



# 2025 USA Pickleball National Championships

REQUEST FOR PROPOSAL



VIEW ALL





**The sport of Pickleball has witnessed unprecedented growth in recent years**, capturing the hearts of enthusiasts spanning generations. From its humble origins to its current status as a nationwide phenomenon, the trajectory of Pickleball's popularity is nothing short of remarkable. Recognized as the National Governing Body by the USOPC, USA Pickleball is driving the sport's development and has seen its membership surge from 4,071 in 2013 to over 70,000 by February 2023. This exponential growth has been further affirmed by the Sports & Fitness Industry Association (SFIA), which named pickleball the fastest-growing sport in America for the third consecutive year in its 2023 Topline Participation Report.

As USA Pickleball continues to expand its reach and influence, we are actively seeking host cities for a diverse array of events. These events include our prestigious national championship, various regional championships, and two annual meetings. Hosting a USA Pickleball event not only brings significant sports tourism to the region but also serves as a catalyst for community engagement and healthy living.

Enclosed within this document is a formal request for proposals, outlining the scope and requirements for hosting USA Pickleball's National Championship in 2025. We invite interested parties to consider a long-term partnership with USA Pickleball, leveraging this opportunity to position their community as a premier destination for pickleball enthusiasts.

Thank you for your interest in partnering with USA Pickleball. We look forward to the possibility of collaborating with your community!

**Mike Nealy**

Chief Executive Officer



# Table of Contents

Mission + About Us	1
National Championship	2
Statistics	3
Economic Impact	4
Visitor Map	5
Event Reach	6
Host Requirements	7
Timeline	8
Retained Rights	9

# About USA Pickleball

## Mission

The mission of USA Pickleball is to promote the development and growth of pickleball in the United States and its territories.

## About Us

USA Pickleball is the National Governing Body for the sport of pickleball in the U.S. and provides players with official rules, tournaments, rankings, and promotional materials.

The association is a nonprofit 501(c)(3) corporation and governed by a board of directors and professional staff who provide the guidance and infrastructure for the continued growth and development of the sport.

[usapickleball.org](https://usapickleball.org)



# National Championship

**USA Pickleball National Championships is the premier professional and amateur tournament in the sport of pickleball that takes place over nine (9) days every November.** Established in 2009, Nationals has evolved into the first and only pickleball tournament in which players must qualify to participate.

The 2024 Biofreeze USA Pickleball National Championships took place at the Arizona Athletic Grounds in Mesa, Arizona from November 9-17, 2024. The event welcomed over 2,600 players (from across the nation and 14 countries) and 10,000 fans to the Valley of the Sun for a week of elite competition. The event, held at one of the country's top pickleball venues, also featured inclusive divisions such as Juniors, Wheelchair and Masters, highlighting its broad appeal and diverse demographics.

# Statistics



Over 350 champions crowned



Nine (9) day event (Saturday to Sunday)



25 major national brands activated



2,600 unique athletes



6,000 - 10,000 unique fans



Average stay is 3.5 days



Peak room nights estimated at 2,500 rooms per night



Prior host locations: Dallas (TX), Palm Springs (CA), Casa Grande (AZ), Mesa (AZ)

# Economic Impact



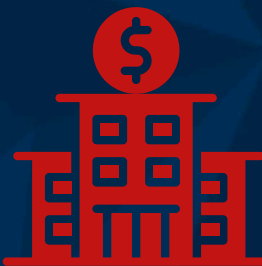
.....● 2,600 participants



.....● Close to \$2,300,000 in visitor spending



.....● \$3,600,000 spend locally by USA Pickleball



.....● Over \$76,000 local hotel tax generated



.....● Over \$155,000 total hotel tax generated\*



.....● Nearly 10,000 attendees



.....● Approximately 6,800 hotel room nights



.....● Nearly \$40,000 local sales tax generated

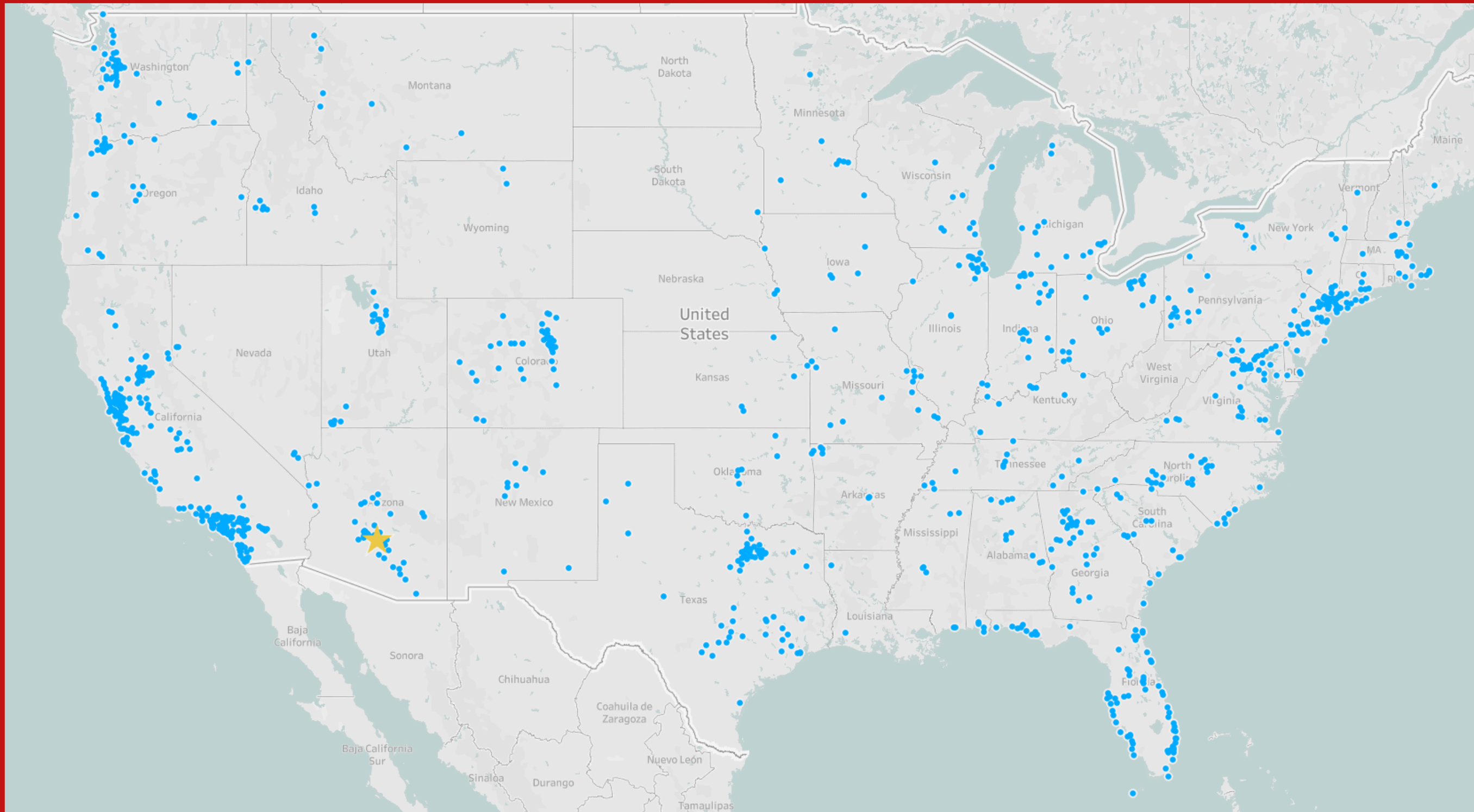


.....● Close to \$165,000 total sales tax generated\*

\* Total taxes include local, county and state taxes



# Visitor Map



*\*Does not include international competitors*



# Event Reach

## 47 States Represented

- AL
- AR
- AZ
- CA
- CO
- CT
- DE
- FL
- GA
- HI
- IA
- ID
- IL
- IN
- KS
- KY
- LA
- MA
- MD
- ME
- MI
- MN
- MO
- MS
- MT
- NC
- NE
- NH
- NJ
- NM
- NV
- NY
- OH
- OK
- OR
- PA
- SC
- SD
- TN
- TX
- UT
- VA
- VT
- WA
- WI
- WV
- WY

## 14 Countries Represented

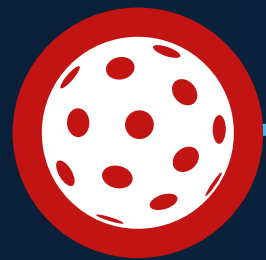
- Bermuda
- Brazil
- Canada
- Cayman Islands
- Chile
- Colombia
- Jamaica
- Mexico
- Northern Mariana Islands
- Poland
- Portugal
- Puerto Rico
- Singapore
- United States

# Host Requirements

- A minimum of 40 courts in one location is required, with a preference for 50+ courts. These courts may be either permanent courts with dedicated pickleball surfaces or temporary “roll” courts installed by USA Pickleball-approved vendors. All courts must meet USA Pickleball specifications ([link here](#)).
- The facility must include, or have the ability to build, a stadium court with the capacity to seat 1,200 or more spectators.
- Permanent concessions on site and operational infrastructure to support the event (Wi-Fi, trash, restrooms, running water, etc.)
- Financial support to assist with event production.
- Local marketing and earned media support
- Staffing infrastructure at the venue to support the event, including sufficient event operations space for referees, tournament operations, and event management needs.
- Deeply discounted or complimentary facility rental.
- Host hotel within 10 minutes and overflow hotels within 20 minutes of the competition venue.
- Complimentary hotel rooms above and beyond the standard 35:1 comp ratio (these are to be used for staff and officials during the event).
- USA Pickleball needs the ability to ship equipment and other items to the host destination up to two weeks prior to the event.

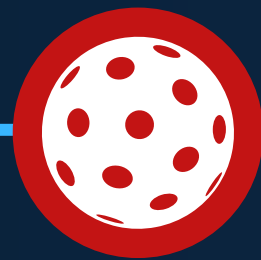


# Timeline



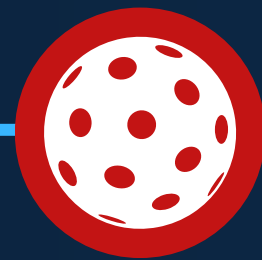
**January 10, 2025**

RFP distributed.



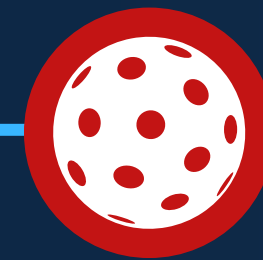
**February 2025**

Zoom meeting with all interested destinations.



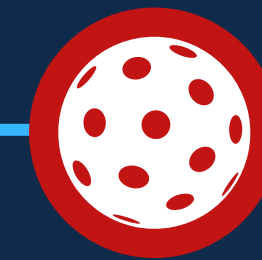
**February 6, 2025**

Questions from destinations due to Kevin de Lange \*



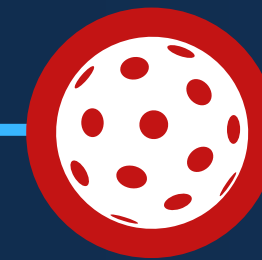
**February 15, 2025**

Questions from destinations answered and distributed by USAP.



**March 2025**

Site visits.



**Late March/  
Early April 2025**

2025 USA Pickleball Nationals site selected.

\* The Huddle Up Group is assisting USA Pickleball in the RFP Process

# Retained Event Rights

## USA Pickleball:

- All registration revenue.
- All ticket revenue.
- All hotel commission and rebate revenue.
  - To be shared with USA Pickleball's housing partner.
- All merchandise revenue
  - USA Pickleball's official merchandise partner is Team IP.
- All media rights.
- All sponsorship rights.
  - Local carveouts can be made to support the host's investment in the event, subject to approval by USA Pickleball.
- Revenue share with the host venue on parking and food and beverage.

## Host:

- All facility rental fees (if one exists).
- Local sponsorships.
  - Subject to approval by USA Pickleball.
- Revenue share with USA Pickleball on parking and food and beverage.
- Local marketing, earned media and social media promotional event support to highlight USAP Nationals within the community.





## For more information / questions about this RFP:

Contact Jose Moreno at [jmoreno@usapickleball.org](mailto:jmoreno@usapickleball.org)

Contact Kevin de Lange at [Kevin@HuddleUpGroup.com](mailto:Kevin@HuddleUpGroup.com).