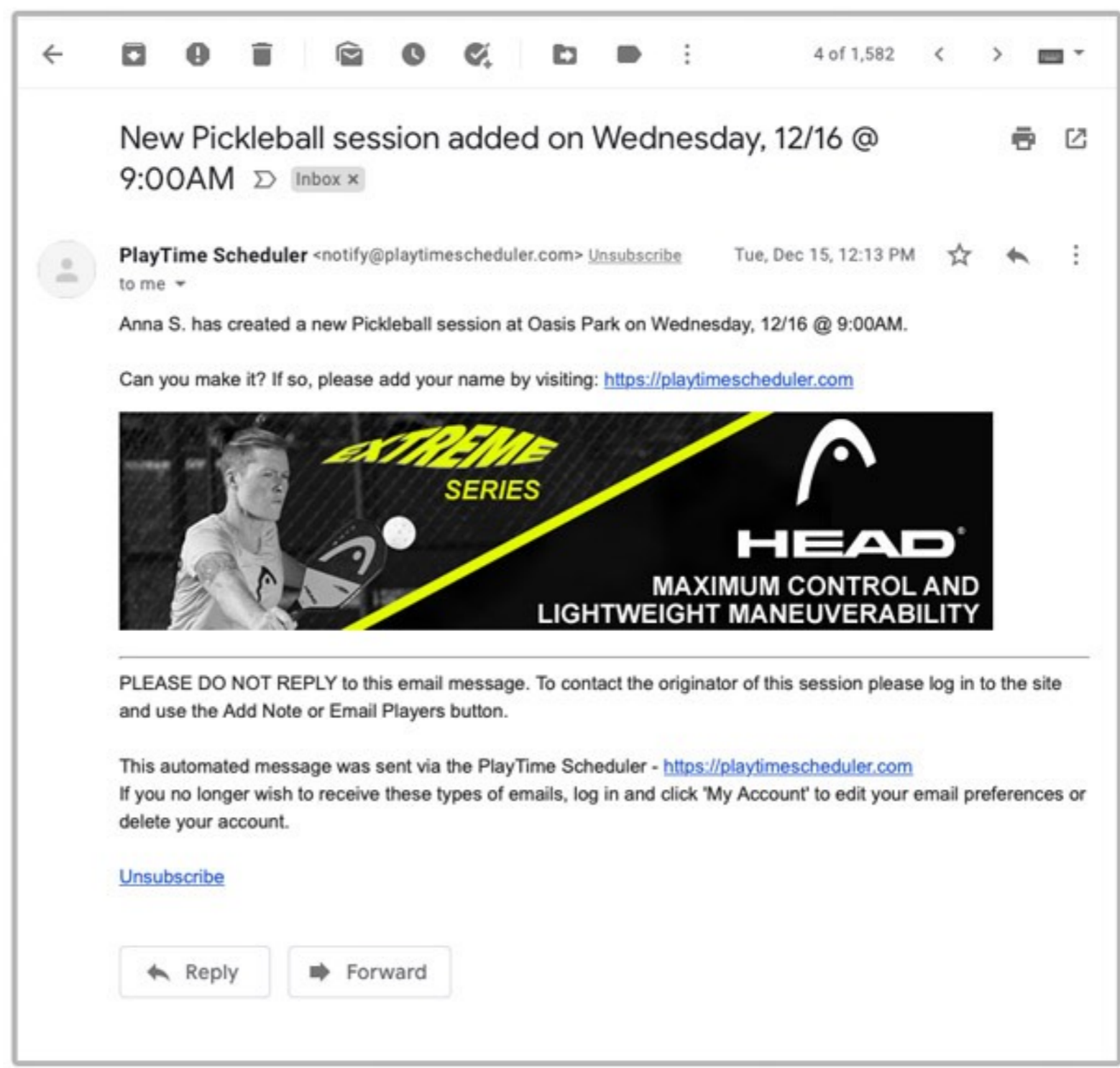


More Players ...
More Cities ...
**MORE
PICKLEBALL**



Sponsorship Opportunities

Banner Ads – Email Notifications



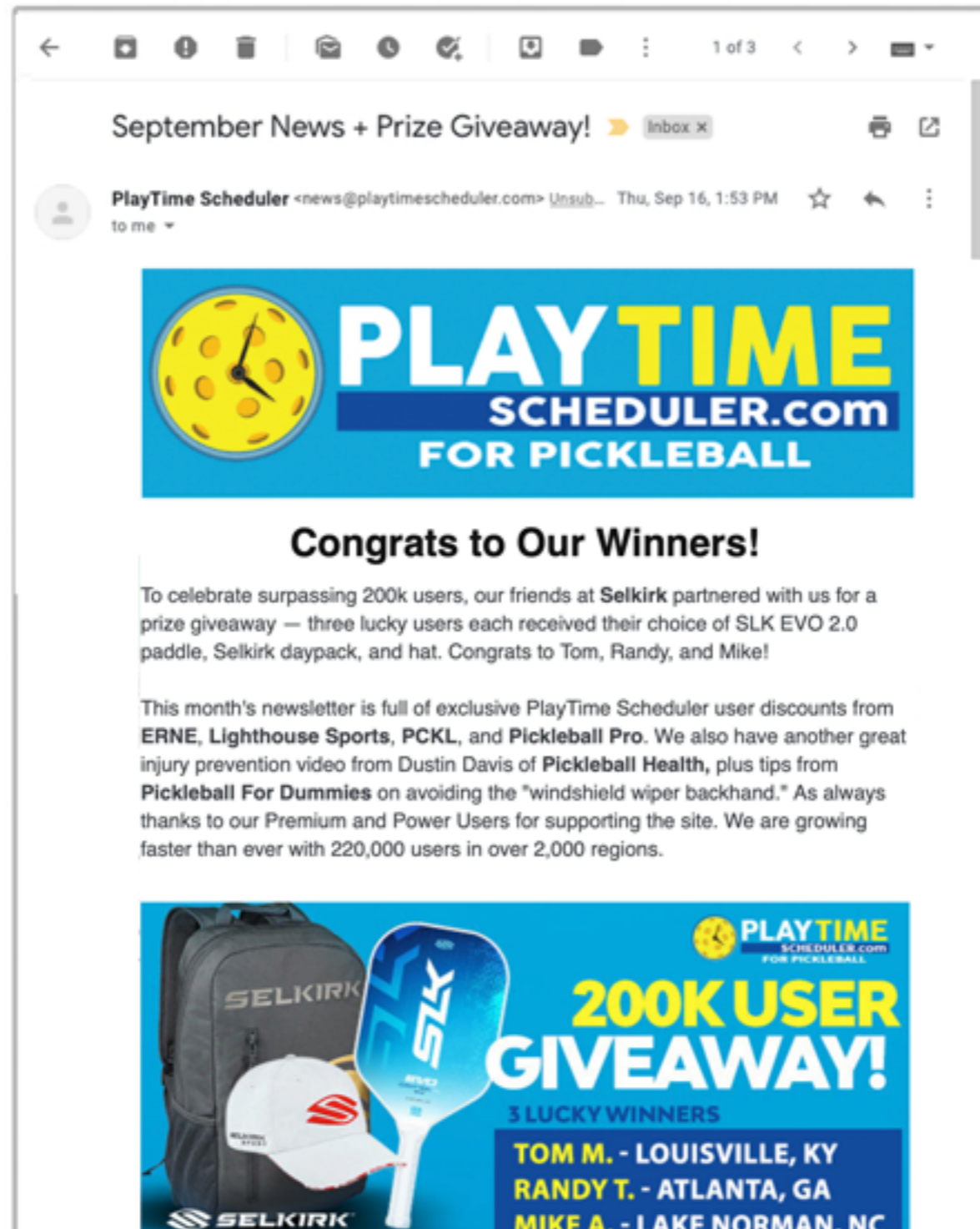


Pickleball's #1 site for organizing recreational play



Sponsorship Opportunities

Email Newsletter – Become a featured story in our monthly newsletter sent to all registered users.





Pickleball's #1 site for organizing recreational play



Sponsorship Opportunities

Preferred Partner – Company logo and profile added to Preferred Partners section. Includes rotating ad on home page.



Preferred Partners

Thank you to all our partners! Click on a logo for more information.





Pickleball's #1 site
for organizing
recreational play



Price List

Banner Ads (Web/Email)	<i>Prominent and exclusive - only a single sponsor's banner is featured on the screen at one time.</i>	
90,000 impressions (30k/month)	\$300	Quarterly
180,000 impressions (60k/month)	\$500	Quarterly
270,000 impressions (90k/month)	\$700	Quarterly
420,000 impressions (140k/month)	\$1,000	Quarterly
900,000 impressions (300k/month)	\$1,700	Quarterly
1,800,000 impressions (600k/month)	\$3,000	Quarterly
<i>Note: quarter begins the day the ad is posted.</i>	<i>25% bonus impressions on any plan paid annually.</i>	
Preferred Partner		
Featured logo, link and profile in Preferred Partners section. Rotating ad on desktop version of home page.	\$500	Quarterly
	\$1,300	Annually
Email Newsletter	<i>Sent monthly to all registered users.</i>	
One-time feature in monthly newsletter	\$900	Monthly
Ongoing feature in monthly newsletter	\$1,900	Quarterly
Dedicated email blast	\$5,000	One time
Add-on to any of the above: Preferred Partner recognition	\$300	Quarterly



Pickleball's #1 site
for organizing
recreational play



Ad Descriptions & Specifications

Banner Ads (our most popular format) appear on both the website and session notification emails sent directly to players' inboxes. Ads can be targeted geographically (by state), by gender, or by player skill rating. Only one sponsor's banner ever appears at a time, so users will focus their attention exclusively on your ad.

Newsletter Features appear in our monthly newsletter sent to all registered users. We fill our newsletter with news and items of interest to our pickleball audience to ensure ongoing engagement. Your newsletter feature can either be a single large image or a story combining text and images.

Preferred Partners Page is inclusion of logo, link and profile on our Preferred Partners page on the site. Also includes home page vertical ad.

Banner ads (web/email) specs:

600 x 150px PNG or JPG

Ideally all fonts should be above 18pt.

You can provide up to 3 different images for rotation.

Ad will link to your requested URL when a user clicks on it.

Newsletter Feature specs:

Either a single large image: 800 x 600px PNG or JPG

Or, combo of image and text... 800 x 400px with a paragraph of text

Preferred Partners Page specs:

350x150px PNG or JPG; 1-2 paragraphs of text; 160x700px vertical banner



Get in Touch

PlayTime Scheduler has been developed over the past 7 years by the team at STLi Web Solutions, a digital design firm located in Sacramento, California. We have been developing interactive media for over 25 years.

PlayTime Scheduler is the brainchild of Reine Steel, a professional pickleball instructor, sponsored tournament player, and co-author of *Pickleball For Dummies*. Reine combined her web development skills with a passion for growing the sport to create a tool that brings pickleballers together.



reine@playtimescheduler.com



billy@playtimescheduler.com

Contact us now