



**AMERICAS
CHAMPIONSHIP**
2025 CURAÇAO



Americas Championship 2025 Media Plan
[Pickleball Federation of the Americas](#) (PFA)
[Caribbean Pickleball Federation](#) (CPF)

Objective: To leverage brand sponsorship of the 2025 Americas Championship to enhance brand visibility, engage with diverse audiences, and establish the Caribbean as a premier sports and tourism destination.

Pickleball is the fastest growing sport in the world with over 5 million active players in North America. During the pandemic, pickleball emerged as a lifeline, providing a socially distanced yet competitive outlet for many. Its travel-friendly nature makes it an ideal sport for exploring new Caribbean destinations while connecting with locals.

With nearly 10,000 pickleball locations across the United States there is a captive audience for the 2025 Americas Championship. There has never been such an exciting growth opportunity for lifestyle brands in the region.

Media Plan

1. Event Branding and Activation:

- Develop a comprehensive branding strategy integrating the brand's logo and messaging throughout the event venues, merchandise, and promotional materials.
- Create a dedicated brand lounge area within the Pickleball headquarters in **Sambil Mall Curacao**, offering interactive experiences, and glow-in-the-dark game play to engage visitors.
- All courts will have billboard branding on the surface.

2. Community Engagement:

- Collaborate with the **Curacao Ministry of Education** to implement pickleball court installations in schools across the island. (The target is 80 public schools). Initiate a school tournament with branded trophies to foster a sense of competition and enthusiasm among students.
- Cultivate talent and field a winning team for the 2025 Americas Championship.
- Organize pickleball clinics in local communities, led by professional players, creating opportunities for interaction and skill development.

3. Tournament Infrastructure:

- Work closely with the **Curacao Ministry of Tourism** to facilitate the construction of a state-of-the-art tournament facility with 20 courts (see below tournament plan.)

4. Digital and Social Media Campaign:

- Launch a multi-platform social media campaign highlighting brand's involvement in the tournament, featuring stories of pickleball enthusiasts, players, and local talent.
- Create event-specific hashtags and challenges to encourage user-generated content and engagement.

5. Content Creation:

- Produce high-quality video content showcasing the journey of Curacao's pickleball talent, their training, and preparations for the 2025 Americas Pickleball Cup. Feature brand's role in supporting their aspirations.
- Capture behind-the-scenes moments, player interviews, and tournament highlights to share on social media and brand's online platforms.

6. Influencer Partnerships:

- Collaborate with renowned pickleball players and influencers to amplify the event's reach and impact. Organize meet-and-greets, friendly matches, and Q&A sessions for fans.

7. Sponsorship Activation Zones:

- Set up interactive brand zones within the tournament facility where attendees can engage in games, win prizes, and learn more about the brand's values and initiatives.

8. Public Relations:

- Develop press releases and media kits showcasing the brand's commitment to fostering community engagement in Curacao and across the Caribbean via the Caribbean Pickleball Federation www.CaribbeanPickleball.org. Promoting a fun lifestyle and supporting the region's tourism industry.

9. Sustainability Initiatives:

- Implement eco-friendly practices at the tournament, aligned with brand's sustainability goals. Promote initiatives such as recycling, waste reduction, and reusable materials.

10. Long-Term Sport Tourism Collaboration:

- Work closely with the Curacao Ministry of Tourism to develop a strategic plan to position Curacao as a leading sport tourism destination for pickleball and potentially other sports.
- Sponsor seminars and workshops on sports tourism development, engaging industry experts and stakeholders.

11. Measurement and Evaluation:

- Track social media engagement, website traffic, and media coverage.
- Conduct surveys to gauge attendee satisfaction and perception of brand's involvement.
- Monitor the growth of pickleball participation in Curacao schools and community after implementing pickleball courts.

By executing this media plan, brand can create a meaningful and long-term impact on Curacao's pickleball community, while also positioning itself as a supporter of sports, health, and vibrant tourism experiences.

For more information on sponsorship, contact caribbeanpickleballfederation@gmail.com or whatsapp +14165057410

Hosting Requirements for the Annual PFA Americas Championship

There will be approximately 300 players participating. The event will require 20 professional Pickleball courts to accommodate the players, with 10 courts designated for every hundred players per day. The hosting location must provide suitable accommodations, high-speed internet connectivity, and easy access via an international airport.

1. Venue Requirements:

Pickleball Courts:

- 20 professional Pickleball courts with appropriate surface and dimensions.
- Courts should adhere to international standards for size and quality.
- Each court should have adequate spectator seating and lighting for evening matches.
- Courts should be well-maintained and regularly inspected for safety.

Spectator Area:

- Designated area with seating for spectators, equipped with shading or covered options.
- Facilities for refreshments, including food and beverages.

2. Accommodations:

Hotels:

- A range of accommodations in close proximity to the venue, including luxury, mid-range, and budget options.
- Sufficient room capacity to accommodate players, officials, and spectators.
- All hotels should meet international hospitality standards, including comfort, cleanliness, and security.

3. Infrastructure:

Internet Connectivity:

- High-speed and reliable internet connectivity throughout the event venue and accommodations.
- Sufficient bandwidth to support live streaming, media coverage, and communication needs.
- Dedicated IT support to address any connectivity issues promptly.

4. Transportation:

International Airport:

- Proximity to a major international airport with direct flights or convenient connections to major global cities.
- Adequate immigration and customs facilities to handle the influx of international participants.

- Transportation services to transfer participants between the airport, accommodations, and event venue.

Local Transportation:

- Efficient local transportation options, such as shuttle services, public transportation, or private transportation partners for participants and spectators.

5. Event Management:

Security:

- Comprehensive security measures to ensure the safety of participants, officials, spectators, and facilities.
- Trained security personnel for crowd management and emergency response.

Medical Services:

- Access to medical facilities equipped to handle minor injuries and medical emergencies.
- On-site medical personnel and medical stations during the event.
- Clear medical evacuation plans in place.

Media and Broadcasting:

- Facilities for media coverage, including press conferences and interview areas.
- Partnerships with broadcasting networks or streaming platforms to broadcast the event globally.

6. Local Support:

Tourism Information:

- Availability of tourism information centers to assist participants and spectators in exploring local attractions.
- Brochures, maps, and guides to showcase the country's cultural and tourist offerings.

Cultural Experiences:

- Opportunities for participants to engage in local cultural experiences or sightseeing during their downtime.
- Collaboration with local cultural organizations to enhance the overall experience for participants.

Sustainability and Environmental Considerations:

- Implement sustainable practices in event organization, waste management, and energy usage.
- Promote eco-friendly initiatives to minimize the event's environmental footprint.

7. Miscellaneous:

Language Support:

- Availability of multilingual staff to assist participants and spectators who may not speak the local language.

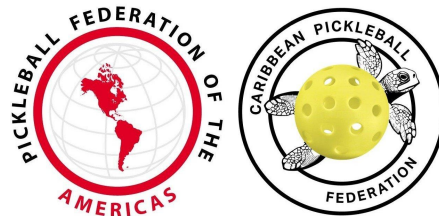
Visa Requirements:

- Clear information and support for participants and attendees regarding visa requirements and application procedures.

Emergency Plans:

- Well-defined emergency response plans covering various scenarios, including natural disasters, medical emergencies, and security incidents.

By Curacao and brands hosting this Americas Championship, we can provide an exceptional experience for participants, officials, and spectators while showcasing its hospitality and capabilities on the global stage.



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