East Hartford (E.H.) Pickleball Club

Partner Media Kit

Corporate Advertising & Membership Program

2026–27 Season



A Place For All

Show Up · Connect · Take Care of Each Other

Who we are · Who you reach

E.H. Pickleball Club is four indoor courts at 151 Roberts Street in East Hartford, on the East Hartford Tennis Club campus. Our members range from their twenties to their eighties.

A Place For All is Taylor Heal's philosophy, and it is the reason this club exists. It rests on three pillars: **Show Up · Connect · Take Care of Each Other.**

Our partners help keep those doors open. Their names hang where the whole community plays, and they reach that community every week in our newsletter and online.

4 indoor courts	**220** member cap	**1,200+** newsletter readers
3× newsletter editions a week	**15,600** newsletter deliveries a month	**400** social followers in our first 20 days

Who you reach

Channel	Reach
In the building	Four indoor courts. Members from their twenties to their eighties, filling to a cap of 220.
SilverSneakers / Renew Active	A weekday program for 55+ players, with room for 50.
Email newsletter	1,200+ people, three editions a week: Monday Appetizer, Wednesday Entrée, Friday Dessert.
Social media	Facebook, Instagram, and LinkedIn.
Website	Live, with a dedicated Partners page.

Every player and guest who comes through the door sees the walls. The newsletter and social channels carry your name to people between visits.





Our indoor courts and community · actual E.H. Pickleball Club photographs

The placements · Three ways to partner



E.H. Pickleball Club facility photo 01 - retained club collection.

The placements

40 wall spots in the building, and that is all there will ever be.

Large Panel · 4 × 8 ft · 20 available

Hung above the courts and readable from play. Room for your logo, one short line, and a web address or QR code.

Small Panel · 2 × 4 ft · 20 available

Your logo and company name, sized to read from the court.

Three ways to partner

Wall Only. Your panel in the building, seen by every player and guest who walks in.

Wall + Digital. Your panel, plus our website, email newsletter, and social channels, all year.

Online Only. No panel. A sponsor spot in our email newsletter, a listing on our website, or both.

Wall pricing · What's included

Wall pricing

Large Panel · 4 × 8 ft · Wall Only

$140 / month

Large Panel · 4 × 8 ft · Wall + Digital

$200 / month

Small Panel · 2 × 4 ft · Wall Only

$50 / month

Small Panel · 2 × 4 ft · Wall + Digital

$75 / month

Monthly on a 12-month term. Prepay the year and get one month free. A 6-month term is available at +15%.

What's included

	Large Panel	Small Panel
On the wall	Your 4 × 8 ft panel above the courts: logo, one short line, and a web address or QR code	Your 2 × 4 ft panel: logo and company name
Installation	Included. We hang it.	Included. We hang it.
Website · Digital	Logo on our Partners page	Logo on our Partners page
Email newsletter · Digital	Your logo in every Friday Dessert edition	Your company name in our monthly partner line
Social media · Digital	A spotlight post each quarter on Facebook, Instagram, and LinkedIn	A monthly thank-you post to all partners

We write the posts and features, and you approve every word before it goes out.

Online Only

FRIDAY DESSERT / SPONSOR EXAMPLE

COURTSIDE ORTHOPEDICS

Keep moving. Keep playing.

Orthopedic care for active adults. Meet our team and explore our services.

Fictional business and illustrative layout; not an actual newsletter screenshot.

Reach our community between visits, no panel needed.

Option	What you get	Price
Website Listing	Your logo, a one-line description, and a link on our Partners page	**$25 / month**
Newsletter Spot · Single	Your sponsor spot in one edition. A good way to try it.	**$40 per edition**
Newsletter Spot · Weekly	Your sponsor spot in one edition every week, in the edition you choose. Website Listing included.	**$100 / month**
Newsletter Spot · Every Edition	Your sponsor spot in all three editions, every week. Website Listing included.	**$250 / month**

Your sponsor spot: a marked block with your logo, a short headline, two or three lines about you, and one link, sent to 1,200+ people each edition.

Monthly options run on a 3-month minimum, then month to month. **Only 3 sponsor spots per edition**, so readers see your name and not a wall of ads.

Add-ons

Add any of these to a panel, or buy them on their own.

Opening Day title partner · $1,000 one-time

Your name on our Indoor Season Opener, Saturday, November 7, 2026, 8 AM–4 PM, with Opening Day ceremonies and exhibition matches. Your name appears in all event promotion, on signage at the event, and in a mention from the court. **One available.**

League season partner · $500 per season

Your name on a league season (CPL or Ladder League), in all promotion for that season, with signage at league play and a mention from the court.

Event night · $250 per event

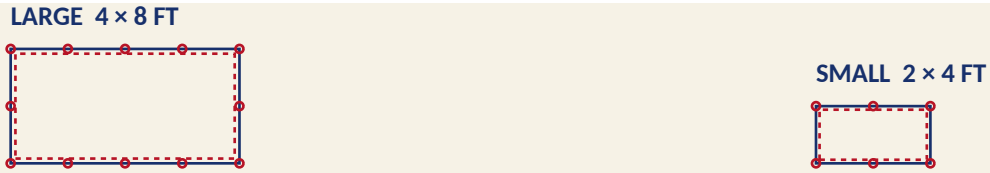
Your name on a single clinic, social, or tournament day, in all promotion for the event, with signage on the night and a mention from the court.

Corporate member seats · $60 per seat per month

Your people play here as members.

Access	4 open plays a month, 7-day booking window, $7.50 per session after four
Minimum	4 seats
Seats	Named. Each seat is one person, reassignable once a quarter.
Billing	On your company invoice
Policies	Seat holders are members, and every club policy applies
Availability	Limited. Seats count against our membership cap.

Signage specs



Format illustration · same scale · dashed red line indicates safe zone · not an installed wall photograph

You choose the material: a vinyl banner or a rigid panel. We hang either one.

	Large Panel	Small Panel
Finished size	48 × 96 in (4 × 8 ft), horizontal	24 × 48 in (2 × 4 ft), horizontal
Safe zone	All text and logos 2 in inside the finished edge	All text and logos 1.5 in inside the finished edge
Resolution	100–150 dpi at full size, or vector	150 dpi at full size, or vector
What fits	Logo, one short line (8 words or fewer), and a web address or QR code	Logo and company name only
Smallest letters	3 in tall	2 in tall
Logo	At least 18 in tall	At least 10 in tall
QR code (optional)	At least 8 × 8 in, placed low on the sign	Not recommended at this size

	Vinyl Banner	Rigid Panel
Material	13 oz scrim vinyl, matte, single-sided	3 mm aluminum composite (ACM), matte laminate, single-sided
Edges	Hemmed all four sides	Square-cut corners, clean edges
Mounting	Brass grommets. Large: every 24 in plus all four corners (12 total). Small: four corners plus the center of each long side (6 total).	No holes, no grommets. Deliver it blank on the back and we mount it.
File size with bleed	Large: 49 × 97 in · Small: 25 × 49 in (0.5 in bleed each side)	Large: 48.25 × 96.25 in · Small: 24.25 × 48.25 in (0.125 in bleed each side)
Good to know	Lower print cost, lighter, easy to ship and swap	Lies perfectly flat, crisp edges, holds up for years

Design for the court. Players see your sign from 20 to 60 feet away, usually while they're moving.

- **Less is more.** One logo, one idea.
- **High contrast.** Dark on light or light on dark. Avoid thin fonts, fine print, and busy photos.
- **Matte only.** Gloss catches the court lights and washes out.
- **Nothing important near the edges.** Hems, grommets, and mounting take the outer inch or two.

The file you send: print-ready PDF, CMYK, fonts converted to outlines, all images embedded, built at finished size plus the bleed for your material. File name: CompanyName_Large.pdf or CompanyName_Small.pdf.

Digital specs · Getting started

Digital specs

	Large Panel + Digital	Small Panel + Digital
Website logo	PNG with transparent background, 600 px wide minimum, or SVG	Same
Newsletter logo	PNG, 600 × 200 px	Not needed. We list your company name.
Social spotlight	Your logo plus one or two photos (optional), 1080 × 1080 px	Not needed. You're included in our monthly partner thank-you.

	Online Only
Newsletter spot	Logo: PNG, 600 × 200 px. Headline: 8 words or fewer. Body: 40 words or fewer. One link.
Website Listing	Logo: PNG with transparent background, 600 px wide minimum, or SVG. Description: 15 words or fewer. One link.
Changes	Send new copy any time, 5 business days ahead. No swap fee online.

All digital files are due 5 business days before first use.

Getting started

1. **Pick your panel and option.** Large or Small, Wall Only or Wall + Digital, plus any add-ons.

2. **Sign the partner agreement.** We send your first invoice, direct, net 30.

3. **Send us your proof before you print.** Email the PDF to easthartfordpickleballclub@gmail.com with the subject line "Partner Art — [Company] — Banner" or "— Panel." We approve it or send notes within 3 business days. Please don't print until you have our approval.

4. **Print** with the printer of your choice, at your cost.

5. **Deliver** the finished banner or panel to 151 Roberts Street, labeled with your company name, at least 10 business days after you send the proof.

6. **We hang it.** Installation is included.

7. **Digital goes live** (Wall + Digital). Send your files with the subject line "Partner Digital — [Company]."

Online Only fast lane: pick your option, sign, send your files with the subject line "Partner Digital — [Company]," and you go live once we approve them.

Terms · Our promises · Let's talk

Partner terms

Term	Standard
Length	Wall: 12 months, or 6 months at +15%. Online Only: 3-month minimum, then month to month. Single editions: no term.
Prepay	Prepay a wall year and get one month free
Billing	Direct invoice, net 30
Artwork	You supply print-ready art to our spec. We approve it before it goes up or goes out.
Printing	Partner pays
Installation	Included. The club hangs every panel.
Mid-term swap	$100 to change your wall artwork during the term
Renewal	Current partners get first right to renew their spot before it's offered to anyone else

Our promises

- **Your name is in good company.** We approve every partner and every piece of artwork.
- **Our members' contact information is never shared** with, sold to, or exported for any partner.
- **We write it, you approve it.** Nothing goes out under your name without your sign-off.
- **The walls stay limited.** 40 spots, and that is all there will ever be.
- **The newsletter stays readable.** No more than 3 sponsor spots in any edition.

Not accepted: other pickleball facilities, tobacco and vape, cannabis, political or campaign content, and adult content.

Let's talk

https://www.eh-pickleball.net · Taylor.heal@healpb.com

easthartfordpickleballclub@gmail.com

Gratefully,

Taylor Heal

E.H. Pickleball Club

Operations Director and Head Pickleball Professional

IPTPA/PPR/RPO Certified Teaching Professional

Examples for pickleball partners

Fictional partner examples below illustrate relevant categories and package options. These examples do not imply endorsement, current sponsorship, or a treatment claim.



E.H. Pickleball Club facility photo 03 - retained club collection.

Large Wall + Digital · $200 per month

An orthopedic or chiropractic practice can pair a bold wall message with a Partners page logo, a logo in every Friday Dessert edition, and a quarterly social spotlight. Detailed service information belongs in digital copy rather than on the court sign.

Small Wall + Digital · $75 per month

A physical therapy practice can use its logo and company name on a 2 × 4 ft sign, with website recognition, the monthly newsletter partner line, and the monthly social thank-you.

Digital examples for relevant businesses

FRIDAY DESSERT / SPONSOR EXAMPLE

COURTSIDE ORTHOPEDICS

Keep moving. Keep playing.

Orthopedic care for active adults. Meet our team and explore our services.

Fictional business and illustrative layout; not an actual newsletter screenshot.

Newsletter sponsor example · Chiropractic

Fictional advertiser: Rally Chiropractic
Headline: Care for your active life
Body: Meet a chiropractic team that welcomes active adults. Explore our approach, services, and appointment options.
One link: rally.example

Website listing example · Physical therapy

Fictional advertiser: Baseline Physical Therapy
Description: Physical therapy and movement support for active adults and recreational athletes.
One link: baseline.example

Quarterly social spotlight example · Orthopedics

Meet Courtside Orthopedics, an example of a business serving active adults. A real partner spotlight can introduce the practice, feature approved team photos, and link to its website. The partner approves the copy before publication.

Categories to prioritize for local outreach

Orthopedics and sports medicine; chiropractic care; physical therapy and rehabilitation; athletic footwear and orthotics; sports equipment and apparel; fitness, strength and mobility businesses. Screen each prospect against the club's partner policies before outreach.