

KINGSTON
PICKLEBALL
Club

INTEGRATED MARKETING COMMUNICATIONS PLAN

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Connecting brands with people

Contents

Executive Summary	3
Marketing Profile	4
Audience Analysis	12
Objectives	16
Positioning and Creative Strategy	19
Strategies and Tactics	21
Creative Executions	41
Calendar of Activities	43
Budget & Evaluation	44
Appendix	50



Executive Summary

The Kingston Pickleball Club is a non-profit organization located in Kingston that provides an exclusive venue for practicing Pickleball and promotes the sport. However, the club faces various challenges, such as expanding membership, generating more revenue, limited parking, a shortage of volunteers, and reduced interest during the summer months as some people prefer outdoor activities.

Fusion has developed an Integrated Marketing Communications Plan to help overcome the challenges that KPC will face during the summer months. The overarching goal is to attract new members and generate revenue streams to maintain financial stability for the club during this period. Although the focus is on the summer months, some of the strategies proposed can be implemented year-round.

This Integrated Marketing Communications (IMC) Plan aims to achieve two objectives: generate interest in acquiring 10-packs passes to expand the club's membership and create collateral to facilitate new revenue streams.

To achieve these objectives, the plan proposes launching a Summer Deal sales promotion and increasing the number of Open Houses to generate more interest in 10-pack passes. The introduction of new revenue streams is also proposed, such as promoting Summer Camps for children during the summer months of July and August, and improving existing Sponsorship Packages to attract more sponsors.

The implementation of these strategies will help the Kingston Pickleball Club attract new members, promote the sport of pickleball in Kingston, and enable the generation of additional revenue for the facility. These strategies are designed to cater to the needs of different target audiences.

This plan includes a comprehensive analysis of the Kingston Pickleball Club, its main competitors, the current and potential consumers, and the objectives, market positioning, and creative strategy for the club, including our Big Idea. The plan also includes a calendar of activities, budget, and an evaluation of the Marketing Plan's results.

Marketing Profile

Company Background

The Kingston Pickleball Club (KPC) is a non-profit organization dedicated to promoting the sport of Pickleball in Kingston and the surrounding areas. Pickleball is a fun and fast-paced sport that combines elements of tennis, badminton, and ping pong. KPC was established in 2016 to create a welcoming and inclusive environment where people of all ages and skill levels could come together to play and enjoy the game.

Despite having 7 years of existence, only in July 2022, they built the space it occupies today, with 7 covered courts, in the West End region. The structure was built through the donation of some of its members who are passionate about the sport and felt the need for a more modern and comfortable structure.

KPC offers a wide range of programs and activities designed to meet the needs of its members. These include open play sessions, clinics, and tournaments, which are all designed to help players improve their skills and have fun. The club also offers specialized programs for beginners, social players, competitive players, and league players. The club has a team of qualified professionals,

Ryan Hanes and Deanna Christie, who lead clinics and coaching sessions for the members.

One of the key features of KPC is its commitment to promoting healthy living and fitness through Pickleball. The club works closely with local schools, parks, recreation departments, and Community Centers to provide opportunities for people to get active and engage in regular physical activity. KPC also encourages its members to take an active role in promoting the sport and growing the pickleball community in the area. The club actively supports community outreach programs to increase awareness of the sport and encourage participation among individuals of all ages.

KPC has made significant strides in promoting the sport of Pickleball in Kingston and the surrounding areas. It is the only dedicated indoor Pickleball facility in Eastern Ontario, providing a welcoming and inclusive environment for people of all ages and skill levels.

The club occupies a modern and comfortable structure that houses seven indoor, individually fenced courts with state-of-the-art court surfaces. The facility also features a comfortable viewing area, parking, and an on-site pro shop.

The Kingston Pickleball Club primarily targets an

older demographic of individuals aged 55 and above. This is likely since pickleball is a low-impact sport that can be enjoyed by individuals of all ages but may be particularly appealing to older adults who are looking for a fun and social activity that is easier on their bodies.

KPC may face some challenges in attracting younger people due to a few factors. First, the club is located in a less accessible area that is difficult for young people to get to. Additionally, younger individuals may be more likely to engage in outdoor activities during the summer months, which could compete with pickleball for their time and attention. Another potential challenge is that younger people may not be as familiar with pickleball as a sport.

However, the club is open to all players regardless of their age and skill level. The club provides a supportive and welcoming community for its members, making it an excellent resource for those who want to learn the sport, improve their skills, and socialize with other players.

KPC has successfully organized several tournaments and open-house events, which have brought in new members and increased the visibility of the club. The club's members are actively involved in promoting the sport and organizing events that benefit the community.



SWOT ANALYSIS

Strengths

- It is a dedicated space for the sport with permanent nets
- It is open and running
- Dedicated volunteers that offer excellent customer service to their members and new clients
- Excellent courts: well painted, with flawless floors, in addition to good lighting
- Covered courts, especially in winter and when it is raining.

Weaknesses

- Lack of marketing budget
- Not having air conditioner
- Not easily accessible location
- Price, it is an expensive membership fee.
- Lack of human resources

Opportunities

- Fastest growing sport in North America
- The sport is extremely popular in Kingston
- Attract new sponsorships
- Expand the target audience to younger people who do not know the sport.
- Use innovative ideas from DMC (Digital Marketing Communications) groups.
- Increase social media awareness.

Threats

- Summer, outdoor pickleball courts, people like to play outside.
- Kingston Racquet Center opening in East-End and new competitors.
- World monetary crisis, high inflation in Canada
- Legal threats: The club may face legal challenges related to liability, contracts, or disputes with members, partners, or suppliers.
- Financial threats: As a not-for-profit organization, the club may rely heavily on donations and fundraising to maintain its operations. Any financial mismanagement or fraud can threaten the club's ability to continue providing services to its members and the community.



Marketing Mix

Product/Service

The Kingston Pickleball Club offers a variety of programs and activities designed to meet the needs of its members, including open play sessions, clinics, and tournaments, all aimed at helping players improve their skills and have fun.

The club has specialized programs for beginners, social players, competitive players, and league players, as well as a team of qualified teaching professionals who lead clinics and coaching sessions.

The club also promotes healthy living and fitness through Pickleball and works closely with local schools, parks, and recreation departments to provide opportunities for people to get active and engage in regular physical activity.

The club's facility is modern and comfortable, with seven indoor, individually fenced courts with state-of-the-art court surfaces, a comfortable viewing area, ample parking, and an on-site pro shop.

One of its differentials is that the club is the only place in Kingston that has exclusive courts for the practice of Pickleball, with a net, court markings and lighting designed exclusively for the sport.

Place

The Kingston Pickleball Club is located in the West End region of Kingston, Ontario, Canada.

The club occupies a modern and comfortable structure with 7 covered courts, which is easily accessible by car.

The location is not easily accessible by public transportation, which may pose a challenge in attracting younger individuals.

Promotion

The Kingston Pickleball Club (KPC) has undertaken several marketing initiatives to attract new members and promote the sport. Let's analyze each initiative in detail.

Open houses and events:

The club regularly holds open houses to introduce people to the game and attract new members. At the last open house, they sold seventy 10-pack members, indicating the success of the initiative. These events are promoted through the KPC website, social media and the billboard on Gardiners Road. The events are very successful in promoting the sport and the club, as they attract up to 100 people per open house. Moreover, the club holds several events throughout the year that help to promote the sport and the club and sell new memberships.

Social media

The club uses an agency in Napanee to manage their social media accounts on Facebook and Instagram. However, the posts have few followers and little engagement. KPC hopes that a new member who works for Facebook can help them with social media campaigns. The club frequently posts quality content on Instagram, but it has few followers (340) and little engagement. The same is true for the KPC Facebook account, which has few followers (483) and little engagement. In our analysis, the club's investment in so-

cial media has not been very effective in reaching a wider audience and attracting new members.

Website

KPC's website was developed by the agency Clickhelp. Andrea Blackwell, KPC Director, manages the site, and she updates it regularly. The website is successful in its mission of informing members and potential clients about the club and any news. She also creates pop-ups to publicize the open houses.

Email marketing

KPC sends an email marketing monthly, only to inform about the board meetings. The club is missing the potential to use email to promote events and membership. The club's email marketing efforts are limited, and they need to invest more in this area to reach a wider audience and promote events and membership.

Billboard

KPC's biggest investment in marketing is a billboard on Gardiners road. The billboard points to the Pickleball club, helping people to find the location. The investment in the billboard is a huge success, with approximately 80% of new members mentioning that they discovered KPC because of the billboard.

Price

The club charges a membership fee to its members, which can be considered expensive and may be a barrier to entry for some individuals.

The club provides a diverse selection of pricing options that are tailored to meet the specific

preferences of the customers. These options encompass annual membership, 8-month membership, pay-per-play facility, as well as packages comprising 10 two-hour accesses.

The price list is confusing, it could be simplified for a better understanding of their customers. The amount is charged per person, not for the use of the court.

To understand what Kingston Pickleball Club members think about the organization, we conducted an in person survey with 9 members on April 1, 2023.

This is an informal survey, without statistical values, which we conduct to get an idea of what members think about the club. The results were very interesting and show great customer satisfaction with the services offered by KPC.

Customer Attitudes towards KPC's offering

Survey Results

According to the results, the majority of members (75%) visit the club on a weekly basis, indicating a high level of engagement with the club. The other 25% attend the club more than 3 times a week. This suggests that the club is providing opportunities and experiences that encourage members to attend on a regular basis.

The high level of satisfaction among members is also noteworthy, with 87.5% of respondents indicating that they are very satisfied with their overall experience as members of the club. The other 12.5% are satisfied. This indicates that the club is meeting the expectations and needs of its members, and is likely to lead to increased loyalty and retention.

The fact that 100% of members are very likely or likely to recommend the club to others is also a very positive sign. Word-of-mouth recommenda-

tions are often the most effective form of advertising, and the fact that all members are willing to recommend the club suggests that they are enthusiastic about their experience and believe that others would benefit from it as well.

In terms of membership fees, the majority of members (87.5%) find them to be reasonable or very reasonable, indicating that they perceive the benefits and services provided by the club to be worth the cost.

The quality of instruction and training provided by the coaches is also rated highly, with 50% of respondents rating it as excellent and the other 50% rating it as good. This suggests that the coaches are knowledgeable and effective in their teaching methods, which is likely to lead to continued improvement in the skills and performance of club members.

Finally, the fact that one-third of members are

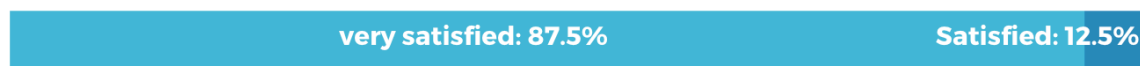
likely or very likely to enroll their children or grandchildren in a one-week summer camp at KPC during the months of June to August suggests that there is a demand for such programs among members. This provides an opportunity for the club to expand its offerings and provide additional value to members. The other 2/3 stated that they do not have children or grandchildren of age to participate in this type of event.

Overall, the survey indicates that Kingston Pickleball Club is doing a good job of meeting the needs and expectations of its members and that members are highly engaged and satisfied with their experience. The club may want to consider further ways to enhance member experience and engagement, but these results suggest that it is on the right track.

How often do you visit the club?



How satisfied are you with the overall experience of being a member of KPC?



How likely are you to recommend KPC to a friend or other pickleball players?



Do you think the membership fees are reasonable for the benefits/services offered?



How would you rate the quality of instruction and training provided by our coaches?



How likely would you be to enroll your children/grandchildren in a one-week summer camp at KPC?



Competitive Analysis

Kingston has several multipurpose courts that serve as potential competitors for the Kingston Pickleball Club (KPC), as they offer sports or leisure options for people, mainly those that involve the use of a racket, ball, and net. These courts are either open or covered, situated in public or private spaces, and used for various sports, including tennis, badminton, and Pickleball. The city has a dedicated tennis club, the Kingston Tennis Club, which has seven courts, and a badminton club for sports enthusiasts called the Limestone Badminton Club.

When it comes to Pickleball, there are 15 different places in Kingston to play the sport, with a total of 71 courts (detailed in the appendix). In addition to these spaces, Queens University and St. Lawrence College have multi-use courts that are also used for the practice of Pickleball.

However, these venues are multipurpose courts that are also used for other sports, making KPC the only place in the city with exclusive indoor courts for Pickleball. This gives the club a competitive advantage over other options in the city because they offer a unique experience that cannot be found elsewhere. The KPC can also differentiate itself by providing coaching and training programs for people of all ages and skill levels, which can help attract new members and retain existing ones.

Despite having many places to practice racket sports, the opening of the Kingston Racquet Centre in July in the city's East End region is viewed as KPC's only potential competitor. The centre is a dedicated facility for racket sports, with six indoor tennis courts, fitness rooms, food and drink services, a viewing mezzanine, lounge areas, a shower, and changeroom facilities. Additionally, it has a separate dome with 12 Pickleball courts, making it a multi-sport facility. The centre will offer a complete range of instruction and play programs for both juniors and adults for both tennis and Pickleball. The directors, Tony Roth for tennis and David Bussiere for Pickleball, are experienced development leaders in their respective sports.

While the KPC views this center as a potential competitor, it could also be an opportunity for collaboration and partnership. For example, the KPC could work together to promote the sport of Pickleball in Kingston and beyond.

To sum up, the competitive landscape for the Kingston Pickleball Club is complex and multifaceted. While there are numerous options for people to play sports with rackets and nets in Kingston, the KPC is the only place with exclusive indoor courts for Pickleball. The opening of the Kingston Racquet Centre could be a potential competitor or partner for the KPC, and there are other Pickleball clubs in Ontario that could also

be considered competitors. However, the KPC can differentiate itself by focusing on its strengths and providing unique experiences and programs for its members.

In terms of market conditions, Pickleball has been growing in popularity at an impressive rate over the past few years, both in Canada and globally. According to a report by the Sports and Fitness Industry Association (SFIA), the number of Pickleball players in the US increased by 21.3% in 2020 alone, reaching a total of 4.2 million players. In addition, the same report revealed that Pickleball was the fastest-growing sport in the US for the third year in a row, with a growth rate of 21.3% in 2020. This growth is expected to continue, with Pickleball projected to have a compound annual growth rate (CAGR) of 8.4% from 2021 to 2028, according to a report by Grand View Research.

The market for Pickleball equipment is also seeing significant growth. In 2020, the total sales of Pickleball equipment in the US reached \$224.3 million, an increase of 28% from the previous year, according to a report by the Pickleball Industry Association (PIA). The report also estimated that the total economic impact of Pickleball in the US was \$1.2 billion in 2020.

The growth of Pickleball is not limited to the US. In Canada, the sport is also gaining popularity, with the number of Pickleball players increasing by 50% from 2016 to 2020, according to a report by Pickleball Canada. Overall, the Pickleball market is rapidly expanding, with a growing number of players, increased sales of equipment, and a significant economic impact.

This growth has led to an increase in the number of clubs and facilities dedicated to the sport, as well as more tournaments and events for players to participate in. This trend is likely to continue in the coming years, as more people discover the sport's fun and inclusive nature. And this can create new opportunities and challenges for the KPC.

Audience Analysis

Current Customer Mix

Pickleball is a sport that is easy to play and does not demand exceptional physical fitness, making it accessible to a wide range of age groups, from children to older adults. However, upon analyzing the customer profile of Kingston Pickleball Club, a distinct set of characteristics emerges, making it a unique group of individuals.

The current customer mix for the Kingston Pickleball Club (KPC) is older adult aged 55 and above who is looking for a fun and social activity that is easier on their bodies. They are primarily retired or approaching retirement age, which means they may have more flexible schedules and disposable income to spend on recreational activities.

Demographically, this customer is likely to be well-educated, with a high school diploma or higher. They may have worked in a professional capacity for many years and are now looking for an activity that allows them to stay active and socialize with like-minded people. They may also be homeowners, with a comfortable income and savings set aside for retirement.

Psychographically, this customer is community-oriented, social, and fitness-conscious. They are seeking a low-impact sport that can be enjoyed with others, and they value the social connections that come with participating in group activities. They may be interested in the health benefits of playing pickleball, such as increased endurance, improved balance, and reduced joint pain. They are also likely to be interested in staying engaged with their community and maintaining an active lifestyle.

Technographically, this customer is less likely to use technology or social media to find information about the club. They may prefer to get their information through more traditional means, such as print advertisements, word-of-mouth referrals, or local community events. They may not be as comfortable with digital tools and may prefer in-person interactions or phone calls to communicate with the club.

Geographic Profile: The target audience for the Kingston Pickleball Club is primarily located in urban and suburban areas with a higher concentration in areas with a higher



population of retired individuals. This can include areas with access to parks and recreational facilities. The club's target audience is located within a 20-30 minute drive of the club's location in Kingston, Ontario.

Buying Behavior: The target audience for the Kingston Pickleball Club is motivated by the desire for a fun and social activity that is easy on their bodies. They are likely to be willing to pay

for the convenience and social aspect of the club and may have disposable income to spend on leisure activities. They are likely to make decisions based on recommendations from friends or family and may attend events or participate in programs before committing to a membership. They are also likely to value customer service and a welcoming atmosphere at the club.

Recommended Target Audiences

Thinking about regular customers, who play throughout the year, our recommendation is to focus on the club's current consumer profile, described in the previous section.

However, during the summer months, we suggest expanding the audience to include two additional profiles. The first target audience

would be parents of children aged 7-12 who may be interested in the "Summer Camp" product we are proposing. Additionally, we suggest targeting businessmen and company executives for the "advertising signs" and "sponsorship packages" products, which are included in our proposed offerings for the Kingston Pickleball Club.

Parents of kids between 7 and 12 years old

Demographics

- Age: Typically between 30-48 years old, with some outliers.
- Gender: No specific gender.
- Family Status: Married or single parents, with at least one child between 7-12 years old.
- Education Level: Typically, high school education or higher.
- Occupation: Both working and stay-at-home parents.

Psychographics

- Values: Family-oriented, community involvement, and active lifestyle.
- Interests: Their children's development and wellbeing, staying healthy, and outdoor activities.
- Personality: Compassionate, nurturing, and responsible.

Geographics

- Typically reside in areas with a higher population density, such as urban and sub-urban areas.
- May be located within a reasonable driving distance from Kingston Pickleball Club.

Media Usage Habits

- May use social media platforms such as Facebook, Instagram, and Twitter to search for activities for their children.
- May rely on word-of-mouth recommendations from other parents or their children's schools or activities.
- Traditional media such as TV, radio, and local newspapers may also be used.

Buying Behaviour

- May prioritize their child's enjoyment and engagement in activities.
- Cost may be a consideration, but quality and value are also important.
- May be more likely to enroll their children in activities during the summer months when they have more free time.

Businessmen and Executives

Demographics

- Age: Typically between 30-60 years old.
- Gender: No specific gender.
- Family Status: May be single or married, with or without children.
- Education Level: Typically, higher education or professional degrees.
- Occupation: Typically, in managerial, executive, or high-level professional roles.

Psychographics

- Values: Success, career development, and networking.
- Interests: Business, industry trends, and personal development.
- Personality: Driven, ambitious, and strategic.

Geographics

- May be located in urban areas with a higher concentration of businesses and professionals.
- May be located within a reasonable driving distance from Kingston Pickleball Club.

Media Usage Habits:

- May use social media platforms such as LinkedIn and Twitter to network and stay up-to-date on industry trends.
- May also rely on industry-specific publications, conferences, and events.
- Traditional media such as TV, radio, and local newspapers may also be used.

Buying Behaviour:

- May prioritize the exposure and visibility of their company through sponsorships and advertising.
- Cost may be a consideration, but the potential return on investment and brand recognition are also important factors.
- May be more likely to attend events or participate in activities that align with their professional interests and networking opportunities.



Objectives

The Kingston Pickleball Club faces several challenges, including increasing its memberships, attracting sponsors and volunteers, reaching younger audiences, and loss of attractiveness during the summer.

The focus of our campaign will be on developing ideas and creating marketing materials to help the Kingston Pickleball Club meet the challenges it may face in the summer when many people prefer to do outdoor activities.

In order to achieve the goals we are setting for the period from June to August, we have planned some marketing strategies. Our campaign's primary focus is to disseminate these strategies to the three different target audiences that we are proposing to reach, promoting the club's growth even further.

In terms of marketing channels, our campaign will be based on the options currently used by the club, thus making execution easier and less costly.

What do we want to achieve with our marketing campaign?

1. **Increase awareness and interest in the 10-pack Summer Deal and open houses among the target audience:** The objective is to use targeted messaging and channels to inform potential customers about the discounts and open house events, encouraging them to attend the open houses and sign up for the 10-pack.
2. **Generate demand for the summer camp program among parents:** The objective is to use a mix of traditional and digital marketing channels to promote the summer camp program, highlighting the benefits and features of the program and encouraging parents to register their children.
3. **Build brand partnerships with local businesses for advertising and sponsorship opportunities:** The objective is to effectively communicate the benefits and value of these opportunities at KPC and persuade potential partners to invest in them.

To complement these goals, we will develop specific messaging for each target audience:

For the Current Customer Mix:

- Highlight the exclusive benefits of the covered courts and quality equipment
- Emphasize the flexibility of playing in any weather conditions
- Highlight the opportunity to improve sports skills with the summer deals and open houses

For Parents of kids between 7 and 12 years old:

- Highlight the fun and educational nature of the summer camp program
- Emphasize the supervision and safety provided for children
- Use testimonials from other parents who have enrolled their children in the program

For Businessmen and Executives:

- Emphasize the value of supporting the local community and reaching a highly engaged audience
- Highlight the customizable packages and sponsorship opportunities available
- Use case studies or testimonials from other businesses who have successfully partnered with KPC for advertising and sponsorship opportunities.

Marketing Objectives

Our IMC Plan has two marketing objectives:

1. **Increase memberships / 100 new inquiries for the 10-pack per month from June to August.** The target audience will be people with a similar profile to current club members.
2. **Create collateral to help facilitate a revenue-generating plan of \$24,000 during the 3 months, more specifically through Summer Camp and Advertising Sales.**

Target Audience:

- Summer Camp: Parents of kids between 7 and 12 years old.
- Advertising Sales: Businessmen and Executives

To increase membership, we propose offering a 10-pack Summer Deal that provides a 20% discount if the air conditioner is not in use and a 10% discount for those who purchase it before a specific deadline, valid only from June to August. We also recommend conducting two open houses per month throughout the summer, totalling six open houses.

To generate new revenue streams, we suggest promoting a one-week summer camp every month from June to August, accommodating 40 children per camp, with 20 spots available in the morning and 20 in the afternoon. We also propose selling advertising space on the club walls for companies to showcase their brands or products and creating sponsorship packages for companies, which include the display of their brand on the website, an advertising board, and one annual membership among other deliverables.

By achieving these goals, the Kingston Pickleball Club will not only be able to maintain a satisfactory quantity of membership during the summer months but also have new income sources that will help the club during this more competitive period.

Positioning and Creative Strategy

As our marketing strategies are aimed at 3 different target audiences, we have developed 3 different Positioning Statements for Kingston Pickleball Club:

Target Audience: Current Customer Mix

Positioning Statement:

Kingston Pickleball Club offers a premier playing experience with covered courts, quality equipment, and the flexibility to play in any weather conditions. Take advantage of our summer deals to improve your sports skills.

Target Audience: Parents of kids between 7 and 12 years old

Positioning Statement:

Kingston Pickleball Club's Summer Camp offers a fun and educational experience for children aged 7 to 12, with activities including pickleball lessons, games, and social events. Rest easy knowing your children are in a supervised and safe environment while you work.

Target Audience: Businessmen and Executives

Positioning Statement:

Partnering with Kingston Pickleball Club demonstrates your commitment to supporting the local community while reaching a highly engaged and targeted audience. Customized packages and sponsorship opportunities allow you to achieve your specific goals and demonstrate a strong return on investment.

Creative theme

The creative strategy for KPC is to highlight the value proposition, seasonal offers, and convenience that the club provides to its customers. We will use a positive and rational appeal, and a friendly and informative tone for the primary audience, emphasizing the benefits of playing at KPC. For the secondary audience, we will use a positive and emotional appeal, a playful and reassuring tone, highlighting the enjoyable and educational experience that our summer camp provides. For the tertiary audience, we will use a positive and rational appeal, professional and convincing tone, emphasizing the benefits of partnering with KPC.



Big Idea

Rain or shine, it's Pickleball time!

Strategies and Tactics

As mentioned in previous sections, we have developed some strategies to help the Kingston Pickleball Club achieve the marketing objectives we are proposing: Summer Camps, Open Houses, Summer Deals, Advertising Sales and Social Media.

Next, we will detail each of these strategies.

SUMMER CAMPS

Summary

The idea of promoting Summer Camps at the club's facilities was to take advantage of a period when fewer people attend KPC due to the summer, and at the same time, children are on vacation from school and parents are looking for activities and leisure options to occupy their children. The camp is designed to be a fun and educational experience for children between the ages of 7 and 12, while also providing an opportunity for parents to accompany their children to the facility and potentially become new members.

The objectives of the Summer Camp are two-fold. First, the camp aims to generate income for the facility by introducing a new revenue stream through the summer camp program. Second, the camp is intended to introduce children to the sport of pickleball and promote the Kingston Pickleball facility. By providing a positive experience for children during the summer break, we hope to encourage them to continue playing pickleball and potentially become long-term customers of the facility. Additionally, by attracting new members to the facility through the summer camp program, we can increase awareness of the facility and its offerings within the local community.

The proposal is to promote 3 weeks of Summer Camp at the end of July and beginning of August, at the KPC facilities, and offer places for 40 children each week, 20 in the morning and 20 in the afternoon. Each period will last 3 hours, with the morning from 9:00 am to 12:00 pm and the afternoon from 1:00 pm to 4:00 pm. Parents will have the option of leaving the child for the whole day as well, but in that case, they must bring their own lunch.

The club must hire High School students to work as volunteers during these 3 weeks, in order to help the members who will be coordinating the program. The suggestion is to hire 10 students, 5 to work for 4 hours in the morning, from 8:30 am to 12:30 pm, and another 5 students to work in the afternoon, from 12:30 pm to 4:00 am 30 pm. In this way, parents can drop off their children a little before the activities start at 9:00 am. Volunteer students will also arrive a little earlier, so they can start organizing the day's activities. Students who will work as volunteers must be between 15 and 18 years old.

Two club members will be needed to work as volunteers during each week: the first will be responsible for coordinating the Summer Camp in the morning, and the second for coordinating in the afternoon.

The Summer Camp will include a variety of activities that are both fun and educational, such as:

1. Introduction to Pickleball: Introduce children to the basic rules and skills of pickleball through interactive and engaging activities such as demonstrations, short instructional sessions, and interactive games. This will provide a solid foundation for children to build upon throughout the camp.
2. Pickleball Drills: Engage children in pickleball drills such as “dribbling” the pickleball with their paddles, practicing their serves, and performing forehand and backhand shots. These drills will help to build their pickleball skills, while also promoting physical activity and teamwork.
3. Pickleball Games: Organize pickleball games such as singles or doubles matches, round-robin tournaments, and pickleball relays. These games will help children put their skills into practice, while also fostering a sense of healthy competition and teamwork.
4. Team Building Activities: Engage children in team building activities such as “Capture the Flag,” scavenger hunts, and obstacle courses. These activities will help children develop communication skills, problem-solving skills, and teamwork.
5. Recreational Activities: Offer recreational activities such as arts and crafts, storytelling, and group games such as tag, freeze dance, and duck-duck-goose. These activities will provide children with a break from the more intense pickleball activities, while still promoting socialization and teamwork.

About food, we suggest that each child should bring a snack from home.

Decoration: Our suggestion is not to invest in decoration. The club is new and the facilities are well maintained.

Details

Event Name	Summer Camp
Date and Time	July 24th to August 11th (weekdays) Morning: 9:00 am to 12:00 pm Afternoon: 1:00 pm to 4:00 pm
Theme	Summer activities for kids, no specific theme
Expected Number of Attendees	40/week or 120 in total
Key Message	Generate new revenue streams and increase KPC awareness

Target Audience

The target audience will be Parents of kids between 7 and 12 years old (details in the Audience Analysis section).

Anticipated Budget

Games and materials for activities	400
Uniform for volunteers	100
Total	500

For the uniform, we are considering a cost of CAD\$ 10 per T-Shirt (10 volunteers).

Regarding tables and chairs, we suggest using one of the courts for the kids to have their snacks, or dividing into groups and using the kitchen that currently exists in the club.

Sponsorship

The idea is not to have sponsorship options, the event will be funded by KPC, as it is an exclusive event for the Club to generate revenue.

Price

Our suggestion is that Summer Camp be priced at \$200 CAD per week for each child per shift. Thus, the potential revenue is CAD\$ 8,000 per week with the event, totalling CAD\$ 24,000 in the period from July to August.

Venue

Summer Camp will take place in the structure of the Kingston Pickleball Club. We suggest reserving 2 or 3 courts to promote children's sports and recreational activities. As the space used will be the club's, we will have no cost with location rental.

Equipment Requirements

It will not be necessary to rent any type of equipment.

Tactics

To publicize this event, our proposal is to use the channels already used by KPC to-day, in addition to the Advertising Board that we are proposing to be installed on the club's premises. In this way, the advertising costs will be extremely low.

Below we detail each of the channels:

- **Social media:** 4 creatives to publish during the months of June and July. Total 3 images. Our proposal is to boost these posts to reach a larger audience.
- **Advertising boards:** 1 creative to be used in one of the signs. Total 1 image. Period: June and July.
- **Website:** 1 creative to promote the registration dates in an image slider. Also, a section will be created on the website to inform prices, ages, dates and hours of the summer camps. Total 1 image. Period to be released: June and July.
- **Email marketing:** As part of the monthly email, we will promote the summer camps and the registrations in June and July.

Billboard: Publicize the summer camp in the Billboard on Gardiners in June and July.

Timeline

Event Period: July 24th to August 11th (weekdays)

Start Date/Time	Completion Date/Time	Activity
May, 15th / 2 pm	May, 25th / 4 pm	Produce the Advertising Board
May, 29th / 2 pm	June, 5th / 10 am	Advertise event on Gardiners Billboard
June, 1st / 7 pm	June, 10th / 7 pm	Post + Ad promoting the Summer Camp
June, 1st / 11 am	July, 15th / 5 pm	Publish Advertising Board
June, 1st / 11 am	July, 15th / 5 pm	Publicize event on the website
June, 5th / 2 pm	June, 5th / 2:30 pm	Send email marketing publicizing the event
June, 11th / 7 pm	June, 26th / 7 pm	Post + Ad inviting students to work as a volunteer
June, 12th / 2 pm	June, 19th / 10 am	Advertise event on Gardiners Billboard
June, 15th / 7 pm	June, 25th / 7 pm	Post + Ad promoting the Summer Camp
June, 20th / 2 pm	June, 20th / 4 pm	Make uniforms for volunteers
July, 1st / 7 pm	July, 15th / 7 pm	Post + Ad promoting the Summer Camp
July, 5th / 2 pm	July, 5th / 2:30 pm	Send email marketing publicizing the event
July, 10th / 9 am	July, 10th / 5 pm	Buy Games and materials for activities

ADVERTISING SALES

It is our belief that the Club can maximize its revenue generation through advertising. With roughly 200 members who have paid their annual fees, the Club has the potential to attract over 1,000 visitors every week, presenting an excellent opportunity for partnering with brands. Furthermore, the Club's visitors are generally individuals over 50 years old with stable lives and significant purchasing power.

Presently, the Club has only made limited efforts in selling advertising on its premises. However, the Club is working towards enhancing its advertising formats and fully capitalizing on this potential source of income.

Below are the 3 packages currently offered by KPC:

Bronze Sponsorship Package: \$550/year

Includes:

- 3' x 5' Coroplast Sign posted in the court area.
- 10 passes for 2 hours of play at the club.
- Your hyperlinked business logo on the KPC sponsorship webpage

Silver Sponsorship Package: \$1,500/year

Includes:

- 3' x 5' Coroplast Sign posted in the court area.
- 50 passes for 2 hours of play at the club.
- Your hyperlinked business logo on the KPC sponsorship webpage
- 2 or more social media mentions on KPC Social Media pages (Facebook & Instagram)

Gold Sponsorship Package: \$2,000/year

Includes:

- 3' x 5' Coroplast Sign posted in the court area.
- One, 1-Year Annual Unlimited Membership.
- 12 passes for 2 hours of play at the club for use by you, friends, family or clients.
- Your hyperlinked business logo on the KPC sponsorship webpage
- Acknowledgement during KPC's Annual General Meeting
- 4 or more social media mentions on KPC Social Media (Facebook & Instagram)

We believe that the club should adjust the price and the deliverables of the packages, taking into account the following factors:

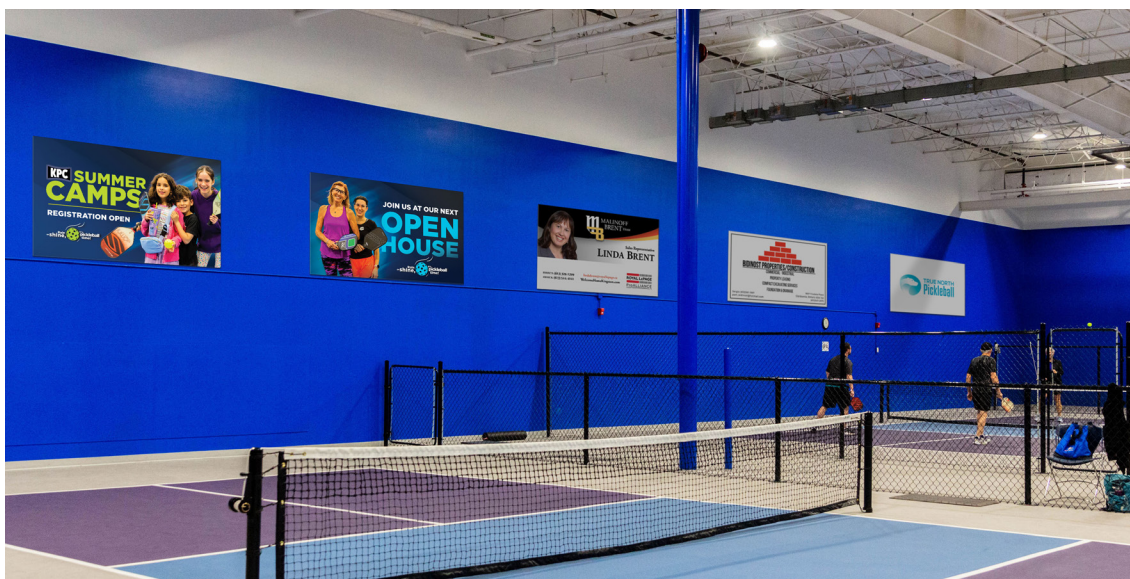
- Have the option of a package that only includes the Advertising Board, for companies that are only interested in publicizing their brand within the club's structure.

- Simplify sponsorship options by keeping only 2 types of packages, as there are not many different formats available to offer to the sponsors.
- Have better coherence between sponsorship price and delivery. Example: If a company buys the bronze package and 1 annual membership, it will spend \$1,600, \$400 less than opting for the Gold package. And it just won't have the following deliveries: Acknowledgment during KPC's Annual General Meeting, 4 or more social media mentions on KPC Social Media (Facebook & Instagram) and 2 passes for 2 hours. The same reasoning applies to the silver package, it ends up being less advantageous than the bronze package when the logic should be the opposite.

Our idea is to work with the same Sign format that the club already uses, to make the execution simpler.

The place where the 7 courts are located is quite large, with plenty of space for the installation of Advertising Boards. Our proposal is to install 18 Advertising Boards measuring 3' X 5' (6 on the right wall of the entrance, 6 on the opposite wall and 3 on the left wall, and 3 on the main entrance and hall). We will place a smaller amount on the left wall to leave court #1 without advertising signs due to tournaments that are held using this space.

These advertising signs, in addition to generating new revenue, will be used to promote events and products offered by the club, such as Summer Camps. We propose to make 15 spaces available for selling advertising, and 3 to publicize the Club's products and services.



Sponsorship Packages

Our proposal is to work with the following sponsorship packages:

Standard Sponsorship Package

\$700/year

Includes:

- 3' x 5' Coroplast Sign posted in the court area for 1 year.

Premium Sponsorship Package

\$2,000/year

Includes:

- 3' x 5' Coroplast Sign posted in the court area for 1 year.
- One, 1-Year Annual Unlimited Membership.
- 10 passes for 2 hours of play at the club for use by you, friends, family or clients.
- Your hyperlinked business logo on the KPC sponsorship webpage
- Acknowledgement during KPC's Annual General Meeting
- 4 or more social media mentions on KPC Social Media (Facebook & Instagram)
- Business logo on the shirts of Summer Camps volunteers (10 shirts)

As the club will have 15 signs available for publicity, the maximum advertising revenue potential will be 30,000 per year, if all quotas sold are of the Premium type. To publicize the sponsorship packages, we suggest using the following communication channels:

Brochure: 1 creative to be used as a sponsorship proposal to present to companies. This brochure will include the benefits of becoming a KPC sponsor, deliverables and prices. Total 1 brochure.

Website: A section will be added to the main menu to include the information in the brochure (how to advertise in the KPC facilities, advertising board visualization, audience and contact information). Our proposal is that the disclosure on the website takes place throughout the year.

Advertising boards: 1 creative to be used in one of the boards. Total 1 image. Our proposal is that the disclosure on the Advertising Board takes place throughout the year.

Email marketing: Use email marketing to promote the possibility of sponsoring the club. Packages must be advertised throughout the year through email marketing.

Budget

Production 1 Advertising Board - Sponsorship Packages	140
Production 1 Advertising Board - Summer Camp	140
Production 1 Advertising Board - Open Houses	140
Total	420

Period

Although our focus is on the summer months, advertising sales must take place throughout the year.

OPEN HOUSES

Summary

Open Houses are events already held by the Kingston Pickleball Club, which achieve great public success and conversion of new members. To further attract new members from June to August, we propose increasing the number of Open Houses from once to twice a month, resulting in a total of six events during this period.

As some people will prefer to play on outdoor courts (some of these courts free of charge), we will have more courts available at the club, which will make it possible to promote a greater amount of this event.

Open Houses are events that invite anyone, of all ages, to participate without any cost, providing an opportunity to explore the club's facilities and practice Pickleball for a few hours. These events are excellent for attracting new prospects and promoting both the club and the sport of Pickleball in Kingston.

These events are held on Saturdays, throughout the day, and our proposal is to maintain the day and time, changing only the frequency to bi-weekly.

To hold this event, KPC relies on the help of volunteer members who help welcome people interested in getting to know the club and provide

guidance on the general rules of the club and the sport, in addition to teaching the basics so that people can get started in the sport. Each event has the support of 8 volunteers, and the idea is to maintain this number per Saturday from June to August. As the frequency will be greater, and consequently more exhaustive, the idea is to double the number of volunteers to 16, and thus have a rotation of these volunteers in each event.

Food: as volunteers rotate throughout the day, it is not necessary for the club to provide any food.

Decoration: No special decoration is needed.

Target Audience

The target audience will be the current customer mix for the Kingston Pickleball Club: older adult aged 55 and above who is looking for a fun and social activity that is easier on their bodies (details in the Audience Analysis section).

Anticipated Budget

This event does not generate costs for the Club, so a budget is not necessary.

Sponsorship and Price

Currently, the event is not sponsored, and our proposal is to keep it that way. The Open Houses are free.

Details

Event Name	Open House
Date and Time	June 10th, June 24th, July 8th, July 22nd, August 5th, August 19th (Saturdays) Time: All Day (9 am to 5 pm)
Theme	Opening the club to people, no specific theme
Expected Number of Attendees	100 per Saturday
Key Message	Attract new members and increase awareness of the club and the sport

Venue

The Open Houses take place in the club's structure, precisely so that people can get to know the place.

Equipment Requirements

It will not be necessary to rent any type of equipment.

Tactics

To publicize the Open Houses, our proposal is to use the channels already used by KPC today, in addition to the Advertising Board that we are proposing to be installed on the club's premises. These channels are adequate and sufficient to reach the target audience, as previous events have been successful.

Detail of the channels:

- **Billboard:** KPC can keep announcing the open house on the billboard on Gardiners Rd. Our proposal is to use the Billboard to promote this event during the week that it will happen, in the months of June, July and August.
- **Social media:** 2 creatives, one for each event of the month. 6 images in total. Our proposal is that the post is published 1 week before the event takes place.
- **Website:** 1 creative to promote the open house dates in an image slider. Total 1 image. It will be published on the website the week before the event.

- **Email marketing:** A calendar of the scheduled events of the month can be sent by email to all members. Total 1 template. Our suggestion is that the 2 Open Houses of the month be published in the email marketing for the months of June, July and August.
- **Advertising boards:** 1 creative to be used in one of the boards. Total 1 image. We will leave this creative on the Advertising Board during the 3 months, changing only the date of the next event.

Timeline

Event Dates: June 10th, June 24th, July 8th, July 22nd, August 5th, August 19th (Saturdays).

Start Date Time	Completion Date Time	Activity
May, 15th 2 pm	May, 25th 4 pm	Produce the Advertising Board
15 days before 9 am	15 days before 5 pm	Contact the volunteers who will work at the next Open House and agree on the details
10 days before 10 am	10 days before 10 am	Publish the Open House Creative on the website
10 days before 10 am	Event Day 5 pm	Publicize the event on 1 of the Advertising Boards
Monday before 10 am	Event Day 5 pm	Advertise event on Gardiners Billboard
5th of the month 2 pm	5th of the month 2:30 pm	Send email marketing publicizing the event
Monday before 7 pm	Monday before 7 pm	Post promoting the Open House on Social Media

SOCIAL MEDIA

Our strategy for the Social Media Marketing campaign is to develop image-based content which will be used as posts on the Kingston Pickleball Club's social networks. Some of these posts will be boosted to achieve greater reach.

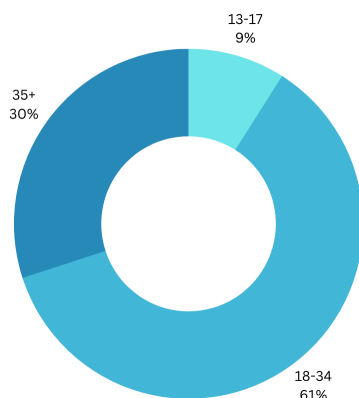
Working with static images on social media can be beneficial because they capture users' attention, are easy to understand, generate engagement, can be adapted to different platforms, and are easy to create.

Our idea is to utilize the Club's existing presence on Instagram and Facebook to concentrate our efforts on these two social networks. By utilizing these platforms, we can effectively target the three distinct audience groups for our campaign, namely: current consumers, individuals over 55 years old, parents with children aged between 7 to 12 years, and businessmen and executives. Each of these social media has a different profile and will be more effective with the audiences we want to reach.

In addition, the numbers and characteristics of Instagram and Facebook help to justify the choice of these channels.

Instagram is excellent for the visual appeal of being able to work with images, which will help us spread content such as the Summer Camp, Open Houses and Summer Deals.

In addition to being ideal for the type of content we want to promote, Instagram has the audience profile we want to reach, especially when we consider the parents and the volunteer students. And like all social media, boosted posts can be targeted to our desired audience.



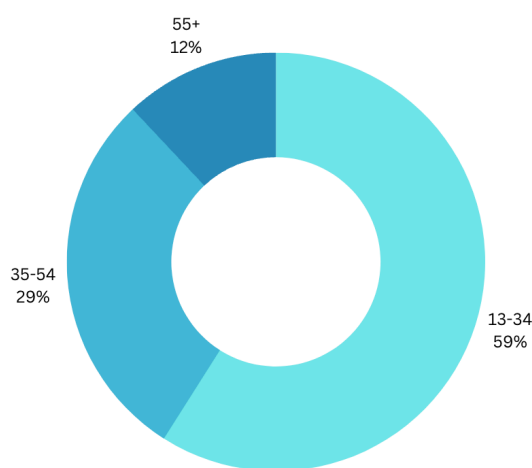
Instagram Users - Age

Source: Hootsuite (Global State of Digital 2022 Report)

When we look at reach, the 4th largest social network in the world reaches 17.4 million people aged 13 and over in Canada, which represents approximately 53% of the country's population (Hootsuite, 2022).

The second recommendation for the Kingston Pickleball Club is Facebook, the largest social network on the planet by the number of users. According to Statista (January, 2022) the social network had a total of 2.9 billion monthly active users worldwide. In Canada Facebook has a penetration of approximately 77% of the population (Statista, 2022).

We also consider it important to recommend Facebook due to its audience profile. It is the social network that has a more advanced public profile, with 12% over 55 years old.



Source: Hootsuite
(Global State of Digital 2022 Report)

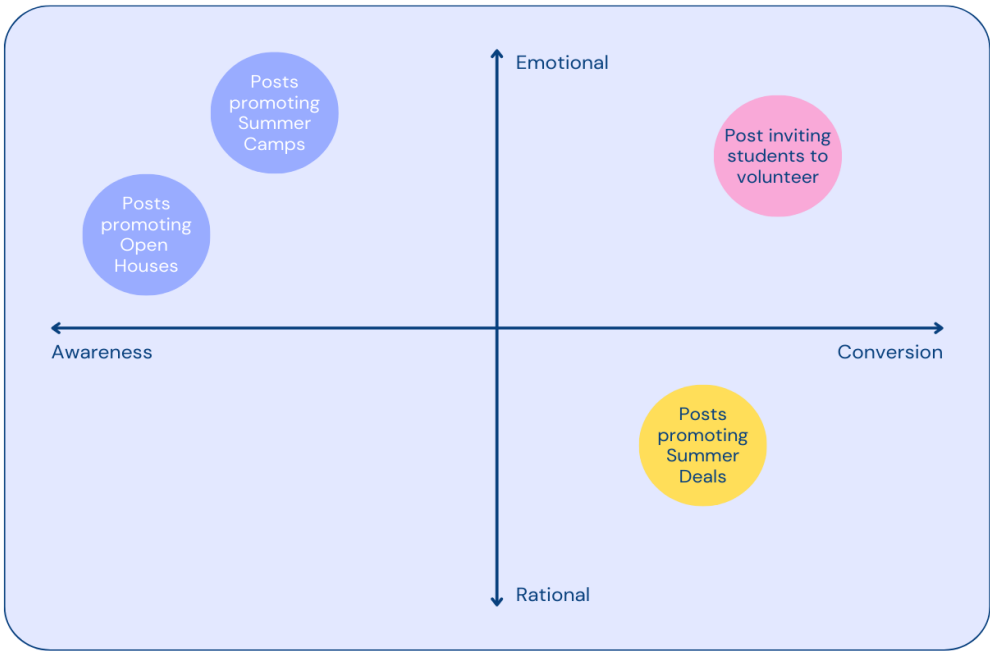
We will use Social Media Marketing to achieve the following objectives:

- Increase awareness and interest in the 10-pack Summer Deal among the public with 55+ years. The creatives we create give a lot of prominence to the attractive 20% discount.
- Promote the Summer Camp to parents of children between 7 and 12 years old. The content created highlights the differentials and advantages of the Camp promoted by KPC.
- Invite High School students, aged between 15 and 18, to sign up to volunteer at the Summer Camp that will be hosted by the KPC.
- Promote the Event ~Open House~ among the public with 55+ years. The creatives invite the public to discover the Club's facilities.

We will produce 14 contents (images) to be used on the Kingston Pickleball Club social media, distributed as follows:

- 4 creatives to promote the Summer Deals on Instagram and Facebook, once a week, for 3 months.
- 6 creatives to promote the Open Houses on Instagram and Facebook, one for each event of the month, for 3 months (6 events in total)
- 3 creatives to promote Summer Camp on Instagram and Facebook during the months of June and July. These posts will be boosted to reach a larger audience.
- 1 creative to invite students to volunteer for the Summer Camp, to be posted on Instagram and Facebook, in June. This post will be boosted to reach a larger audience.

Content Matrix



AGES 7-12 YEARS

JULY 24 - AUG 11

\$200.00 PER WEEK

REGISTRATION OPEN

Morning: 9:00am to 12:00m

Afternoon: 1:00pm to 4:00pm

ACTIVITIES

- Introduction to Pickleball
- Pickleball Drills
- Pickleball Games
- Team Building Activities
- Recreational Activities







































Rain or shine, it's pickleball time!









KPC

www.kingstonpickleballclub.com

Social Media Calendar

JUNE 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			01 Post: Summer Camp <i>Boost Post for 10 days</i>	02 Post: Summer Deals	03	04
05 Post: Open House	06	07	08	09 Post: Summer Deals	10 <i>Summer camps first Boost ends.</i>	11 Post: Invite students to volunteer <i>Boost post for 15 days</i>
12	13	14 Post: Summer Deals	15 Post: Summer Camp <i>Boost Post for 10 days</i>	16	17	18
19 Post: Open House	20	21 Post: Summer Deals	22	23	24 <i>Summer camps second boost ends.</i>	25 <i>Volunteer invitation boost ends.</i>
28	27	28 Post: Summer Deals	28	30		

JULY 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					01   Post: Summer Camp <i>Boost Post for 15 days</i>	02  
03   Post: Open House	04  	05   Post: Summer Deals	06  	07  	08  	09  
10  	11  	12   Post: Summer Deals	13  	14  	15   <i>Summer camps third boost ends.</i>	16
17   Post: Open House	18	19   Post: Summer Deals	20	21	22	23
24	25	26   Post: Summer Deals	27	28	29	30
31   Post: Open House						

AUGUST 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	01	02   Post: Summer Deals	03	04	05	06
07	08	09   Post: Summer Deals	10	11	12	13
14   Post: Open House	15	16   Post: Summer Deals	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Budget

Summer Camp - Boosted Post	35 days X CAD\$ 9 = 315
Invite student volunteer Summer Camp - Boosted Post	15 days X CAD\$ 9 = 135
Total	450

Expected Results - Boosted Posts

We are only suggesting investing in two types of posts: those that promote the Summer Camp through creative content and those that encourage high school students to volunteer for the event. Below we detail the prediction of the results we expect with the two campaigns.

Promote Summer Camp to parents with children aged 7 to 12

Location: Kingston

Age: 30-48 years

Estimated audience size: 37,300 - 43,800

Estimated Reach: 19,100 – 49,100

Invite High School Students to Volunteer for the Summer Camp

Location: Kingston

Age: 15-18 years

Estimated audience size: 5,700 - 6,700

Estimated Reach: 6,600 - 17,000

SUMMER DEALS

In order to help the club achieve its goal of increasing memberships by generating 100 new inquiries for the 10-pack per month from June to August, we propose a Sales Promotion called the “10-pack Summer Deal.”

The promotion aims to introduce new users to the club, allow them to experience the sport, and entice them to purchase the package which includes 10 passes of 2 hours each.

According to KPC’s President, Andrea, purchasing this package is the first step that potential customers take before becoming an annual member. Therefore, promoting this product is essential.

The “10-pack Summer Deal” promotion offers a discounted price to encourage membership growth, particularly during the summer months when the Club will face more challenges.

This promotion will be available from June to August and offers a 20% discount on the original package price of \$125, bringing it down to \$100. To publicize the Sales Promotion, one of the key channels we propose to use is

the Kingston Pickleball Club’s social media platforms. We plan to publish one post every week throughout the months of June, July, and August, promoting the “10-pack Summer Deal” using four different creatives we have designed for this campaign. These creatives will be in the form of images that will be published as feed posts. By doing so, we can reach out to a larger audience without incurring any costs. These posts will highlight the benefits of the deal and encourage customers to take advantage of the promotion while it lasts.

In addition to the use of social media, our proposal is that the Club also include a slider on its website to showcase the summer deal. By doing this we can ensure that visitors to their site are aware of the promotion.

Overall, the goal of promoting the summer deal through social media and the company website is to attract more customers to take advantage of the promotion and ultimately increase sales for the club.

We will also leverage the Open House events to promote the “10-pack Summer Deal” to potential customers who will be visiting the

club for the first time, or those who have been to the club a few times but have not yet purchased the package. These events are highly successful and attract more than 100 people per edition. As we are planning to promote six Open House events between the months of June and August, KPC will have ample opportunities to offer and sell the “10-pack Summer Deal.”

By taking advantage of these events, the Club can engage with potential customers and provide them with the necessary information about the promotion. This can help KPC convert interested individuals into paying customers, thus increasing the club’s membership and revenue.

Budget

Our proposal is to have no cost promoting the Summer Deals, as we will solely rely on free modes of advertising.

Period

Our proposal is that the promotional prices are only applied in the months of June, July and August.



Creative Executions

Process work

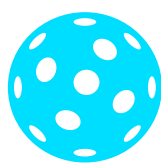
The creative executions for the Kingston Pickleball Club's summer marketing campaign were developed through a rigorous process of research, ideation, and concept revisions. During the ideation phase, we created a mind map that explored relevant summer concepts such as heat, outdoor activities, vacations, sun and rain, sports, and fun. This process guided us in the creation of the big idea "Rain or Shine, It's Pickleball Time," which emphasizes the fun and inclusive nature of the sport and the club's commitment to providing a welcoming environment for all members.

Consistency with brand

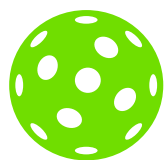
To ensure consistency with the brand and between concepts, we divided each marketing strategy into a different color. Summer Deals were represented with a fuchsia color, Summer Camps with green, Advertising Sales with orange, and Open Houses with cyan.



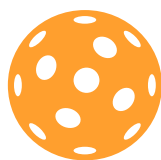
Summer Deals



Open Houses



Summer Camps



Advertising Sales

In addition, we conducted a photo shoot session at the club and used these photos in our creative concepts. The photos were given a motion blur in the background to add a dynamic effect. To use these photos for our marketing campaigns, we obtained signed release forms from the members who appeared in the photos. These forms give us permission to use the photos in social media and other marketing materials.

Visual appeal

The overall visual appeal of our creative executions was enhanced through the use of typography and photography. We utilized bright, bold typography with easy-to-read fonts to convey our message effectively. In addition, we used high-quality photos to showcase the fun and inclusive atmosphere of the club and the sport of pickleball.

Concept Development Alignment with the Strategy

All of our creative concepts tie into our overall creative strategy, which is centered around the big idea of “Rain or Shine, It’s Pickleball Time.” Our marketing materials and campaigns aim to attract new members and generate additional revenue streams for the club during the summer months while promoting the sport of pickleball in Kingston. Our creative concepts are designed to cater to the needs of different target audiences and are aligned with our marketing objectives and market positioning.

Calendar of Activities

Strategies	June		July		August	
Activity	1-15	16-30	1-15	16-31	1-15	16-31
Summer Camp				7/24	8/11	
Open Houses	6/10	6/24	7/8	7/22	8/5	8/19
Social Media						
Advertising Sales						
Summer Deal						

Budget and Evaluations

Budget

During this section, we will detail the costs of each of the strategies proposed in our Marketing Plan.

Summer Camp

The Summer Camp, as it is a new event to be promoted by KPC, will require an initial investment. Detailed budget:

Games and materials for activities	400
Uniform for volunteers	100
Total	500

Open Houses

Our proposal to double the amount of Open Houses per month will not bring additional expenses to KPC.

Social Media

Although our idea is that the creatives are published for free as posts on Instagram and Facebook, our strategy suggests investing a small amount to boost posts to attract volunteers and promote the Summer Camp. Budget detail:

Summer Camp - Boosted Post	35 days X CAD\$ 9 = 315
Invite student volunteer Summer Camp - Boosted Post	15 days X CAD\$ 9 = 135
Total	450

Advertising Sales

We will have no cost with the creation of Sponsorship Packages, but as we will use 3 Advertising Boards to publicize the club's products/services, our proposal involves this material production expense. Detailed budget:

Production 1 Advertising Board - Sponsorship Packages	140
Production 1 Advertising Board - Summer Camp-Boosted Post	140
Production 1 Advertising Board - Open Houses	140
Total	420

Summer Deals

The sales promotion will be publicized free of charge on the KPC website, on its social networks and at Open House events that the club will promote more intensely from June to August.

Total Budget

Summer Camps	500
Open Houses	0
Social Media	450
Advertising Sales	420
Summer Deals	0
Total	1,370

Evaluation

Our marketing plan has 2 objectives:

1. Increase memberships / 100 new inquiries for the 10-pack per month from June to August. The target audience will be people with a similar profile to current club members.
2. Create collateral to help facilitate a revenue-generating plan of \$24,000 during the 3 months, more specifically through Summer Camp and Advertising Sales.

We will evaluate the results of our marketing strategies according to the objective they are related to.

Open Houses and Summer Deals (Objective 1)

Currently, the Open Houses promoted by KPC attract approximately 120 people and have resulted in the sale of approximately 70 10-pack passes. This represents a conversion rate of approximately 60%. By doubling the amount of Open Houses (2 per month), the KPC will be able to receive approximately 140 new inquiries about these packs.

As our proposal is that this event is also publicized using the Advertising Board and email marketing, in addition to the channels already used (social media, website and billboard at Gardiners), our expectation is that this number of participants and interest in the packages will be at least the same as currently registered.

Despite the fact that the period is less favourable, as many people are on vacation, and others prefer to carry out outdoor activities, we are proposing the Summer Deal campaign, where prospects will have a 20% discount on the purchase of 10-packs. So we believe that one thing can make up for the other.

Expected Monthly Results:

Inquires for the 10-pack	140
--------------------------	-----

The club can evaluate the result of the Open House and Summer Deals campaigns by measuring the number of new inquiries that will be made in the period about the 10-pack passes. This information can be obtained by consulting the Club's records.

Summer Camp (Objective 2)

Our proposal is to offer 3 Summer Camps, each lasting 1 week. There will be few vacancies, since the capacity will be 20 children in the morning and 20 children in the afternoon, totalling 40 per week.

Our goal is that through the marketing actions we are proposing to publicize the event, the Club will be able to sell out all vacancies in the 3 weeks.

Expected Monthly Results:

- Create collateral to help facilitate a revenue-generating plan of \$24,000 during the 3 weeks of Summer Camps.

Advertising Sales (Objective 2)

Our proposal is for KPC to offer 2 different Sponsorship Packages, both including 1 Advertising Board on the club's premises. We suggest making 15 signs available to be marketed to potential partners, which means a potential of up to 15 Sponsorship Packages available.

Our goal is to create marketing materials that help the Club to sell as many packages as possible, generating a new source of income.

Expected Results:

- Create collateral to help facilitate a revenue of 14,200 per year with advertising (through the sale of 5 Premium Packages and 6 Standard Packages). That's approximately \$1,180 per month, or \$3,500 over the 3 summer months).

In order to analyze the result of this strategy, KPC can monitor the advertising sales made by the Club.

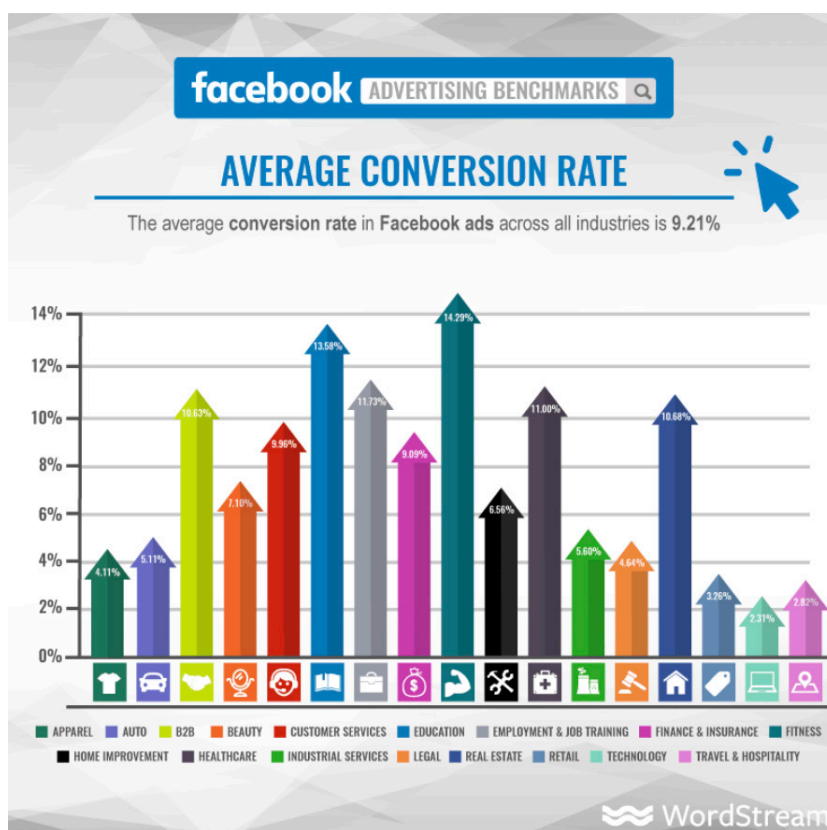
Social Media

Our objective with Social Media is to promote the 4 previous strategies, in addition to promoting KPC and the sport.

Greater effort will be made in promoting the Summer Camp and inviting students to volunteer for this event, as this is a new product that KPC would be launching and with great potential for generating revenue. These posts will be the only ones that will be boosted.

We will focus our results analysis on the sponsored posts that we are proposing to KPC.

Before estimating the results that can be achieved by our social media campaign, let's evaluate the average conversion of Facebook ads. The average conversion rate considering all industries is 9.21%. To estimate the results of our campaign, we will work with a pessimistic scenario of a 1% conversion rate.



Source: Wordstream (2022, December 14th)

If we consider that our campaign will reach the average estimated reach and that 1% of the people reached show interest in Summer Camp or in volunteering, we will have the following results:

Campaign	Estimated Reach	Average Reach	Interest (1%)
Promote Summer Camp to parents with children aged 7 to 12	19,100 – 49,100	34,100	341
Invite High School Students to Volunteer for the Summer Camp	6,600 - 17,000	11,800	118

These results will enable KPC to fill all Summer Camp vacancies and guarantee the number of volunteers necessary for the operation of the event during the proposed 3 weeks.

Final Results

In summary, when achieving the results we are predicting, we will have the following scenario:

New Inquiries for the 10-pack per month	140
New revenues that can be facilitated through the marketing strategies we are proposing during 3 months	27,500

When we compare the final results with the marketing objectives we are proposing, it is estimated that our campaign not only achieves but exceeds the established goals.

Appendix

Pickleball Courts in Kingston/ON

Pickleball Courts in Kingston	Type	Fees	Indoor	Courts
Artillery Park Aquatic Centre	Public	Yes	Yes	4
Riverview Park	Public	No	No	4
Kingston Military Community Sports Centre	Public	Yes	Yes	10
Belle Park	Public	No	No	4
Grenadier Park	Public	No	No	4
Rideau Heights Community Centre	Public	Yes	Yes	4
BGC Kingston	Club	No	Yes	4
Mill Pond Pickleball	Public	No	No	1
Kingston Racquet Centre	Public	Yes	Yes	12
Royal Kingston Curling Club	Public	Yes	Yes	6
Henderson Courts	Public	No	No	4
Kingston Pickleball Club	Club	Yes	Yes	7
Foxdale Pickleball	Private	No	No	1
Bayridge Park	Public	No	No	4
Madoma Park	Public	No	No	2

Target Persona #1



SUSAN LEE

Demographic:

- Age: 60
- Gender: Female
- Education: Bachelor's Degree
- Occupation: Retired teacher
- Income: Comfortable income and savings set aside for retirement
- Marital Status: Married
- Location: Lives in a suburban area near Kingston, Ontario

Influences:

- Susan may be influenced by recommendations from friends or family members who are already members of the club.
- She may be influenced by the club's reputation in the local community and its perceived level of inclusivity and friendliness.
- She may be influenced by the club's marketing and advertising efforts, including print advertisements and local community events.

Target Persona - Current Customer

Goal:

- Susan's goal is to maintain an active and healthy lifestyle in retirement while also socializing with like-minded people.

Needs:

- Susan needs a low-impact sport that can accommodate her physical abilities and limitations.
- She needs a welcoming and inclusive community that she can be a part of and socialize with.
- She needs a convenient and accessible location to participate in the activity.

Pain Points:

- Susan may have concerns about not being able to keep up with the physical demands of the activity.
- She may feel hesitant to join a new community and make new friends.
- She may have concerns about the cost and commitment required for membership.

Media Activity:

- Less likely to use technology or social media to find information about the club
- Prefers traditional means such as print advertisements, word-of-mouth referrals, or local community events
- May not be as comfortable with digital tools and prefers in-person interactions or phone calls to communicate with the club.

Target Persona #2



SARAH WILSON

Demographic:

- Age: 38
- Gender: Female
- Marital Status: Married, with two children aged 10 and 12
- Education: Bachelor's degree in Business
- Occupation: Account Manager
- Geographics: Lives in Woodhaven (Kingston), a 5-minute driving distance from Kingston Pickleball Club.

Media Activity:

- Social Media: She uses social media platforms to search for activities for their children. Also, uses these platforms to connect with other parents in their community and share information and recommendations about activities.
- Word-of-Mouth Recommendations: Sarah receives recommendations from other parents to find new activities and programs for their children.

Target Persona - Parents of kids with 7/12 years old

Goal:

- Provide her children with opportunities to develop new skills and interests and ensure that they are physically active and healthy

Needs:

- A variety of activity options to cater to her children's different interests and abilities.
- Convenient and affordable options for enrolling her children in activities.
- Opportunities for her children to learn new skills and socialize with other kids.
- Access to information and resources to help her make informed decisions about her children's activities.

Pain Points:

- Limited availability of activities that fit her children's schedules or interests.
- High costs of some activities and limited financial resources.
- Concerns about the safety and quality of some activity programs.
- Difficulty finding reliable information and recommendations about activities.

Influences:

- Recommendations from other parents
- Online reviews and ratings of activity programs.
- Cost and convenience of activity options.
- Activities that align with her family's values and interests.

Target Persona #3



ALEX SMITH

Demographic:

- Age: 45 years old
- Gender: Male
- Marital Status: Married with two children
- Education Level: Master's Degree in Business Administration
- Occupation: Travel Agency owner
- Geographics: Lives in High Gate Park (Kingston)

Media Activity:

- Business and finance news websites and publications
- Industry-specific magazines and newsletters
- Social media platforms such as LinkedIn and Twitter for networking and staying up-to-date on industry trends
- Industry events and conferences for networking and learning opportunities

Target Persona - Businessmen and Executives

Goal:

- To increase brand recognition and drive business success through effective advertising and sponsorships

Needs:

- Access to targeted advertising opportunities that reach his business's ideal customers
- Sponsorship opportunities that offer visibility and networking opportunities
- Measurable results and a clear ROI for advertising spend

Pain Points:

- Wasting advertising budget on ineffective or poorly-targeted advertising
- Difficulty finding sponsorship opportunities that align with his business's values and target audience
- Lack of clear metrics or measurable results for advertising spend

Influences:

- Recommendations from his advertising agency
- His wife
- Other professionals in his industry or business network who have experience with advertising and sponsorships may provide valuable insights and recommendations.

Survey



Dear Kingston Pickleball Club members and guests,
We are conducting an informal survey about our offerings and services. Your feedback is crucial in helping us improve our club and provide the best possible experience for our members and guests. Please take a few moments to answer the following questions. Your responses are completely anonymous and will be kept confidential.

Please check the box that best represents your opinion for each question.

1. How often do you visit the club?

☐

Daily

☐

Weekly

☐

Monthly

☐

Rarely

2. How satisfied are you with the overall experience of being a member of our Kingston Pickleball Club?

☐

Very satisfied

☐

Satisfied

☐

Neutral

☐

Unsatisfied

☐

Very unsatisfied

3. How likely are you to recommend Kingston Pickleball Club to a friend or other pickleball players?

☐

Very likely

☐

Likely

☐

Neutral

☐

Unlikely

☐

Very unlikely

4. Do you think the membership fees are reasonable for the benefits and services offered?

☐

Very reasonable

☐

Reasonable

☐

Neutral

☐

Somewhat expensive

☐

Very expensive

5. How would you rate the quality of instruction and training provided by the Kingston Pickleball Club coaches?

☐

Excellent

☐

Good

☐

Fair

☐

Poor

☐

Very poor

6. How likely would you be to enroll your children or grandchildren in a one-week summer camp at Kingston Pickleball Club during the months of June to August?

☐

Very likely

☐

Likely

☐

Neutral

☐

Unlikely

☐

Very unlikely

If you have any comments or suggestions, please feel free to write them in the space below

Thank you for your participation!



Summer Camps - Social Media Creatives

KPC

**SUMMER
CAMPS**

AGES 7-12 YEARS

JULY **24** - AUG **11**

\$200.00
PER WEEK

Rain
or shine,

It's
pickleball
time!

REGISTRATION
OPEN





Morning:
9:00am to 12:00m
Afternoon:
1:00pm to 4:00pm

ACTIVITIES

- Introduction to Pickleball
- Pickleball Drills
- Pickleball Games
- Team Building Activities
- Recreational Activities

KPC

www.kingstonpickleballclub.com

KPC

**SUMMER
CAMPS**

AGES 7-12 YEARS

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Summer Camps - Website Slider



Summer Camps - Advertising Board



Summer Camps - Volunteer Program



KPC SUMMER CAMPS

VOLUNTEER PROGRAM

Looking for a summer adventure that's both fun and meaningful?

Join our team of volunteers for the KPC Summer Camp!

VOLUNTEER

Rain or shine, it's pickleball time!

Advertising Sales - Brochure



Promote Your Business While Supporting Our Community

With roughly 200 annual members and the potential to attract over 1,000 players every week, partnering with Kingston Pickleball Club is an excellent way to reach a highly engaged and targeted audience.

Our club is committed to promoting healthy living and fitness through Pickleball, and we offer a wide range of programs and activities designed to meet the needs of our members. From open play sessions to clinics and tournaments, our events are designed to help players improve their skills and have fun.

By partnering with us, you will demonstrate your commitment to supporting the local community while reaching a group of individuals with significant purchasing power. Our sponsorship packages allow you to achieve your specific goals and demonstrate a strong return on investment.

200 MEMBERS

1000 PLAYERS PER WEEK

SPONSORSHIP PACKAGES

STANDARD

Includes:

- 3' x 5' Coroplast Sign posted in the court area for 1 year.

\$700/Year

PREMIUM

Includes:

- 3' x 5' Coroplast Sign posted in the court area for 1 year.
- One, 1-Year Annual Unlimited Membership.
- 10 passes for 2 hours of play at the club for use by you, friends, family or clients.
- Your hyperlinked business logo on the KPC sponsorship webpage
- Acknowledgement during KPC's Annual General Meeting
- 4 or more social media mentions on KPC Social Media (Facebook & Instagram)
- Business logo on the T-shirts of Summer Camps volunteers (10 shirts).

\$2,000/Year

Contact **Aleisha Proudfoot** at 613-447-1253 or email information@kingstonpickleballclub.com to learn more about sponsorship opportunities and how you can get involved with the Kingston Pickleball Club.



Advertising Sales - Advertising Board



KINGSTON
PICKLEBALL
Club

**PROMOTE YOUR
BUSINESS
HERE**

Aleisha Proudfoot
613-447-1253
information@kingstonpickleballclub.com

Rain
or shine,
It's pickleball
time!

The advertisement features a photograph of three pickleball players on a court. A man in a purple shirt and white cap is on the left, a woman in a black shirt and headband is in the center holding a paddle, and another woman in a light blue shirt is on the right. The background is a blue gradient with a white banner at the top left containing the club's logo. The bottom of the ad has an orange banner with contact information and a slogan.

Summer Deals - Social Media Creatives



Summer Deals - Website Slider



Open House - Social Media Creatives



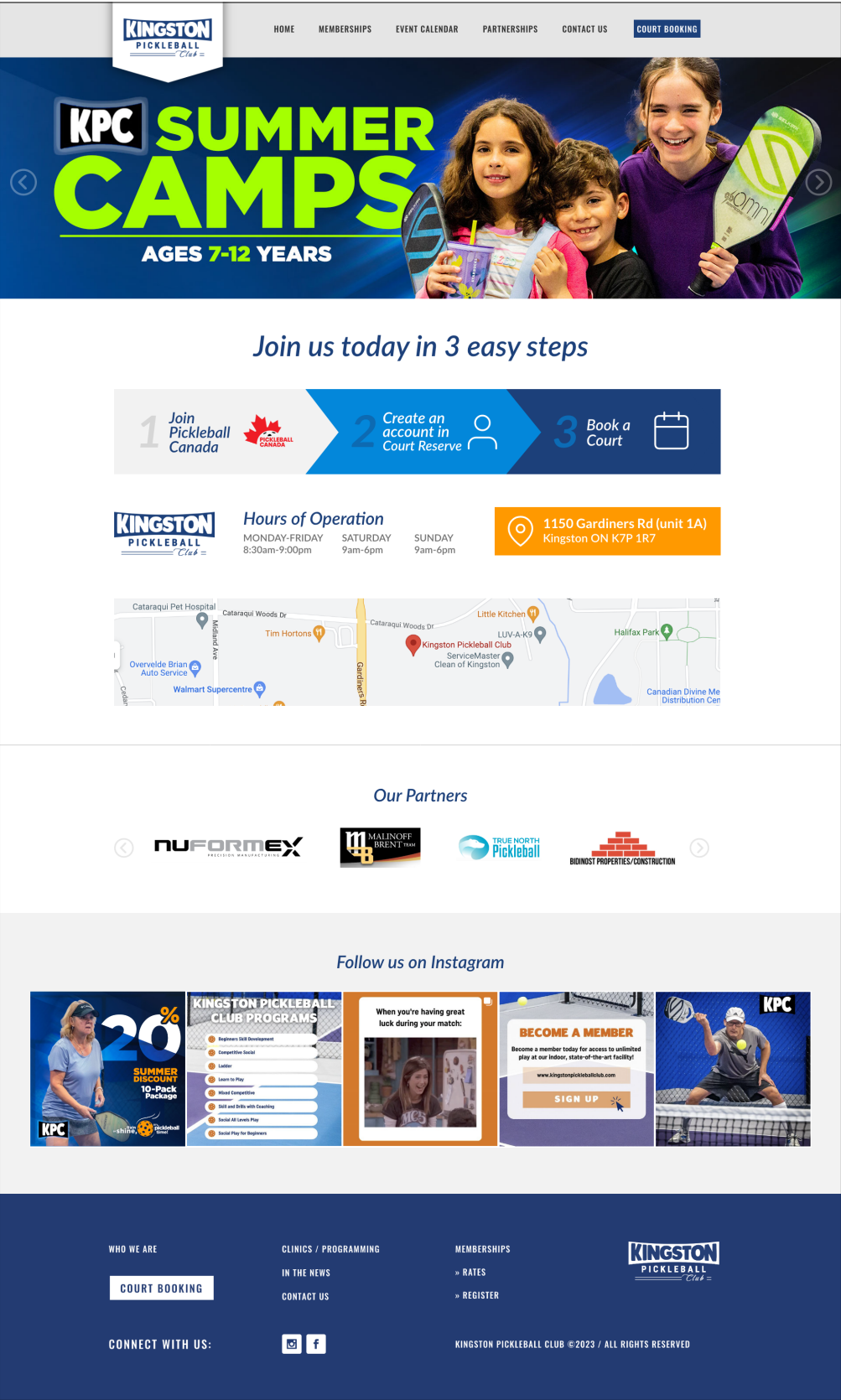
Open House - Website Slider



Open House - Advertising Board



Website - Homepage Redesign



Newsletter Template

[View this email in your browser](#)



Get your kids a summer of fun at Kingston Pickleball Club!

We're excited to introduce our Summer Camp program, designed to provide kids ages 7-12 with an unforgettable experience while also introducing them to the exciting sport of pickleball.

Running for three weeks in July and August, our Summer Camp offers morning and afternoon sessions filled with interactive and engaging activities, including introduction to pickleball, pickleball drills, games, team building activities, and recreational games.

Plus, with the option to drop off your child for the whole day, parents can enjoy peace of mind knowing their kids are having a blast in a safe and supervised environment.

[Secure Your Spot Today](#)



Mark your calendars!

We're increasing the number of Open Houses from once a month to twice a month, starting from June to August. This means more opportunities for your friends and family to come and try out Pickleball for free! So, mark your calendars and invite your friends and family to join us on Saturdays for our Open House events. Let's spread the love for Pickleball in Kingston!

[Check our summer calendar](#)

Promote Your Business While Supporting Our Community

With roughly 200 annual members and the potential to attract over 1,000 players every week, partnering with Kingston Pickleball Club is an excellent way to reach a highly engaged and targeted audience.



[Learn More](#)



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Grow your business with mailchimp

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