

The Pickleball Facility Growth Checklist

10 things every facility should have in place before spending another dollar on marketing. Check each item — then fix what's missing.

✓ CHECK OFF AS YOU GO · TRACK YOUR SCORE

0 of 10 complete



🍪 BRAND & IDENTITY

01 - 03

- 1 You have a real logo — not a Canva template**
A professional mark players recognize builds trust before they ever walk in the door. Generic logos signal generic facilities.
- 2 Brand colors and fonts are consistent everywhere**
Signage, social, website, and email should all look like the same place. Inconsistency signals disorganization.
- 3 Your facility is fully optimized on Google Maps**
Claim and complete your Google Business Profile with photos, hours, and reviews. It's your #1 local discovery tool — and it's free.

💻 DIGITAL PRESENCE

04 - 06

- 4 You have a website with a clear call to action**
Not a Facebook page. A real page that answers "how do I join?" and captures leads before they bounce.
- 5 You collect emails from every new player**
Email is your #1 owned marketing channel. If you're not collecting at sign-up, events, and drop-in — you're leaving money on the table.
- 6 Social profiles are active — minimum 3 posts per week**
A dead Instagram signals a dead facility. Active social signals a community worth joining and courts worth booking.

PROGRAMMING & EVENTS

07 - 08

- 7

Every event has a 2-week promotion runway

Posting once the day before is not a promotion plan. Each event — open play, league night, clinic — needs social, email, and in-facility promotion starting 14 days out.
- 8

You have a league or recurring program driving repeat visits

One-time drop-ins fill courts once. Leagues, clinics, and round-robins build reliable weekly revenue and community loyalty.

REVENUE & SPONSORS

09 - 10

- 9

You have a membership offer — not just drop-in

Memberships create predictable recurring revenue. Drop-in only is feast or famine. Even a simple monthly pass changes your financial picture.
- 10

You have a sponsor deck and media kit ready to send

Local businesses want to reach your players. Most facilities leave thousands of dollars in sponsorship revenue on the table every year because they have no package to present.

YOUR SCORE

MISSING 3+ ITEMS?
You need the [Growth Audit](#) →

REAL RESULTS · PICKLEBALL HOUSE · WHITE MARSH, MD

60 visits. Then 33× growth.

When RPM took over marketing for The Pickleball House, monthly attendance was 60. Six months later it hit 2,030. Every item on this checklist was part of how we got there.

2,030

MONTHLY VISITS

156%

FULL-YEAR YOY

6 mo

TO RESULTS

Ready to fix what's missing?

Book a free 20-minute Growth Audit — we'll show you the 3 biggest gaps in your marketing.

RPMPICKLEBALL.COM →