



NATIONAL MARKETING KIT

The fastest-growing sport in America, on one network

National brands reach 24M+ active, affluent pickleball players through court-side smart screens with audited impressions and smart-court content integration.

24.3M

US pickleball players

+479%

Growth since 2020

20M-150M+

Impressions per program

\$10-\$15

Premium DOOH CPM

White-label this kit

Print and fill in, or build a fully personalized version online at courtsparkai.com/marketing-kits.

Presented by

Your contact

Email

Phone

Facility / market

Who you reach

Nationwide network of CourtSpark-equipped facilities — a premium place-based DOOH audience with high household income and heavy word-of-mouth behavior.

Packages

Package	Investment	Impressions	What's included
Entry / Test	\$100k-\$250k	20-50M+	Rotational, 15s spots
Mid-Tier / Category Exclusive	\$300k-\$600k	60-120M+	Prime dayparts + replays
Premium / Title-Level	\$750k-\$1.5M+	150M+	Full integration + custom content + smart court highlights

Target categories

Category	Typical spend	Example advertisers
Health, Wellness & Supplements	\$250k-\$750k / yr	Peloton, Whoop, Oura, AG1, Optimum Nutrition, Gatorade, Ensure, Nature Made, Ritual, Huel
Athletic Apparel & Footwear	\$300k-\$800k / yr	Nike, Under Armour, Lululemon, Adidas, Skechers, On Running, Hoka, Fila
Automotive & Mobility	\$400k-\$1M+ / yr	Hyundai, Toyota, Honda, Subaru, Tesla, Ford
Financial Services & Insurance	\$200k-\$600k / yr	Chase, Fidelity, Vanguard, NY Life, AARP, Progressive, State Farm
Beverages (Functional & Premium)	\$150k-\$500k / yr	Celsius, Liquid Death, BodyArmor, Red Bull, Olipop, Hint, Starbucks RTD
Tech, Wearables & Consumer Electronics	\$200k-\$550k / yr	Apple Watch, Garmin, Samsung, Whoop, Oura, Google Fitbit

Why it works

- Place-based DOOH with 30-90+ minute captive dwell time — far beyond a roadside pass-by.
- Smart-court AI replays give brands earned, in-content moments, not just ad slots.
- Affluent, health-driven, highly social audience that over-indexes on recommendation behavior.
- Audited impressions, creative lighting and market-level reporting across the network.

Creative specs

Screen zone	Pixel size	Best used for
Full screen	1600 × 900	Hero spot between points and during replays
Side rail	295 × 900	Persistent vertical brand presence
Bottom banner	1600 × 155	Always-on logo / message bar
Corner tile	295 × 155	Score-adjacent logo lockup

File formats

- Static images: PNG or JPG, RGB, 72–150 dpi, under 5 MB
- Video: MP4 (H.264), 15s or 30s, muted-safe with on-screen text
- Logos: transparent PNG or SVG, light and dark versions
- Landing page URL + optional QR code for attribution

How we get started

1. Define objective, categories and national flight window.
2. We model reach, frequency and CPM against the current network footprint.
3. Align on exclusivity, creative integration and measurement partners.
4. Launch with quarterly business reviews and optimization.

Pricing, impression ranges and example advertisers are illustrative planning figures based on current network projections and are not guarantees of performance or availability.

Ready to run? Complete the advertiser onboarding form at courtsparkai.com/advertiser-onboarding or contact the rep listed on page 1.