



National Pickleball Day Toolkit
August 12, 2023



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Introduction

Invented in 1965 on Bainbridge Island, Washington, pickleball has seen tremendous growth across North America and the world. Today, pickleball is the fastest growing sport in Canada with more than 1.37 million individual Canadians now playing pickleball at least once per month. Whether nine or ninety years of age, anyone can play. It is great fun and very gratifying to get the entire family out on the court.

Pickleball Canada is proud to have over 50,000 members and 11 Provincial/Territorial associations with continued growth as the game continues to see increased popularity across the country. National Pickleball Day gives us all an opportunity to share our love of the sport within our communities; connect with our clubs, provinces, and territories; and continue to spread the word about this incredible sport.

This toolkit has been designed to provide ideas of how you can celebrate National Pickleball Day in your province, territory, club or community, and includes National Pickleball Day logos, frames for social media, and sample social media posts.

We encourage you to celebrate National Pickleball Day however is best for you, taking pictures and videos to share with Pickleball Canada and your communities along the way. Feel free to use the logos, frames, and sample posts in your own promotion of National Pickleball Day, and we would love to see how you celebrate pickleball in Canada!



What is National Pickleball Day?

The second Saturday of August has been designated as National Pickleball Day in Canada, a day to celebrate and promote the sport that connects us all. In 2023, National Pickleball Day will take place on Saturday, August 12th.

National Pickleball Day isn't only for members and affiliated clubs, just like pickleball, it's for all! This celebration is an excellent vehicle to drive awareness of our sport and introduce the game to new players across the country. Every club can host events such as learn-to-play sessions to expose new players to the game, promoting social inclusion and health benefits, as well as demonstrating how fun and friendly the game truly is.

The promotional materials included in this toolkit can be used on print media such as flyers and brochures, digital media such as Instagram and Facebook posts, on your website, or even on t-shirts.



How to Take Part

Provincial and Territorial Associations

Recognize National Pickleball Day by encouraging your clubs to organize something on Saturday, August 12 that will create awareness of pickleball and/or introduce the game to potential players.

You can use the items included in this toolkit or create your own promotional materials using the National Pickleball Day logo to let your members know August 12 is more than any other day on the courts.

Clubs

Include National Pickleball Day on your club event calendar! If you already have programming scheduled for Saturday, August 12, make sure to spread the word of the special occasion to your members and consider including National Pickleball Day promotion in the planned programming.

If you don't yet have programming planned for National Pickleball Day, consider planning learn-to-play sessions to attract new members in your communities or get your current members together for some fun matches, practices, or skills sessions to celebrate the day.

Here are some ideas of events you could organize in your club or community:

- Learn-to-play sessions
- Fundraising activity
- Tournament
- BBQ and play
- Bring a friend day
- Skills and drills session

The possibilities are endless! Find what works best for your club or community and keep the focus on fun and inclusivity.

Spread the Word

Promote your event via social media, newsletters, posters, flyers, local media, etc. Include **#NationalPickleballDay** when you post on social media so we can see and share your pictures, videos, and promotions.

The wider you promote your event, the more successful it will be. Some suggested channels:

- Promote National Pickleball Day on your website. If you create a specific page, be sure to have reference to it on your home page
- Social Media posts (don't forget to include #NationalPickleballDay)
- Write an article for your local printed magazines and include an invitation to take part
- Ask your facility to include information on your event in their e-newsletters
- Include information on your event below your email signature block
- Send invitations directly to people on your membership database
- Display posters in your venue and other local venues visited by potential players, such as shops, libraries, gyms, and community centres
- Send a press release to your local media including newspapers, radio stations, and TV stations to let them know about your event

Tell us How it Went

Please share your 2023 National Pickleball Day events, promotions, pictures, and videos, or share any ideas you may have for the 2024 National Pickleball Day. Your story could also be featured in the PC Scoop newsletter! Not only would we love to share your success with our members but knowing what worked well and how many new players you might have introduced to the game will help us grow National Pickleball Day for future years. Please email us, at info@pickleballcanada.org so that Pickleball Canada can share your stories. Your events or promotions may inspire other clubs in future years to host their own National Pickleball Day events!

National Pickleball Day 2022

Looking for inspiration for your National Pickleball Day celebration? Last year Pickleball Canada received submissions from members across the country sharing their stories and pictures from National Pickleball Day 2022.

A few highlights of the stories received include:

- **Fredericton, New Brunswick** – The Fredericton Pickleball Club celebrated National Pickleball Day with 5 hours of outdoor fun league play in beautiful weather.
- **Vaudreuil-Dorion, Quebec** – The Vaudreuil-Dorion Pickleball Club hosted a successful initiation event with 32 new players registered. The club used four courts to teach new players the game, while on another four courts members demonstrated the sport and paired up with newly initiated players.
- **Grand Bend, Ontario** – One and a half years ago, Dave Tomlinson's group started with 6 players outside on a seldom used municipal basketball court. On National Pickleball Day, 31 attending players spent the day on that same court, now 3 pickleball courts, that had a \$20,000 facelift. The group continues to lobby for more courts, demonstrating the increasing demand for pickleball in their community.
- **Winnipeg, Manitoba** – Jeffrey Xie founded the LF South Winnipeg Pickleball Club just one week before National Pickleball Day and celebrated by teaching a group of beginner players the game of pickleball. Jeffrey is passionate about bringing pickleball to newcomers to Canada and demonstrating how sport can help immigrants build new connections and adapt to life in Canada.
- **Calgary, Alberta** – Pickleball Connect ran a National Pickleball Day tournament which was a lot of fun and a great way for fellow pickleballers to compete, get to know one another and celebrate their love for the sport.
- **Cortes Island, British Columbia** – Don Hall and his group of dedicated pickleball players celebrated the day playing pickleball on their small, rural island off the coast of British Columbia.

Logos and Social Media Frames

The logos and social media frames provided below can be used on any promotional materials or pictures you share in celebration of National Pickleball Day.

While these logos and frames are free to use and included in your promotions, please do not alter the National Pickleball Day logos themselves.

All files can be downloaded [HERE](#).

Logo - Bilingual



Logo - English



Logo - French



These social media frames can be layered on top of images to give a picture frame effect. A basic photo editing platform will allow you to upload your image and place the frame on top. As the background of the frame is transparent, your image will show through. The frame works best when layered over a square image of a similar size.

Many photo editing platforms can be found for free online – we recommend [Canva.com](https://www.canva.com).

Social Media Frame - Bilingual



Social Media Frame - English



Social Media Frame - French



Sample Social Media Posts

Here are a few examples of how you can layer the logos and frames over images to create fun graphics for your social channels.

Using a frame could look like this:



Using a logo could look like this:



Have fun with it, add other graphics, emojis, or club logos that make your images pop!

This toolkit has been inspired by the [2021 World Pickleball Day Playbook](#) prepared by the World Pickleball Federation and updated from the 2022 National Pickleball Day Toolkit.