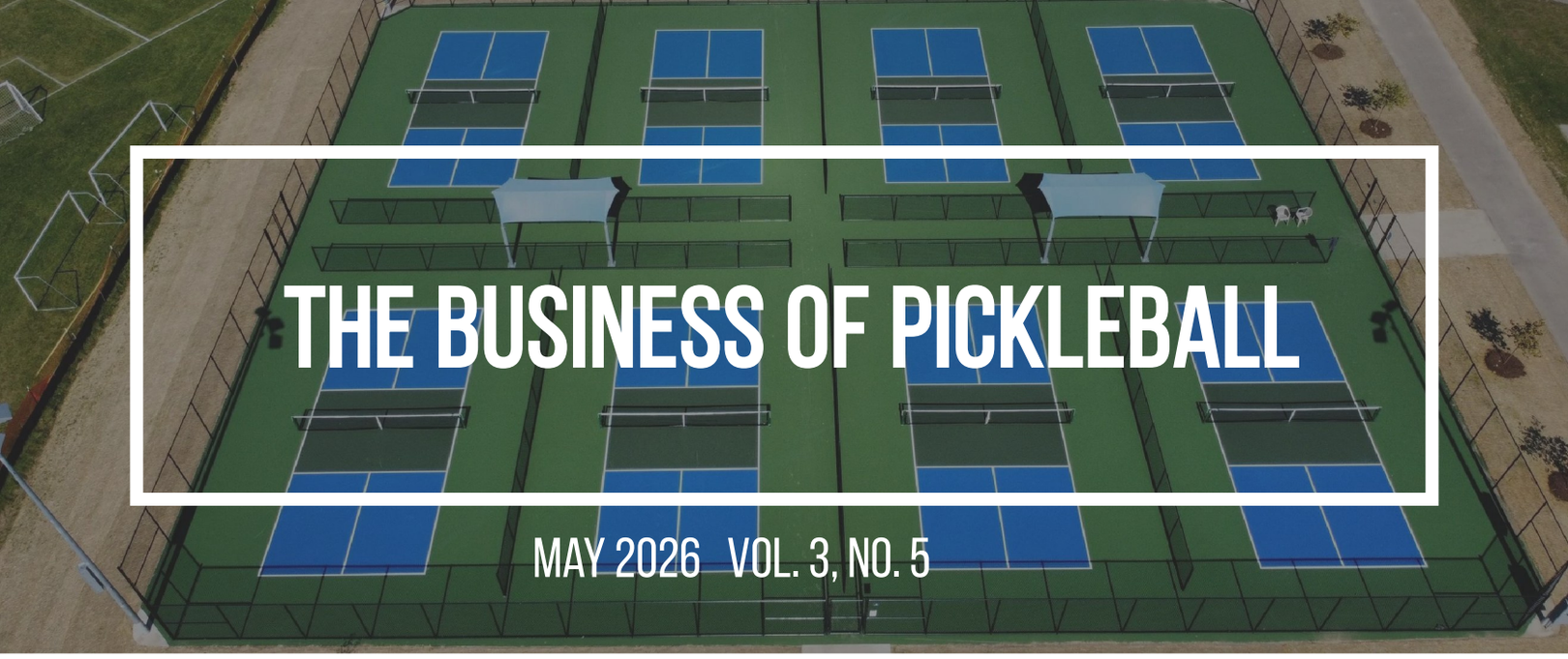

THE BUSINESS OF PICKLEBALL

MAY 2026 VOL. 3, NO. 5

ISSUE OVERVIEW

Welcome to the May 2026 issue of *The Business of Pickleball*.

Big news this month in the investment / M& A space in pickleball.

- UPA raises $225 million
- Selkirk Sport acquires Bread & Butter Pickleball

Dive inside for more details on these topics and many more.

I spend countless hours (admittedly with more help from AI on research and presentation) researching each issue. My request:

- Encourage your pickleball friends and peers to subscribe
- If you share issues within your company please purchase a corporate subscription.
- Respect my intellectual property - if you want to share my research online please ask permission first.

Cheers,

David

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Published by:
Pickleball Consulting Group
www.pickleballconsultinggroup.com

david@pickleballconsultinggroup.com

Pickleball Business Dashboard

Pickleball Trademarks

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Registered	467	477	485	495	512	529	544	555	568	575
Pending with Pickleball in term	463	448	449	438	428	417	409	404	400	406
Pending with term or in description	1003	978	967	940	917	705	870	834	828	836

source: USPTO, PCG analysis

Pickleball Courts - Indoor and Outdoor

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Indoor	25,887	26,173	26,507	26,844	27,231	28,130	28,447	28,744	28,654	28,766
Outdoor	50,953	51,580	52,217	52,805	53,686	54,483	54,977	55,306	55,288	55,748
Total Courts	76.840	77,753	78,724	79,649	80,917	82,613	83,424	84,050	83,942	84,514

source: Pickleheads

Franchise Tracking - Open Facilities *(Open locations / courts at month end)*

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Ace Pickleball	18/237	19/254	21/270	21/270	21/270	21/270	22/281	24/305	27/344
Dill Dinkers	21/209	21/209	21/209	21/209	24/233	26/252	26/252	27/262	27/262
Pickleball Kingdom	15/192	16/209	16/209	16/209	23/296	23/296	26/335	27/346	32/408
The Picklr	49/468	52/501	54/519	56/536	59/568	60/580	62/599	66/635	68/652
PickleRage	4/40	4/40	4/40	4/40	5/53	5/53	6/71	8/97	8/97
PicklePlex	6/47	8/67	8/67	8/67	9/74	10/77	12/98	12/98	13/106

source: company web site

Note: Ace Pickleball Club has stopped accepting new franchisees during 2026.

Events

Events that have a pickleball business focus or audience attractive to pickleball companies.

Event	Dates/Location	What
US Indoor 2026 Sport Facility Conference & Expo	May 12-14 2026 Reno NV	Educational and networking opportunity for indoor sports facilities
Asia Pickleball Summit 2.0	June 6-7 Malaysia	Largest B2B pickleball event in Asia
IAPPF Regional Meetup	June 12, 2026 Philadelphia	Regional meeting for pickleball and padel facilities.
World Pickleball Conference	July 16-18, 2026 Las Vegas	Pickleball Conference
Picklecon	July 24-26, 2026 Kansas City	Tournaments, pros, gear, clinics, exhibits and community
World Pickleball Convention	October 16-18, 2026 Palm Beach, FL	Over 200 exhibitors, 8,000 attendees
Racquet Trend Expo	Cancelled Milan Italy	The largest European event focused on racquet sports
ISPO	Nov. 3-5, 2026 Amsterdam	Large, multi-sport expo in Europe
PGA Show	January 26-29, 2027 Orlando, FL	Trade-only show for golf, with a section focused on racquet sports.
RacquetsUp Expo	February 19-21, 2027 Toronto Canada	Billed as the Global Racquet Sports Industry Summit.
World Pickleball Convention	March, 2027 Chicago	Convention & Expo
RacquetX	April 9-11, 2027	Racquet sports expo
World Pickleball Expo East	June 17-19, 2027 London UK	Europe's first pickleball expo
Major Tournaments		
Pickleball World Cup	Aug. 30 - Sept. 6 Da Nang Vietnam	Consistently rated as one of the best international tournaments.
USA Pickleball National Championships	Oct. 31 - Nov 8, 2026 San Diego	National Championship
2026 Pickleball World Championships	November 2-8, 2026 Farmers Branch, TX	PPA World Championships
2027 US Open Pickleball Championships	April 17-24, 2027 Naples, FL	Largest amateur tournament
PPA Finals	May 10-16, 2027 San Clemente, CA	PPA final tournament

You can find the most comprehensive calendar of pickleball tournaments and events here, maintained by Todd Boss of *Forbes* Magazine.

Trademarks

Trademarks

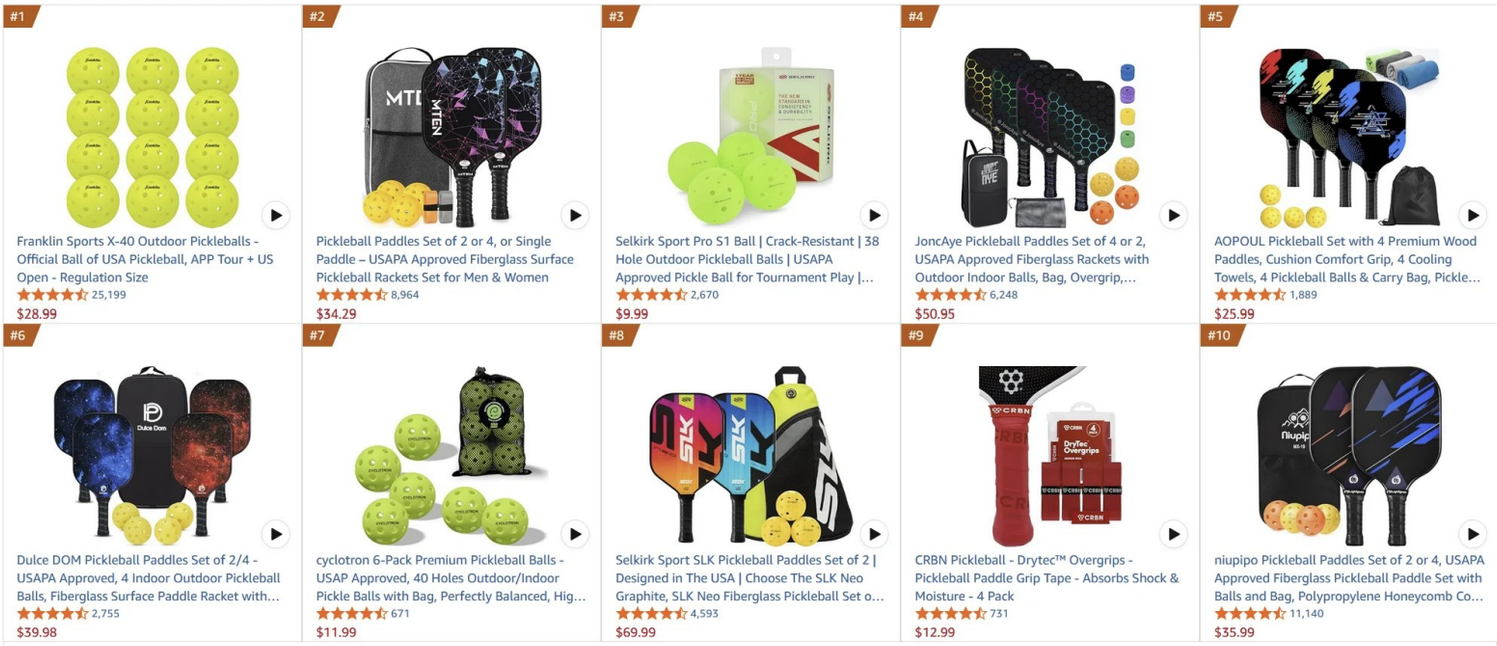
Trademark protection is an important component of protecting your company's intellectual property. While we are not trademark experts, we have navigated the US Patent and Trademark database to highlight trademarks with the word pickleball in the term:

Trademark *applications* in April 2026 with pickleball in term		
AMERICAN PICKLEBALL LEAGUE	IC 028: Padel rackets	Daniel Bryja
BEYOND PICKLEBALL	IC 025: Athletic apparel	Beyond Pickleball LLC
CAGE PICKLEBALL	IC 041: Providing sports facilities	Steven J. Cage
FORWARD PICKLEBALL	IC 041: Rental of indoor recreational facilities for playing sports	Keca Ward
KOSHER PICKLEBALL	IC 028: Handle grips for sporting equipment	Volley Radar LLC
LYRE PICKLEBALL	IC 025: Shirts; T-shirts; Hoodies	Lyre Sports, LLC
MICRO PICKLEBALL	IC 028: equipment sold as a unit for playing a paddle ball game	Carlos Tomas
MYTHOS PICKLEBALL	IC 028: Paddles for use in paddle ball games	Mythos Sports LLC
PASSPORT TO PICKLEBALL	IC 041: Providing training in the field of sports	David Haynie
PICKLEBALL ESCAPES	IC 043: Travel agency services	Mona N Deane
PICKLEBALL PETS	IC 026: Charms for athletic bags	Pickleball Pets LLC
PICKLEBALLVIDEOIQ	IC 009: Downloadable computer software using artificial intelligence (AI) for analyzing pickleball player performance	Blair Winslow Cobb
PRINCESS PICKLEBALL	IC 025: Athletic apparel	CJ Athletic Group LLC
SMASHERS PICKLEBALL + BAR + GRILL	IC 043: Restaurant and bar services	Jimmy Gallagher
THE PICKLEBALL ROOM	IC 025: Athletic apparel	The Pickleball Room

Trademarks *granted* in April 2026 with pickleball in term		
PICKLEBALL TWIST!	IC 028: Game cards.	Twist Creative LLC
HAWAII PICKLEBALL	IC 041: Instruction in the nature of court-based paddle sport lessons	Hawaii Pickleball
JOHNNY PICKLEBALL	IC 025: Hats; Shirts; Shorts; Sweatshirts.	Johnny Pickleball LLC
PICKLEBALL EYE	IC 009: Downloadable mobile applications for sports officiating	Pickleball4D
PACE PICKLEBALL CLUB	IC 041: Membership club services	Pace Pickleball Club, LLC
LONG BEACH PICKELBALL	IC 041: Organizing, arranging and conducting paddle style sporting events	Long Beach Pickleball LLC

Amazon Top Products

Top-selling pickleball products from Amazon for the month of April.



Ten top-selling pickleball products over the last 6 months. New products in top 10 highlighted.

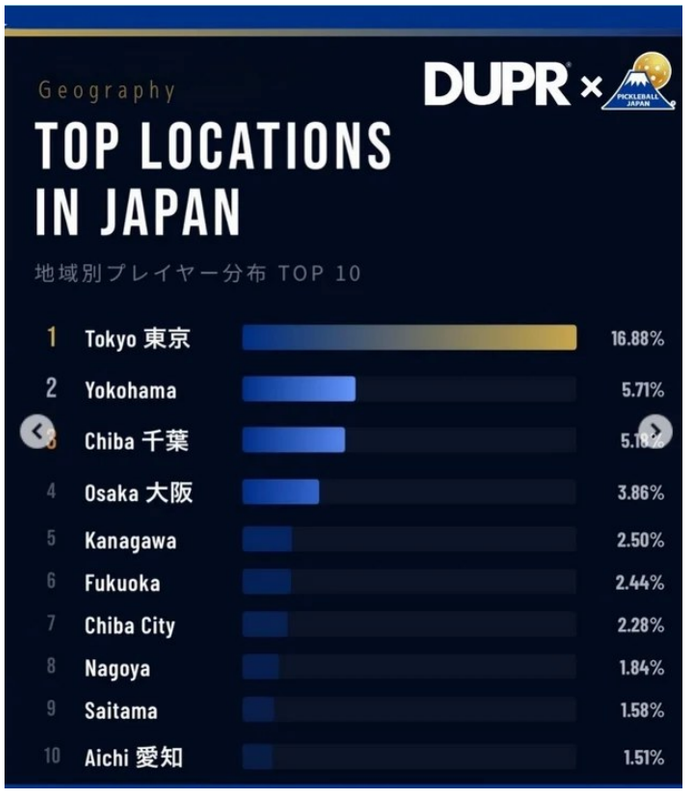
	November	December	January	February	March	April
1	Franklin X-40 balls	Franklin X-40 balls	Franklin X-40 balls	Franklin X-40 balls	Franklin X-40 balls	Franklin X-40 balls
2	MTEN set	MTEN set	Selkirk Pro S1 balls	MTEN set	MTEN set	MTEN set
3	Selkirk Pro S1 balls	Selkirk Pro S1 balls	MTEN set	Selkirk Pro S1 balls	Selkirk Pro S1 balls	Selkirk Pro S1 balls
4	Pickleball Blast	Selkirk Sport SLK Neo set	Onix Recruit indoor ball	JoncAye set	Dulce DOM set	JoncAye set
5	JoncAye set	JoncAye set	CRBN Drytec Overgrips	Selkirk Sport SLK Neo set	CRBN Drytec Overgrips	AOPOUL Pickleball Set
6	Selkirk Sport SLK Neo set	AOBORTY paddle 4 Pack	Selkirk Sport SLK Neo set	CRBN Drytec Overgrips	JoncAye set	Dulce DOM set
7	cyclotron 6-pack Premium Pickleballs	Onix Recruit indoor ball	Tenvina Pickleball Paddles	AOPOUL set	Selkirk Helix Pro Pickleball Paddle	cyclotron 6-pack Premium Pickleballs
8	Tenvina Pickleball Paddles	CRBN Drytec Overgrips	JoncAye set	Onix Recruit indoor ball	Joola Paddle set	Selkirk Sport SLK Neo set
9	Dinkly Pickleball Paddles Set	TENVINA paddle	Hesacore Pickleball Paddle Grip	Selkirk Helix Pro Pickleball Paddle	Selkirk Sport SLK Neo set	CRBN Drytec Overgrips
10	Mangrove Pickleball Bag	OLANNY paddle set	Selkirk Helix Pro Pickleball Paddle	Dinkly Pickleball Paddles Set	Dinkly Pickleball Paddles Set	Niupipo Paddle Set

International

- Pickleball Canada is launching a National Player Development Pool as a first step toward building an official Team Canada.
- Japan Pickleball Association and Pickleball Japan Federation have officially merged to launch Pickleball Japan.
- SportNZ formally accredited pickleball and recognized the Pickleball New Zealand Association as the sport's governing body.
- Pickleball Japan has secured the exclusive MiLP license for Japan.

Dinks, Shorts

- DinkyBalls appoints Westbridge Licensing as their Exclusive Global Licensing Agency.
- KSL Capital Partners acquires Invited Clubs.
- Life Time Form 10-K reports they now have over 800 dedicated pickleball courts and had over 5.9 million participations in 2025.
- Invited Clubs, the largest owner and operator of private golf clubs, has just under 500 pickleball courts.
- PlayReplay raises $12 million in funding led by Alfven & Didrikson. PlayReplay provides line calling technology for the PPA/APP. The company is now valued at over $50 million.
- Dunlap Sports enters the pickleball market with a range of paddles, balls and bags.
- Pickleball becomes a high school sport in Kentucky.
- USA Picklebll passes 120,000 members
- UPA-A releases new rulebook with revisions
- CourtReserve integrates with Google for immediate reservations.



Partnerships & Sponsorships

- PlayerU has partnered with DUPR.
- USA Pickleball partners with Phonak US, a leader in hearing care solutions.
- Joola is now the official paddle of the Canadian National Pickleball League.
- Proton's partnership with the PPA and MLP is re-instated.
- Engine is now the Official Travel Partner of the PPA and Major League Pickleball.
- The Texas Ranchers signed a multi-year performance partnership with BAiO. BAiO is a performance tech company. The deal is valued in the mid-six figures annually.
- OWLSport's CK-40 ball is now the Official Ball of the Canadian National Pickleball Leauge.
- Court Reserve partners with Google to implement Reserve with Google.
- Chex Mix named official partner of APP.
- Prevagen named Official Brain Supplement of APP
- SportLogic partners with Pickleheads.
- Oceanview Life and Annuity will be the title sponsor for the 2026 USA Pickleball National Championships in San Diego.

People

- George Mackin has joined Agassi Sports Entertainment Corp. as a strategic consultant.
- USA Pickleball announced the following promotions - Christian Portaro to Vice President of Partnerships, Anfrea Fogarty to Sr. Director of Marketing & Communications, Drew Thomas to Sr. Director of Memberships, and Louis Thiel to Director of Membership Services.
- Daniel Blanco joins PICKLETILE as Senior Project Manager.
- Brian Dillman departs RSPA CEO role.
- Zane Navratil joins Luxury Pickle Travel as a professional partner and signature trip host.
- Phillipe Oudshoorn joins HEAD as the Global Director for Pickleball.
- Kyle Yates becomes brand ambassador and strategic partner in PlayerU.

Position	Company
Social Media & Content Manager - Pickleball	Head
General Manager - $68k+	Center Court Pickleball Club
Senior Demand Planner	Joola
Senior Project Manager	Joola
Wholesale Support Team Member	Selkirk Sport
Email Marketing Coordinator	Slekirk Sport
Executive Director	Arizona Pickleball Players League
Dir of Sales & Strategic Partnerships	Peak Pickleball
Materials and Performance Engineer	Franklin Sports
Onboarding Manager	Court Reserve

Legal Updates

Pickle Pro Labs

A minority investor in the pickleball technology company filed suit against reality television personality Jill Zarin, her co-manager Gary Brody, and a company they allegedly created to divert the business's assets.

Paddletek and ProXR / Joola

Paddletek and ProXR settled a legal dispute over patents filed last month by Joola. The companies will add Joola's patent number to their relevant products and pay royalties. They will continue to sell the products until phased out in the fall.

Watch / Listen

Zane estimates Pro Pickleball compensation.

Ben Johns	TIER A	TIER B	TIER C	TIER D
$1,500,000	$750,000	$250,000	$30,000	$10,000
$1,500,000	$250,000	$75,000	$25,000	-$4,000
$1,500,000	$250,000	$75,000	$25,000	$0
$300,000	$100,000	$30,000	$15,000	$5,000
$4,800,000	**$1,350,000**	**$430,000**	**$95,000**	**$11,000**
$0	$0	$0	$0	-$15,625
-$250,000	-$100,000	-$50,000	-$40,000	-$25,000
-$100,000	$0	$0	$0	$0
$0	-$168,750	-$75,250	-$19,000	$0
-$75,000	-$10,000	-$5,000	-$2,500	-$500



Doug with Bread & Butter Pickleball doesn't exactly fit the image of Selkirk. I guess that's part of the reason for the aquisition.



Pickleball Canada 2026 Survey

PICKLEBALL CANADA
ANNUAL PARTICIPATION REPORT · VOL. 04

2026 · NATIONAL SURVEY · N = 2,000 HH

1.80M Canadians are now playing pickleball.

UP FROM 1.54M IN 2025 · 80% GROWTH SINCE 2022

YOY PARTICIPATION GROWTH

+14%

A million Canadians played in 2022. In four years, the sport has nearly doubled its national footprint.

↑ 260,000 new players

PLAYERS BY PROVINCE

Ontario	702,000
Quebec	432,000
British Columbia	306,000

// Participation tracks population
// distribution across regions.

GROWTH BY GENERATION

Gen Z	+85%
Gen X	+27%

// 30% of Gen X cite competition
// as a key motivator.

PCO MEMBERSHIP

93,888 PAID MEMBERS

Up from 85,329 in 2024 — +10% YoY.

LEADING PROVINCES

ON Ontario	23,820
BC British Columbia	22,178
QC Quebec	20,074

+49%
NEW BRUNSWICK
FASTEST-GROWING PROVINCE

WHY CANADIANS PLAY

85% FUN & ENJOYMENT

48% HEALTH & FITNESS

Enjoyment leads across every age group and region. Health and fitness hold steady as the consistent second-place motivator.

GEN X INSIGHT
30% say competition is a top reason they play.

BARRIERS ↓ LACK OF INFO 17% ↓ FROM 21% FACILITY SHORTAGE 15%

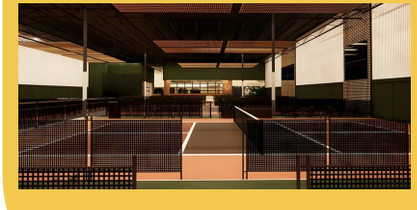
SOURCE · PICKLEBALL CANADA 2026 SURVEY

Facilities

New, unique facilities development throughout the world:

Serve & Sip
Dallas, TX

The Drop Kitchen & Bar
Sport and social club
Corporate Events
6 courts
Opening late May



Raya Pickleball Club
Melbourne Australia

8 new courts
Showers
Warm up and recovery Area



House of Pickle
Australia

8 locations in Australia

Starting June 1, 2026 Aces will be taken over by Pickle Lodge



Pickleball *Coaching* Organizations

A snapshot of the five organizations training the instructors behind America's fastest-growing sport — and the leadership upheaval reshaping two of them this spring.

⚠ LEADERSHIP ALERT — Two of the five major coaching bodies are operating **without permanent CEOs**. **PPR** is led by Interim CEO Lynne Rolley; **RSPA** just installed John Embree as Interim CEO on May 11 after Brian Dillman's departure.

INTERIM CEO

01 · EST. 2018

PPR

Professional Pickleball Registry

⚠ NO PERMANENT CEO · KEY STAFF GAPS

MEMBERS: 10,000+
HQ: Wesley Chapel, FL
INTERIM CEO: Lynne Rolley
USA PICKLEBALL: Official Partner

Sister organization to PTR. Largest pickleball coach body globally. Managing Director Sarah Ansboury has also departed, compounding leadership gaps at the top.

INTERIM CEO

02 · EST. 1927 (REBRAND 2024)

RSPA

Racquet Sports Professionals Association

⚠ CEO DEPARTED MAY 11, 2026

MEMBERS: 14,000+
HQ: Orlando, FL
INTERIM CEO: John Embree
SPORTS COVERED: 5 racquet sports

Formerly USPTA. Brian Dillman exited May 11, 2026; Embree (CEO 11 yrs prior) returns to steady the ship "during uncertain times for the racquet sports industry."

STABLE

03 · EST. 2015

IPTPA

International Pickleball Teaching Professional Association

STRUCTURE: Non-Profit
FOUNDER: Seymour Rifkind
LEVELS: 3 Cert. Tiers
REACH: Global · UK · Asia

The original pickleball-only standards body. Written exam, skills test, observed lesson. Partners with national federations including Pickleball England and Asia Federation.

STABLE

04 · USA PICKLEBALL PARTNER

PCI

Pickleball Coaching International

CEO & FOUNDER: M. Renneson
FORMAT: 100% Online
LEVELS: 2 Certifications
ENTRY: From $149

Self-paced video-based certification with US liability insurance included. Designated an Official Coach Education Partner of USA Pickleball alongside PPR.

STABLE

05 · GPF ENDORSED

RacketPro

RacketPro Organization (RPO)

DIRECTOR OF ED.: Collin Johns
HQ: USA & Ho Chi Minh City
LEVELS: Comm. Leader + 3
BACKED BY: Heleus Holdings

Newer entrant founded by World #1 doubles player Collin Johns. Endorsed by the Global Pickleball Federation. JOOLA gear + $5M liability included.

— TAKEAWAY —

A Sector in Flux

*The two largest, most established coaching bodies — together representing **24,000+ professionals** — are simultaneously without permanent CEOs.*

PPR's interim leadership runs in parallel with RSPA's leadership transition. Newer challengers (PCI, RacketPro) and the long-standing non-profit IPTPA continue to operate with intact leadership.

STABLE LEADERSHIP · INTERIM / IN TRANSITION

May 17, 2026
Industry Briefing

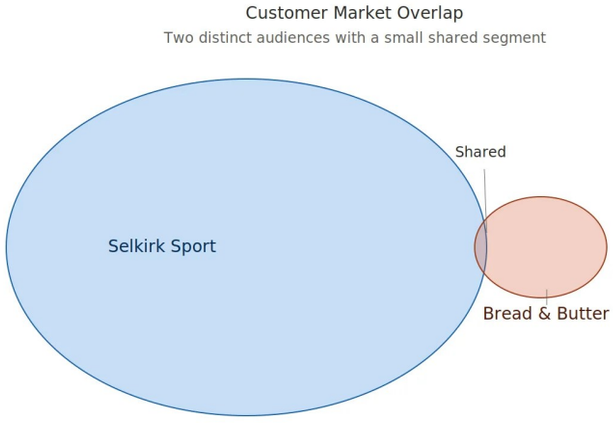
SOURCES: PPRPICKLEBALL.ORG · RSPA.NET · IPTPA.COM · PICKLEBALLCOACHINGINTERNATIONAL.COM · RACKETPRO.ORG · TENNISINDUSTRYMAG.COM · USAPICKLEBALL.ORG

Selkirk Sports Acquires Bread and Butter Pickleball

Selkirk Sport makes its first big move since a $30 million investment by Bluestone Equity Partners by acquiring Bread & Butter Pickleball Company. The acquisition gives Selkirk a fast-growing, design-forward brand represented by its high-energy, irreverent founder Doug Sapusek.

To date, Bread & Butter has sold primarily through the DTC model. Selkirk will bring expanded distribution, scaled marketing, technical and manufacturing expertise, and global reach. The existing owners and leadership team, the Sapusek family, will remain in place, focusing on brand development, creative marketing and product innovation.

In an increasingly-competitive pickleball equipment market, marked by increased innovation from large and small manufacturers, exploding growth outside the North American market, and an increasing focus on intellectual property issues, the Bluestone Equity investment gives Selkirk the opportunity to quickly add incremental revenue streams in market segments it would have difficulty doing on its own, while also sidelining its competitors. Selkirk and Bread & Butter serve significantly different market segments with little customer overlap.



The market personas of the two companies are clearly captured in the photos below:







Selkirk Sports Acquires Bread and Butter Pickleball

The Internet has been blowing up with commentary on the deal. The major thread has been the question of will Bread & Butter be able to retain its quirky persona or will it be overpowered by the more "corporate" structure at Selkirk? The Selkirk press release makes the point that Bread & Butter will maintain its independent brand presence, including its website, marketing channels and product strategy. The existing owners and leadership team - the Sapusek family - will remain in place. Doug Sapusek has indicated the purchase deal provides him a long-term buyout provision. Hear more from Doug - from his hot tub - in the linked video below.

Only time will tell how the transition will go. Sometimes these deals work out as planned. Often, they fall apart quickly. Everything is great at first, but it will take hard work and compromise to sustain the different business cultures in this deal.

https://www.youtube.com/watch?v=cezTfosf4Yc



I estimate that Bread & Butter was doing about $6 million in revenue compared to Selkirk's $100 million. Deal terms were not announced, but I would think the deal value was around $10 million, subject to the earn-out. Given today's market dynamics, I think the deal makes a lot of sense for both companies.

More details below.

Selkirk Sports Acquires Bread and Butter Pickleball

Bread & Butter Pickleball Co.

Company profile

Founded
2022
Vero Beach, Florida

Estimated revenue
$6M annual
Direct-to-consumer

Founder
Doug Sapusek
U.S. Marine Corps veteran. Previously ran and sold a multi-million dollar bandana business. Children Aurora and Devin have joined the company.

Business model
DTC
$150–$200 price tier

Brand voice
Fun & irreverent
Unapologetic, founder-centered

Paddle lineup

Loco
Flagship · 2025 Paddle of the Year

Shogun | Filth | FatBoy | Invader | Wild Thang

Acquisition

Acquired by
Selkirk Sport
May 12, 2026 · Sapusek family retained in leadership









Selkirk Sport – Bread & Butter Deal Details

Acquisition announced May 12, 2026

Acquirer

Selkirk Sport

Coeur d'Alene, Idaho

Backed by Bluestone Equity Partners (New York PE)

Selkirk valuation

~$200 million

Following a $30M growth equity raise in early 2026

Deal value (estimated)

± $10 million

Based on ~30% margins and a 6x EBITDA multiple.

Includes a "long-period earnout" per Doug Sapusek.

Post-deal structure

Independent brand maintained

B&B keeps its website and product strategy. The Sapusek family continues leading creative.

What changes for Bread & Butter

Distribution

Wholesale + international

Selkirk extends B&B beyond its DTC-only footprint

Warranty

6 months → 1 year

B&B paddles now backed by Selkirk's 1-year warranty

Planned new product categories

Balls · Footwear · Apparel · Lifestyle

Strategic rationale

Selkirk wasn't buying a financial asset — they were buying:

A second brand for a different psychographic

Premium-irreverent positioning, complementing Selkirk's classic-performance identity

A creative and marketing engine

Doug Sapusek's content style is something Selkirk can't easily build internally

Defensive positioning

Prevents Joola, Franklin, or Paddletek from acquiring the same asset

A platform for category expansion

Launchpad into footwear, apparel, and lifestyle

Market Ramifications of the Selkirk Acqusition

The Selkirk acquistion of Bread & Butter will not lead to a crazy period of market consolidation of paddle manufacturers. Here's why.

The number of potential acquirers is quite limited:

- Selkirk Sport - has the cash and inclination to do more targeted acquisitions.
- Franklin Sports - has not shown the inclination to do acquistion in the pickleball space.
- Joola - would likely do deal(s) that make strategic sense.
- Paddletek Group - has access to cash and 35 Capital has multiple investments in the pickleball space, including Boundless Pickleball.
- Private Equity Rollup - possible, but unlikely given the dominance of the top three companies in the market.
- Public companies - Wilson, Head, Escalade, Nike have the resources but I wonder about the will to do acquistions. Maybe small deals, especially to get innovative credibility.
- International brands with resources that want to enter pickleball in a big way.

What acquirers will be looking for:

- Intellectual property - With the recent Joola lawsuits, companies will be looking to build their IP portfolio. Not sure many target companies have any significant IP at this point.
- Market segment fit - Like Bread & Butter filling a unique segment fit, companies will look for complimentary brands that fill holes. Me-too technology will not be as attractive.
- Customers - smaller companies a unique customer base (geographical. narrow focus) might be attractive in some cases.
- Geographical presence - Local brands (think SE Asia, India, China) might bring assets that would be attractive.

Acquisition Candidates:

- See potential candidate companies listed below by our estimate of their annual pickleball revenue.
- Other unique, smaller candidates: Rally Republic (licensed logo paddles), Arti (design aesthetic).

The market may also see smaller brands merge together when it becomes clear that an acquisition by a larger company is unlikely.

Pickleball Paddle Company Tiers

Brands ranked by annual revenue from pickleball products

Large tier · 3 brands — **$100M+ revenue**

Joola | Franklin Sports | Selkirk Sport

Upper-mid tier · 2 brands — **$20M+ revenue**

Paddletek Group | Six Zero

Mid tier · 10 brands — **$5M+ revenue**

CRBN Pickleball | Engage Pickleball | Gearbox | Onix / Escalade Sports | RPM Pickleball | Diadem Sports | Proton | Head | Wilson | Babolat

Lower tier · 23 brands — **$2M+ revenue**

11six24 | Friday Pickleball | ProKennex | Gamma | Adidas | Honolulu Pickleball | Holbrook | Versix (Pickleball Central) | Vulcan | Owl Pickleball | Volair | Vatic | Thrive | Ronbus | PIKKL | Pickleball Apes | Nox | Luzz | Mehau | Warping Point | Facolos | Hudef | Chorus

Tiers based on annual revenue from pickleball products

Picklr Update

The Picklr is the leading Franchisor of pickleball facilties based on the number of facilities open. It recently released its 2026 Financial Disclosure Document and we have dived into it to understand how the franchisor is doing.

FRANCHISOR PROFILE

The Picklr

Picklr Franchise Inc. · 2026 FDD & The Business of Pickleball research

OPEN UNITS (YE 2025)	OPEN UNITS (PROJ. 2026)	MEDIAN AUV	ROYALTY RATE
56	**102–105**	**$938K**	**7%**
from 0 at YE 2023	*from 0 at YE 2023*	*Item 19 FPR, mature units*	*of gross sales*

COMPANY SNAPSHOT

Concept	Indoor pickleball clubs (18K–30K sq ft)
Parent entity	Picklr Franchise Inc.
Franchising since	2023
Funding stage	Series B (2024, ~$59M val.)
Capital base (3/31/26)	$447K cash on hand

Executives

CEO	Jorge Barragan
CVO	Austin Wood
President	Jonathon Fornaci

UNIT-LEVEL ECONOMICS

Historical performance of 12 franchises open at least one year as of 12/31/2025.

Gross Sales	Dollar Amount
High	$1,843,170
Average	$962,734
Median	**$938,176**
Low	$498,014

EBITDA Margin	% of Sales
High	32.0%
Average	10.9%
Median	**9.3%**
Low	-35.3%

We estimate the average revenue per court per year at $104,000.

FRANCHISE DETAILS

Single Unit Investment	$1,252,400 – $2,077,300
Franchise Fee	$60,000
Royalty / brand fee	7% / approx. 2%

FINANCIAL TRAJECTORY

Period	Rev / mo	Opex / Rev
FY 2023	$18K	11.0×
FY 2024	$157K	5.2×
FY 2025	$288K	3.1×
Q1 2026	**$1.10M**	**0.93×**

Crossed operating leverage in Q1 2026 — first month-equivalent with positive GAAP operating income.

REVENUE QUALITY SHIFT

Initial franchise fees fell from **87% → 8.5%** of total revenue between FY23 and Q1 2026. Recurring royalty, marketing, tech, and rebate revenue now drives **91.5%** of the franchisor's top line.

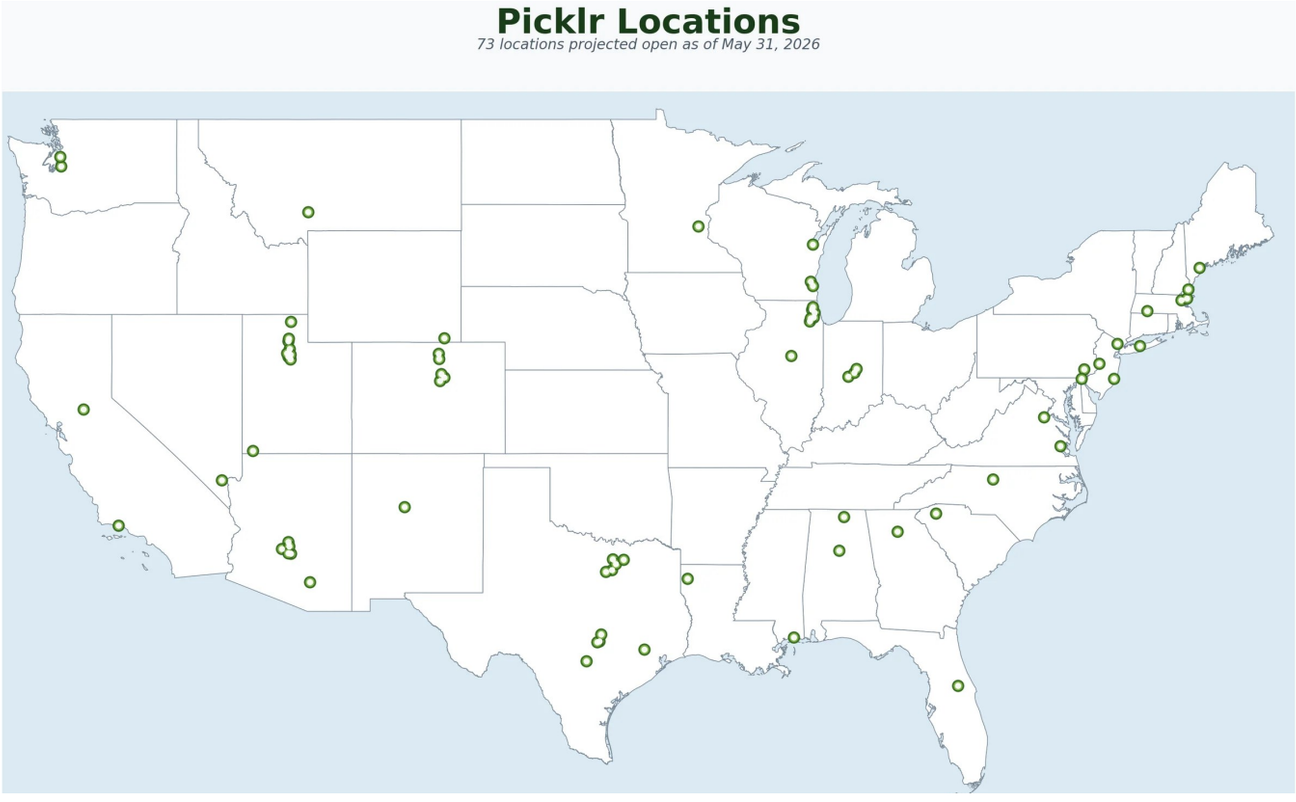
STRENGTHS

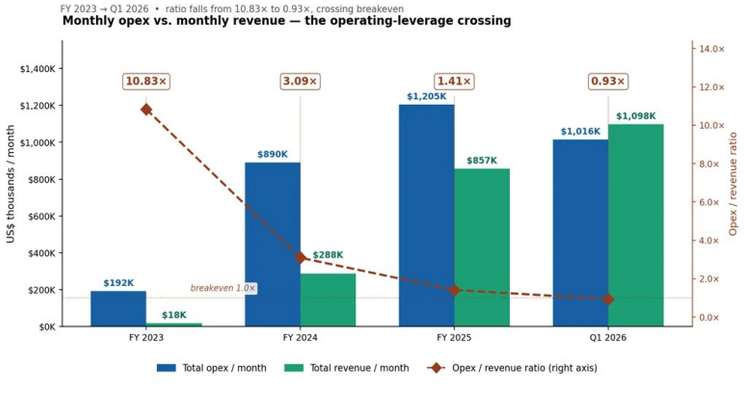
- Operating leverage crossed in Q1 2026 (opex < revenue)
- Top opening velocity: 35 units in 2025 (~1 every 10 days)
- Revenue mix flipped to 91.5% recurring in only 3 years
- Royalty/unit grew 43% YoY (FY24 → FY25) — same-store ramp

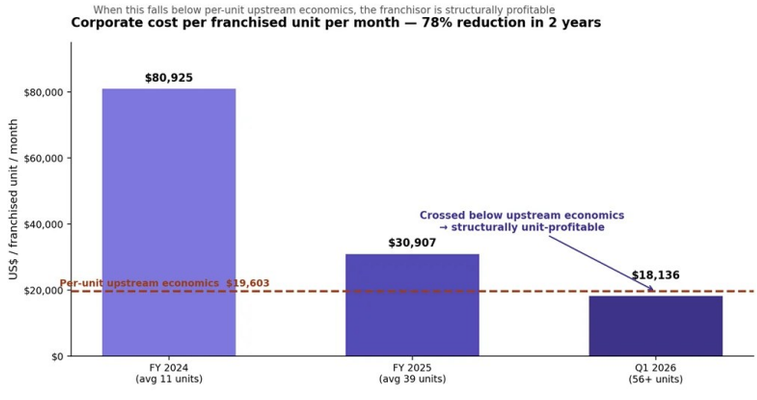
DILIGENCE WATCH ITEMS

- Bottom units (~$498K AUV) earn only ~3% unlevered return
- Cash fell from $1.19M (12/31/24) → $447K (3/31/26)
- Q1 2026 royalty/unit dipped sequentially in a seasonally strong quarter
- Number of units for sale by franchisees open <24 months is increasing

Summary profile compiled from the Picklr 2026 FDD analysis and The Business of Pickleball research. For informational purposes only — not investment advice.







Our Take on The Picklr

The franchise organization is transitioning from operating off the initial franchise fees collected from franchisees when they sign a franchise agreement but before they open and start paying royalties to operating off of royalties (and other smaller fees) that open franchisee locations pay. This is an important inflection point for a franchisor, and indicates growing economic strength.

For the first time the Picklr's annual FDD contained an item 19 - the section that shows financial performance of franchise locations open more than a year. For the 12 locations they reported on they showed a median gross sales number of $938,176 and a median EBITDA margin of 9.3%. OK numbers, but not great. What's unknowable given the numbers released is the impact that these numbers represent cash sales and not accrual sales. That means the numbers represent sales by cash collected, not sales when they are earned. Facilities in the first couple of years of existence often make sales (and EBITDA) look stronger on a cash basis. I encourage franchises to report all results as accrual to give a more nuanced view of their results.

My other concern with the Picklr franchise ecosystem is the number of franchisees that have put their units up for sale. Just this week, three more locations in Naperville, Villa Park and Mundelein Illinois announced they were for sale. It is not unusual to see units go up for sale, but the number of Picklr units hitting the market raises a red flag. The all-you-can-eat membership model used by the Picklr is also a long-term question of viability.

Pickleball Inc. Investment

Pickleball Inc. announced a record $225 million ivestment from Apollo Sports Capital and Dundon Capital Partners. The transaction apppears to bundle assets in the Dundon Capital Partners portfolio, including Pickleball Central, Pickleball Tournaments, Just Courts and more, together with the UPA (PPA & MLP properties) and cash.

The press release indicated that the newly beefed up entity is valued at $750 million and had combined 2025 revenues of $140 million. See below for our estimates on the revenue. The new entity likely did not add a full $225 million to the bank account since there were asset contributions and rumored buyouts of some existing shareholders.

The five person board is profiled in the following pages. The most recognized name is Connor Pardoe, and interestingly Tom Dundon is not on the board.

PICKLEBALL INC. · ESTIMATED 2025 REVENUE

Where the $140M comes from

Internal estimates by segment. Pickleball Inc. reported ~$140M in combined 2025 revenue across the verticals consolidated into the May 2026 Apollo deal. Ranges below sum to roughly that total.

Reported 2025 total	Estimated range (sum)	Segments
~$140M	$116M–$153M	5
Combined, all verticals	Midpoint ~$135M	Pro play, retail, software, courts, other

Revenue by segment ($M, 2025 estimates)



Segment notes

PPA / MLP ($60M). The only segment with a directly-reported figure. Includes broadcasting, sponsorship (~$30M of the $60M alone), ticketing, and amateur tournament revenues from the pro tour and team league. 2026 target: $74M.

Pickleball Central ($40–60M). The world's largest pickleball retailer; 1M+ orders shipped since 2006; 100+ pro shops in the US. The single biggest swing factor in the consolidated total.

Pickleball Play Solutions ($5–10M). PickleballTournaments.com and related software running 90% of organized play. 4,500 tournaments and 2,000 league seasons in 2025; ~5M monthly visits. Mostly a take-rate business on entry fees.

Just Courts ($1–3M). Court construction for PPA/MLP events, schools, and facilities. Project-revenue business, smaller in scale.

Other ($10–20M). Captures everything else: DUPR ratings platform, Pickleball.com media, Pickleball TV, and smaller assets rolled into the new entity.

Source notes: PPA / MLP and total figures from Apollo / Pickleball Inc. May 2026 announcement. Per-segment splits below the $60M PPA/MLP figure are estimates based on publicly stated operating metrics (Pickleball Central order volume, PPS market share, tournament counts) and are not officially disclosed by the company. Ranges shown reflect estimation uncertainty rather than reported variance.

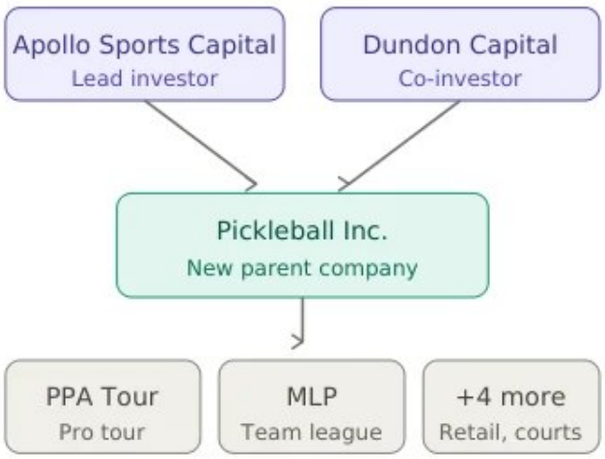
MAY 2026 · STRUCTURED INVESTMENT

Apollo bets on pickleball

Apollo Sports Capital and Dundon Capital lead a $225M raise to consolidate the sport's top pro leagues and commercial assets under one roof.

Round size	Total raised	Valuation	2025 revenue
$225M	$315M	$750M	$140M

Deal structure



Six verticals rolled up

- PPA Tour — pro tournament circuit
- Major League Pickleball — team format
- Pickleball Central — retail (since 2006)
- PickleballTournaments.com — events
- Just Courts — court construction
- Content, media, technology

Pro league revenue trajectory



$30M of 2025 revenue came from sponsorships alone.

Why now: sport-level tailwind

US players (2025)	24M
National ranking	#4 sport
Years as fastest-growing	5 in a row

Source: 2026 SFIA Annual Report

Governance — 5-person board

AT	CP	JS	ZM	BL
Al Tylis	Connor Pardoe	Jason Stein	Zubin Mehta	Brian Levine
Apollo Sports Capital CEO	Pickleball Inc. CEO	Director	Director	Director

Tom Dundon and the Pardoe family retain majority control. Apollo holds a minority structured-equity position.

EXECUTIVE PROFILE · PICKLEBALL INC. BOARD

Zubin Mehta

The investor behind Tom Dundon's pickleball roll-up — sitting on the board of the newly-formed Pickleball Inc. and personally invested across the ecosystem.

ZM

Zubin Mehta

Investment professional with 25+ years across investment banking, private equity, and venture capital — now Dundon's right-hand investor across sports and pickleball.

CIO, Dundon Capital Partners | Co-Founder & Managing Partner, Southpaw Capital | Vice Chairman, Carolina Hurricanes | Board, Pickleball Inc. | Board, United Pickleball Association

Industry tenure	Pickleball positions	Education	Based
25+ yrs	7+ investments	Columbia College BA, Philosophy & Economics	Upstate NY relocating to Dallas

Pickleball investment portfolio

PPA Tour — Pro tour
Pro pickleball's leading tour, acquired by Dundon and now under Pickleball Inc.

Major League Pickleball (MLP) — Team league
Co-ed team league; merged with PPA Tour in 2023 under United Pickleball Association.

United Pickleball Association — Umbrella org
Mehta sits on the UPA board; Dundon + SC Holdings led the 2023 $75M round forming it.

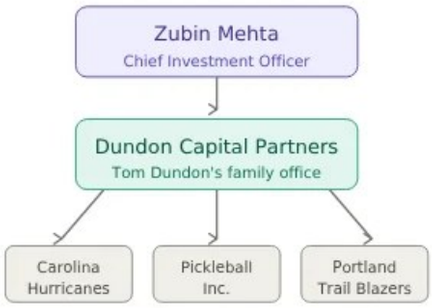
Camp Pickle — Facilities
Pickleball entertainment-venue concept.

Los Angeles Mad Drops — MLP franchise
Co-owner and managing partner of the MLP team.

DUPR — Tech / ratings
Dynamic Universal Pickleball Rating — the grassroots player-rating app, now under Pickleball Inc. with 1M+ rated players.

The Picklr — Facilities
Leading indoor pickleball facility brand with 500+ locations worldwide.

The Dundon connection



Mehta = Vice Chairman of the Hurricanes

Mehta is CIO of Tom Dundon's family office, making him the deal-execution lead on Dundon's sports bets — the Hurricanes (NHL), Trail Blazers (NBA), and the pickleball roll-up.

Career — selected highlights

- **Co-Founder & Managing Partner**
  Southpaw Capital Partners — current
- **Chief Investment Officer**
  Dundon Capital Partners — current
- **Co-Founder & General Partner**
  Good Alpha Industries VC — consumer products, consumer tech, sports entertainment
- **Associate — Private Equity**
  Lindsay Goldberg — consumer & industrials
- **M&A Analyst**
  Warburg Dillon Read — consumer, tech, healthcare

In his own words

> *"Today is epic day for pickleball. Excited to have been on this journey for five years and even more excited for the future. Thrilled to welcome Apollo Sports Capital to the team and to have Dundon Capital Partners and Southpaw Capital Partners continue to participate here. Time to step on the gas and accelerate the growth."*
>
> — Mehta on LinkedIn, May 2026, on the Apollo round

The thesis: most pro sports are too mature to consolidate — teams, leagues, retail, and infrastructure already have entrenched owners. Pickleball was young enough that one investor group could buy the whole stack. "It's an ecosystem play," Mehta told Front Office Sports.

Sources: Mehta's LinkedIn (linkedin.com/in/realzubinmehta); Dundon Capital Partners team page; The Org; Front Office Sports (Dec 2025); Sportico; Apollo / Pickleball Inc. May 2026 announcement. Note: not to be confused with the Indian-American orchestral conductor of the same name.

EXECUTIVE PROFILE · PICKLEBALL INC. BOARD

Al Tylis

CEO of Apollo Sports Capital and lead institutional voice on the Pickleball Inc. board — with his own personal pickleball position in the Brooklyn Pickleball Team.

AT

Al Tylis

Former real-estate CEO turned global sports investor. Now leads Apollo's $5B+ sports investment platform — the lead institutional check in the May 2026 Pickleball Inc. round.

CEO, Apollo Sports Capital | Principal Owner, Brooklyn Pickleball Team | Board, Pickleball Inc. | Board & owner, United Pickleball Association | Co-Chairman, Club Necaxa (Liga MX) | Board, G2 Esports

Years in sports investing	Apollo sports AUM deployed	Education	Prior CEO role
10+ yrs	~$17B	UMass Amherst (BA) Suffolk Univ. Law (JD)	NorthStar Asset Management (NSAM)

Pickleball involvement

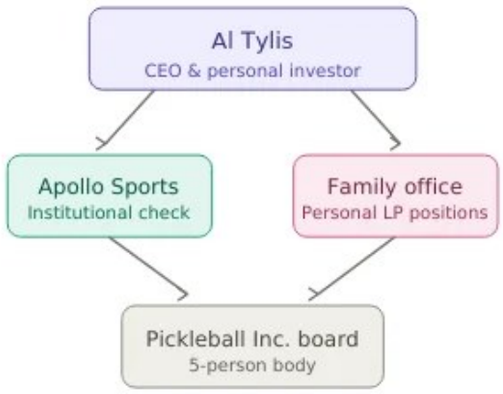
Brooklyn Pickleball Team — MLP franchise
Principal owner and managing partner. Ownership group includes Sam Porter, Eva Longoria, Justin Verlander, Kate Upton, Odell Beckham Jr., Mesut Ozil, and Tara & Hunter Fieri. Won MLP Championship in November 2023 (as D.C. Pickleball Team).

United Pickleball Association — Umbrella org
Owner and board member of the entity formed by the 2023 MLP / PPA Tour merger — the predecessor structure to Pickleball Inc.

Pickleball Inc. — Board seat
Sits on the 5-person board following Apollo Sports Capital's May 2026 $225M structured investment.

Apollo Sports Capital — Institutional
As CEO, led the deal that consolidated PPA Tour, MLP, Pickleball Central, Just Courts, DUPR, and The Picklr under one parent.

Two hats at Pickleball Inc.



Apollo wrote the check; Tylis also owns a team

Tylis comes to the Pickleball Inc. board as an insider, not an outsider — he's been an MLP team owner since 2022 and a UPA board member since the 2023 merger. The Apollo deal turns his earlier personal bets into part of a much larger institutional thesis.

Career — selected highlights

- **CEO, Apollo Sports Capital**
  Sep 2025 — current. New permanent-capital sports platform inside Apollo (NYSE: APO)
- **Principal owner, Brooklyn Pickleball Team**
  Dec 2022 — current. Founded the franchise; won MLP Championship Nov 2023
- **Co-Chairman, Club Necaxa (Liga MX) & Inter Bogotá**
  Family-office soccer holdings; also a former owner of D.C. United and La Equidad
- **CEO & President, NorthStar Asset Management Group**
  Until 2017 sale/merger creating a ~$60B AUM real-estate asset manager
- **Co-founder, Tylis Family Foundation**
  Est. 2016 with wife Kate. Focused on children and families

Sources: Tylis's LinkedIn (linkedin.com/in/al-tylis-76b90410); Apollo Global Management press releases (Sep 2025, May 2026); Apollo Sports Capital website; Brooklyn Pickleball Team site; Bloomberg; The Dink Pickleball; Columbia Business School.

EXECUTIVE PROFILE · PICKLEBALL INC. BOARD

Jason Stein

Founder of SC Holdings, the private-equity firm that helped engineer pro pickleball's 2023 unification — the original outside investor whose board seat now carries onto Pickleball Inc.

JS

Jason Stein

Brooklyn-based media-entrepreneur-turned-sports-investor. Built and sold Cycle Media / Laundry Service to Wasserman, then started SC Holdings to invest at the intersection of sports, tech, and culture.

Founder & Managing Partner, SC Holdings | Board, Pickleball Inc. | Board, United Pickleball Association | Board, Athletic Greens | Board, Hyperice | Special Advisor, The SpringHill Company

SC Holdings founded	2023 UPA round led by SC	Education	Based
2019	$50M	NYU (BS, varsity basketball) Univ. of Miami (MFA)	Brooklyn, NY

Pickleball involvement

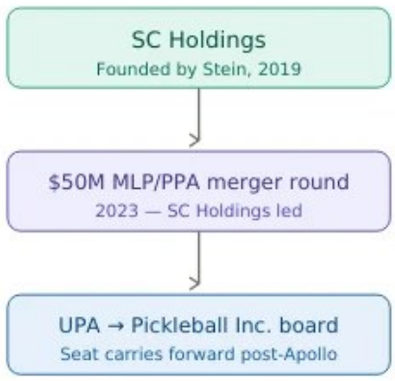
SC Holdings — 2023 UPA merger lead PE check
Stein's firm led the $50M investment that merged MLP and the PPA Tour into the United Pickleball Association — the structural deal that made the 2026 Apollo roll-up possible.

United Pickleball Association Umbrella org
Board of Directors since 2023. The UPA was the parent of MLP and PPA Tour before Pickleball Inc. was formed.

Pickleball Inc. Board seat
One of 5 directors on the new parent company, carrying his UPA seat forward post the May 2026 Apollo round.

Public commentary Media voice
Recently spoke on John Ourand's podcast (May 2026) about PE flowing into sports at all levels, including the Apollo / Pickleball Inc. deal.

How Stein got the board seat



Stein's been at the table since the 2023 merger

Where Tylis brought Apollo's institutional capital and Mehta represents Dundon's holdings, Stein represents the private-equity lineage that did the original pro-league consolidation — before the larger ecosystem deal made it interesting to Apollo.

Broader portfolio — the sports-tech-culture thesis

- **Hyperice** Sports recovery
  Board director. Recovery technology used by pro teams and athletes globally.
- **Athletic Greens (AG1)** Health/CPG
  Board director of a multi-billion dollar health supplements platform.
- **Transmit** Sports streaming
  Board director. Software for live-streaming monetization for major leagues and rights owners.
- **The SpringHill Company** Media
  Special Advisor to Maverick Carter and LeBron James's media company.
- **Front Office Sports** Sports media
  Co-Chairman of the sports business news outlet.
- **Founder & CEO, Cycle Media / Laundry Service**
  Built to 600 people across 6 offices; took a $150M investment from Wasserman, which ultimately acquired the business. Exited in 2018.

EXECUTIVE PROFILE · PICKLEBALL INC. BOARD

Brian Levine

Former Goldman Sachs partner, MLP's first CEO, and a top-10 senior pro singles player — the only board member who's competed at the highest amateur level and run the league.

BL

Brian Levine

Boca Raton-based investor who left Wall Street for pickleball. Bridges institutional finance and on-court credibility — he runs the senior pro circuit by day and helps govern the league by night.

Board, Pickleball Inc. | Board, United Pickleball Association | Co-founder, Boca Paddle Club | Advisor, CityPickle | Board, IEX Exchange | Board, Univ. of Florida Athletic Assoc.

Years at Goldman Sachs	Senior pro singles rank	Education	Based
25 yrs	Top 10	Univ. of Florida (BSBA '92) Emory (MBA '94, Finance)	Boca Raton, FL

Pickleball involvement

Major League Pickleball — First CEO
Served as MLP's first CEO (interim, 2022–2023), named at the same time the league expanded to 24 teams. Tenure spanned 8 months.

United Pickleball Association — Umbrella org
Board director since the 2023 MLP/PPA merger formed the UPA — the predecessor parent to Pickleball Inc.

Pickleball Inc. — Board seat
One of 5 directors on the new parent company, carrying his UPA seat forward post the May 2026 Apollo round.

Boca Paddle Club — Facility
Co-founder of a 100,000-sq-ft, 25-court indoor pickleball/padel club in east Boca Raton.

CityPickle — Facilities advisor
Advisory board member at one of the top US pickleball facility operators (includes Boca Paddle).

Boca Raton Picklers / Maccabi USA — Player
Member of the 2024 National Pickleball League Champion Boca Raton Picklers; co-captain of Maccabi USA's Pickleball team.

Pickleball Cares — Philanthropy
Board director of the pickleball philanthropy.

The operator-player crossover



Goldman partner who can also play

Levine sits where finance and sport intersect — the only Pickleball Inc. director who actually competes in the senior pro ranks. That dual perspective is unusual on a board otherwise made up of pure investors and the league's CEO.

Career — selected highlights

- **Board director, Pickleball Inc. / UPA**
  2023 — current. Has sat continuously across the umbrella structures since the MLP/PPA merger.
- **First CEO, Major League Pickleball (interim)**
  Dec 2022 — 2023. Hired as MLP expanded to 24 teams.
- **Co-founder, The Public Health Company**
  SaaS-enabled global biosecurity platform. Post-Goldman venture launched during COVID.
- **Board, IEX Exchange + minority investor across sports**
  Minority investor in NHL's Vegas Golden Knights and Serie A's Venezia FC; advisor to 3ICE pro hockey, Archer Aviation, and Lost Tribe Esports.
- **Partner & Co-Head, Global Equities Trading and Execution Services — Goldman Sachs**
  25 years at Goldman, 13 as Partner. Traded Tech during the dot-com era; opened trading for IPOs including Yahoo!, eBay, and Tesla. Won the Mortara Award for Innovation 3 times.
- **Co-Chair, Senior Diversity Council; Securities Division Exec. Committee — Goldman Sachs**
  Served on Goldman's Firmwide Risk and Technology Risk Committees.

Sources: Levine's LinkedIn (linkedin.com/in/brian-levine-774aa267); IEX Exchange leadership page; MIT Sloan Sports Analytics Conference bio; UF Warrington College of Business profile (Nov 2025); The Kitchen's "Pickleball Power 50" 2026 list; SportBusiness (Dec 2022); Apollo / Pickleball Inc. May 2026 announcement.

EXECUTIVE PROFILE · PICKLEBALL INC. BOARD

Connor Pardoe

Founder of the PPA Tour at 23, now CEO of Pickleball Inc. — the only board member who built one of the businesses that got rolled up rather than buying into it.

CP

Connor Pardoe

Salt Lake City native, University of Utah business grad. Was managing an active senior living portfolio when he saw an Atlanta pickleball tournament in 2018 and started DM-ing pros on Instagram with $1,000 appearance fees.

CEO, Pickleball Inc. | Founder, PPA Tour | CEO & Commissioner, Carvana PPA Tour | Board, Pickleball Inc. | Co-majority shareholder (with Tom Dundon)

PPA Tour founded	Age at first event	Education	Based
2018	24	University of Utah Business management	Dallas (PPA HQ) / Salt Lake City

Pickleball involvement

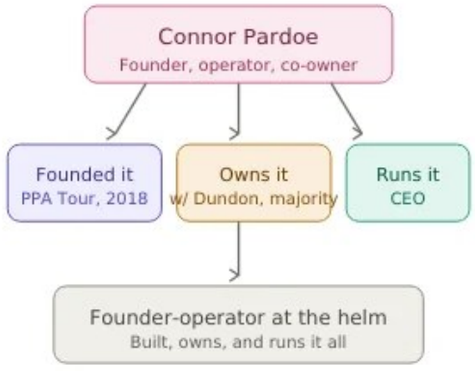
PPA Tour — Founder & CEO
Founded 2018; first tournament Mesa, AZ (Jan 2020) with 650 amateurs and a $50K pro purse. Now the leading pro tour with 150+ signed players, $33M+ in annual prize money, and a Jan 2026 PPA broadcast that averaged 791K viewers on CBS — an all-time linear record for the sport.

Pickleball Inc. — CEO
Runs the holding company spanning PPA Tour, MLP, Pickleball Central, Pickleball Play Solutions, Just Courts, Pickleball.com, Pickleball TV, plus investments in DUPR and The Picklr.

Pickleball Inc. board — Director
One of 5 board directors. Sits alongside Tylis, Mehta, Stein, and Levine.

Majority ownership — Equity
The Pardoe family and Tom Dundon remain the majority shareholders of Pickleball Inc. after the Apollo round — Apollo holds a structured minority position.

The founder among investors



The other 4 directors are investors; Pardoe is the founder

Pardoe is the singular operator on the board: every other director (Tylis, Mehta, Stein, Levine) represents an investor stake or oversight function. He's the only one who built one of the businesses being consolidated, which is why he also remains co-majority owner alongside Dundon.

Career — selected highlights

- **CEO, Pickleball Inc.**
  May 2026 — current. Leads the parent company spanning 6 verticals across pro play, retail, software, courts, and media.
- **Founder, CEO & Commissioner, PPA Tour**
  2018 — current. Launched first event in Mesa, AZ in Jan 2020; built the leading pro tour. Continued as CEO through Dundon's acquisition.
- **First pickleball "a-ha" moment**
  2018: Walked into a 400-player Atlanta tournament right after attending the tennis US Open. Watched Anna Leigh Waters playing with her mom at age 12. Told his dad, "I had more fun watching that than the US Open."
- **Portfolio manager, Harmony Hills Senior Living**
  2017–2020. Active senior living portfolio. Continued at Harmony Hills while bootstrapping the early PPA Tour.
- **University of Utah, BS Business Management**
  Grew up in Salt Lake City; lives in Utah with wife Carli and two sets of twins.

Sources: Pardoe's LinkedIn (linkedin.com/in/connor-pardoe-74b321110); MIT Sloan Sports Analytics Conference bio; Pickleball.com (Pickleballers podcast recap, Sep 2025); ANA speaker profile; Apollo / Pickleball Inc. May 2026 announcement; The Kitchen's "Pickleball Power 50" 2026 list.

Pickleball Document Library

As a regular, ongoing feature we will be maintaining a "library" of documents that are relevant to the pickleball ecosystem. Included are lawsuit documents, Franchise Disclosure Documents (FDDs) and similar.

Legal Documents

PICKLE-BALL Trademark Cancellation

- UTR - Global Pickleball Rating, Universal Pickleball, UTR Global Pickleball Rating, UTR Pickleball Rating, others
- Pickleball Kingdom - Pickleball Paddle Battle, Pickleball Kingdom, PK Pickleball Kingdom
- Pickleball Holdings response to request to cancel trademark PICKLE-BALL

Sports Squad, inc. (Joola) vs USA Pickleball Association

- Original complaint by Joola
- Response by USA Pickleball
- Response by Joola
- USA Pickleball Answer
- USA Pickleball Counterclaim
- Joola Amended Complaint
- USAP Response to Amended Complaint
- Order to Deny Motion to Dimiss for Failure to State a Claim

Greg Matus vs Sports Squad Inc. (Joola)

- Amended Complaint
- Defendant's Reply
- Settlement

John Michael Tomberlin Jr vs Sport Squad Inc.

- First Amended Class Action Complaint

Escalade Sports vs PCKL LLC - Patent Infringement

- Escalade Complaint

Pickleball Rocks Bankruptcy

- Involuntary Petition
- Claims Summary
- Auctioneers Report

Website ADA Lawsuit

- Espinal v Pickleball Bella, Inc.
- Miller v SD Pickleball Distribution LLC
- Knowles v Pickleball Topco (Pickleball Central)
- Miller v Franklin Sports Inc
- Calcano v Selkirk Sport LLC
- Herrera v Vulcan Sporting Goods
- Herrera v Recess Pickleball

Ferrari v Ferrari (Gamma Sports)

- Initial Complaint
- Response
- Plaintiffs Emergency Motion to Appoint a Receiver
- Response to the Emergency Motion to Appoint a Receiver
- Order Regarding Appointment of Special Master
- Gamma Bankruptcy

Documents

Financial Disclosure Documents (FDDs)
Picklr 2024
Picklr 2025
Picklr 2025 July Amended
Picklr 2026 new
Pickleball Kingdom
Pickleball Kingdom 2026 new
Ace Pickleball Club
Dill Dinkers
Dill Dinkers Dec 2025
PickleRage
Pickle Pad
Pickle Pad 2026 new
Pickled Court
The Flying Pickle
Smash Pickleball (Deck, not FDD as FDDs not required in Canada)

Miscellaneous
Selkirk email to UPA
Selkirk Letter to UPA
Model Noise Ordinance for Pickleball
USA Pickleball 2023 990 Form
2024 Pickleball Player Survey
The Pickleball Market: Growth, Projections & Investment Opportunities - The Picklr

Joola Patent Documents

Case No.	Date Filed	Defendant	Accused Product	Court
1:26-cv-00406	April 9, 2026	All Racquet Sports, LLC & All For Padel S.L. (Adidas Pickleball)	AdiPower Pro	D. Delaware
1:26-cv-00407	April 9, 2026	Engage Pickleball, LLC	Engage Alpha Pro	D. Delaware
9:26-cv-61038	April 9, 2026	Diadem Sports, LLC	Diadem Edge BluCore	S.D. Florida
9:26-cv-80403	April 9, 2026	Vegas Pickleball LLC d/b/a RPM Pickleball	RPM Friction Pro	S.D. Florida
3:26-cv-3069	April 9, 2026	Friday Labs LLC	Fever 102	N.D. California
1:26-cv-00409	April 9, 2026	Volair C Corp.	Shift	D. Delaware
1:26-cv-01528	April 9, 2026	Facolos Pickleball LLC	EliteX	D. Colorado
4:26-cv-00534	April 9, 2026	ProXR LLC	Shift	E.D. Missouri
1:26-cv-00408	April 9, 2026	Franklin Sports, Inc.	Franklin C45	D. Delaware
2:26-cv-02486	April 9, 2026	Paddletek	Reserve	D. Arizona
2:26-cv-02487	April 9, 2026	Proton	Flamingo Series 3	D. Arizona
		ITC Complaint		
		826 Patent		
		891 Patent		