

uFire.ai

PICKLEBALL CLUB — AMBASSADOR MARKETING

Pickleball Is a Social Sport — It Grows Through Invitation

Formalize What Your Members Already Do

uFire connects Provo-area pickleball clubs to local community members (250–10K followers) who post authentic content about your business. You pay per post. They spread the word.

UFIRE.AI/BRANDS/PICKLEBALL

THE PROBLEM

Why Traditional Marketing Fails Pickleball Club Businesses

✗ 🏓 **The Fastest-Growing Sport in America Is Driven by Social Invitation**

Pickleball players constantly invite friends to play. But without a formal system, each member invites 1–2 people instead of broadcasting to their social network of hundreds.

✗ 📣 **Your Club Isn't in the Discovery Conversation**

When someone in Provo decides to try pickleball, they don't search Google — they ask their active friends where to play. Without ambassador presence, you're not in that conversation.

✗ 🏓 **Competing for Members Against Free Public Courts**

Public pickleball courts exist in Provo. Your club must demonstrate superior value — better competition, coaching, community, facilities — and social proof is the best way to show it.

THE UFIRE SOLUTION

Simple. Trackable. Human.

1**Launch Your Campaign**

Set your budget, post requirements, and brief. We match you with verified local ambassadors in Provo who already love play pickleball.

2**Ambassadors Post Authentically**

Real locals create genuine content about your pickleball club and share it with their 250–10,000 followers. You pay only when posts go live.

3**Watch Word-of-Mouth Scale**

Each post reaches local followers who trust the person posting — driving inquiries, bookings, and revenue to your pickleball club.

THE MATH

Why **Ambassador Marketing** Outperforms Every Other Channel

America's fastest growing sport

Pickleball grew 158% in 3 years — the time to capture local market share is now

\$50–\$100/mo

Average club membership value per dedicated pickleball player

Social-driven

Players who find a court they love recruit their entire social circle within weeks

Pickleball is the fastest-growing sport in America — early-mover advantage is everything. When local ambassadors share gameplay highlights, 'I finally tried pickleball' first-timer content, and community tournament posts, they drive the word-of-mouth that fills your courts.

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GET STARTED TODAY

Ready to Turn Provo's Community Into Your Marketing Team?

We're launching in Provo, UT — pickleball businesses are among the first to go live. Limited brand spots available.

ufire.ai/brands/pickleball

No contracts. Pay per post. Cancel anytime. 80% goes directly to ambassadors.