

The background of the advertisement is a photograph of a person playing pickleball on an outdoor court. The person is wearing a black t-shirt with the "DILL DINKERS PICKLEBALL" logo and is in the middle of a swing, hitting a yellow pickleball with a black paddle. The court has a green playing area and an orange outer boundary. Other players and a net are visible in the background. A large, dark blue diagonal banner covers the right side of the image, and a green dotted pattern covers the bottom half.

A FUN, FAST GROWING SPORT & UNIQUE BUSINESS OPPORTUNITY!

Get In The Game...

**Bring
Indoor PICKLEBALL
to YOUR
Community**

About Dill Dinkers®

Since its inception in November 2022 in Columbia, Maryland, Dill Dinkers has been at the forefront of the pickleball phenomenon with its state-of-the-art dedicated indoor pickleball clubs. Dill Dinkers has five company-owned locations in Maryland and Virginia, and since the launch of its nationwide franchise program last September, it has signed developers in Texas, Washington D.C., North Carolina, Connecticut, South Carolina, Arizona, Maryland, Delaware, Virginia, Georgia, Florida, New York, New Jersey and Pennsylvania for 400+ committed locations. As of early 2025 Dill Dinkers operates 14 indoor pickleball clubs, with nearly 20 more leases signed for new sites. As Dill Dinkers continues to partner with qualified franchisees, the brand is targeting markets coast to coast such as Illinois, Texas, and California, and internationally in the UAE, the United Kingdom, Australia, Canada and India.

The Dill Dinkers franchise offers regional territories and single units for development featuring nine revenue streams, a robust operating system, a proprietary reporting and management platform that is mobile-enabled, an exclusive enterprise solution with CourtReserve, an intensive training system and a turnkey marketing program for grand opening and membership development. Delivering a national quality professional experience, along with its national partnership with pros Collin Johns and Martina Kochli, and pickleball influencer Kaitlyn Kerr. Each club is staffed with a Director of Pickleball and offers industry-leading paddles, nets, and other high-quality products through its national brand partnership with JOOLA and Pickleball Central.

Will & Denise Richards Dill Dinkers Founders



“Our vision is to spread the joy of pickleball worldwide.”

—Will Richards, Co-Founder & CEO

Will and his wife Denise co-founded Dill Dinkers after they caught the pickleball bug. “We started playing in the summer of 2021 at our local park. We loved playing, but it was impossible to play outside by late fall. By February, we were anxious to play and found an indoor facility in Pennsylvania. We arrived only to realize it was a barn that had been converted into indoor pickleball courts. There was no heat or bathrooms; all the players were bundled in their winter gear, and it was packed! It was clear there was a need for a great dedicated indoor pickleball experience, so we made a plan, and by November of 2022, we opened our first facility in Columbia, Maryland.” “Opening these facilities is our way to share our love of pickleball with the community and offer a place to play year-round,” explained Denise. “We aspire to create an atmosphere that inspires fun, learning, healthy competition, and lifelong friendships.”

In The News...

Forbes

"These Business Strategies Are Blowing Up
The Indoor Pickleball Club Market"



"Pickleball, the fastest growing sport
in the country, is moving indoors"

Entrepreneur

"Get in the Game By Exploring the Top
Pickleball Franchises for Entrepreneur"



"Dill Dinkers to Serve Up New
Pickleball Courts in Atlanta"



"People want to be able to play in a
comfortable environment...it doesn't get
any better than this!"

The Washington Post

"Pickleball craze drives major shift in
retail landscape"



"Pickleball venue replacing former trampoline
park in North Bethesda"

Franchise Times

The News and Information Source for Franchising

"Entrepreneur Group Bringing Dill Dinkers to Atlanta
with 30-Unit Deal, Plus more Multi-Unit News"



"East Coast Group Plans Major SA
Indoor Pickleball Expansion"



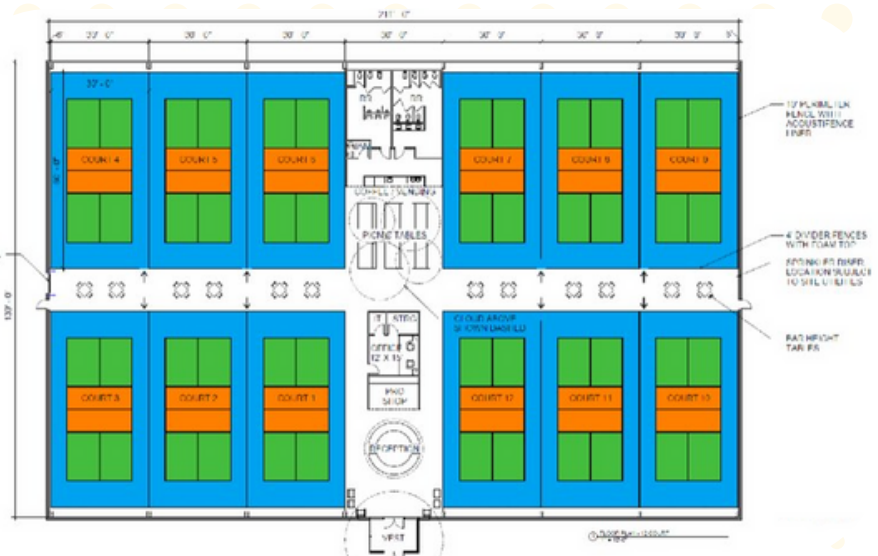
"Voted Best of Howard in Specialty Gyms"

- # Dill Dinkers® Proprietary Layout

6 Court – 17,000 Square Feet



12 Court – 29,500 Square Feet



Nine Streams of Revenue

As a Dill Dinkers® Pickleball franchisee, you can earn revenue from a streamlined, attractive, and well thought-out suite of services that create a fun, safe, and welcoming environment for your customers. Our business model includes nine streams of revenue which help you maximize your profits on and off the court. These revenue streams consist of Annual Membership, Court Rental, Lessons, Clinics, Leagues, Parties and Private Events, the Pro Shop, Gift Cards, and Business Advertising. It's important to remember that your audience is not limited to B2C, we have government entities that hold leagues at our facility, non-profits as well as for-profit organizations that advertise with us, and businesses, government agencies, and individuals who rent our space for parties.



Tech-forward

More than a facility, Dill Dinkers is a tech-forward company, with integrated systems that serve the franchisee and the customer.



Quickbooks Top accounting software for small business—save time, track money, gain insights



Learning Management System Ongoing training, brand standards, and culture support Pickleball the Dill Dinkers way



CourtReserve An all-in-one platform for court reservations, club management, memberships, events, and more



Dill Dinkers App Built for our pickleball community. Book courts, check schedules and stay updated on all Dill Dinkers events, all in one easy-to-use platform



Marketing Portal Access Dill Dinkers marketing assets to grow your franchise while shaping our brand's future

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The Regional Developer model allows for tremendous market penetration with independent franchisees operating in development territories under the guidance and support of the regional developer. This is a unique and limited opportunity to sign on with this exciting, emerging recreational brand.

-Dr. Ben Litalien, CFE
Chief Development Officer

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The Value Proposition

Single-Club Franchise Offer:

- \$50,000 Franchise Fee
- 8% Royalty
- \$425,815 - \$922,811 Initial Investment
- 10 Year Agreement; Renewable
- In-depth Training Program

Regional Developer Franchise Offer:

- \$125,000 Territory Fee for 1 Million Population
- 10 Unit Development Schedule Over 6 Years
- Open One Club and Franchise the Rest!
- Sales Compensation Equal to 35% of Franchise Fees Collected
- Service Compensation Equal to 35% of Royalty Collected



Pickleball Stats

- For the third year in a row, pickleball is the fastest-growing sport in America, having grown 51.8% from 2022 to 2023, and an incredible 223.5% in three years, with every single age group seeing increased participation. (SFIA)
- Almost 50 million adults played pickleball in the US in 2023—an astonishing 19% of the adult population. This was an increase of 35% from 2022 when the number was 36.5 million. (APP)
- The average player age is lowering. The 25-34 age group now has the most pickleball players (2.3 million), and 1 million more children started playing the sport. (SFIA)
- Interest in pickleball has increased 550% over the past 5 years. (Google Trends)
- Pickleball is big business in 2025, and some of the best pickleball paddles now retail for well over \$250. The latest figures from October 2024 show a projected global market growth from \$1.5 billion in 2023 to \$4.4 billion by 2033, for an 11.3% compound annual growth rate. (Market.us News)

A Brief History of Pickleball

Invented in Bainbridge Island, Washington in 1965, by Joel Pritchard, Bill Bell, and Barney McCallum, the sport originated from three dads' desire to entertain their kids during the summer. Pulling together a variety of sports equipment, including a badminton net, a wiffle ball, and ping pong paddles, and a few simple rules turned into the game we know and love today. Depending on who you ask, the game gets its name from either Pickles, the Pritchard's family dog, or from Joel Pritchard's wife Joan who started calling the game Pickleball because the game reminded her of the pickle boat in crew, in which oarsmen were chosen from the leftovers of other boats. By the 1970's the game needed an official name, and you'll see references to "Pickle Ball" on historical marketing materials. Pickleball can be played as singles or doubles, men's, women's, and mixed teams. New players can learn the basics of the game in about 30 minutes and the sport requires a minimal investment for the player to get started. Pickleball is easy to learn, fun to play, and can be enjoyed by players of all ages and skill levels.

“ We can't wait to share Dill Dinkers with all the other Pickleball addicts!

-Denise Richards, Co-Founder & COO



**FASTEST-GROWING INDOOR PICKLEBALL
CLUB FRANCHISE IN THE NATION**



**DIVERSE AND SCALABLE REVENUE
STREAMS TO MAXIMIZE PROFITABILITY**



**MODERN INDOOR FACILITIES DESIGNED FOR PLAYER
ENTERTAINMENT AND OPERATINOAL EFFICIENCY**



**REGIONS AVAILABLE FOR DEVELOPMENT: BUILD YOUR OWN
CLUBS AND SELL/SUPPORT FRANCHISEES IN YOUR REGIONS**



See You on the Courts!

DILL DINKERS® 
PICKLEBALL

9220 Rumsey Road, Suite 101, Columbia, MD 21045 | 866.592.DINK (3465) | dilldinkers.com/franchising

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