



**The Joslyn Center
73750 Catalina Way
Palm Desert, CA 92260
Pickleball Campaign**

Pickleball Campaign

We are planning the addition of three outdoor pickleball courts to accommodate the growing popularity of the sport among our members. Currently, our indoor court in the auditorium sees high demand, with more than 20 to 30 members frequently waiting to play as only four players can be on the court at a time. We anticipate that these new courts will not only meet this demand but also attract new members, offering the opportunity to join a “pickleball club” for just a \$30 annual membership.

Key highlights of the fundraising campaign include:

- **Naming rights** are available for each of the three courts with one already pledged by a board member for \$45k.
- We have **surplus reserve funds** available to start the project, which will be replenished through sponsorship contributions.
- **Sponsor recognition** will be featured on court fencing, our website, member magazine, pickleball collateral, press releases, and more.
- A **grassroots campaign** among pickleball players has raised \$6,833.75.
- Future **revenue streams** include pickleball tournament fees and court rentals, like our rental of the Arthur Newman Theatre.
- In addition, we are currently scheduling meetings with local foundations to explore potential **grant support** for the project.

Total cost of courts: \$143,750

Total Funds raised: \$51,833.75