

WHERE CLUBS AND TOURNAMENTS GO TO GROW

This past month the pickleball community heard the news of Pickleball Central, Pickleball Tournaments, and PPA being purchased by investor Tom Dundon. With this news, the APP announced they are aligning themselves with MLP. These moves are obviously centered around professional play. Here at Den, we will continue to focus on innovative ideas that bring software technology to local clubs and tournaments. Den is committed to serving you because ultimately, this is where the sport began, where it will grow, and where the future exists. We appreciate every tournament director, every Pickleball club, and every individual player who becomes part of the Den family. Do not diminish who you all are because truth be told, the future direction of Pickleball is with you. It's you, the recreational player, that drives the market.

As part of this innovation, we're excited to introduce Den Global Rating (DGR). What separates DGR from other rating systems is that it includes data from local competitive club play, like shootouts. An accurate rating system needs many data points to provide far more accuracy compared to using data only from tournament play. DGR can be used to fully automate the seeding process for local tournaments and we plan to integrate DGR into some new concepts that we will be announcing soon... think traveling club play! Don't worry, we understand the need to just relax and play, and most club play will remain fun without the stress of feeling your play will affect your rating. But for players who love to travel around looking for competitive club play, DGR will allow you to get credit no matter when or where you play.


DEN GLOBAL RATING



Why not get credit for your performance, no matter WHERE or WHEN you play?

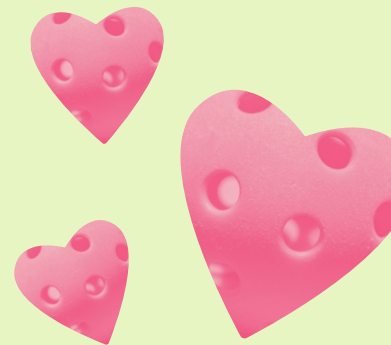
FEATURED UPDATE

Watch Our YouTube Video to Learn More:

 [Offering Discount Codes](#)

CUSTOMIZABLE DISCOUNT CODES

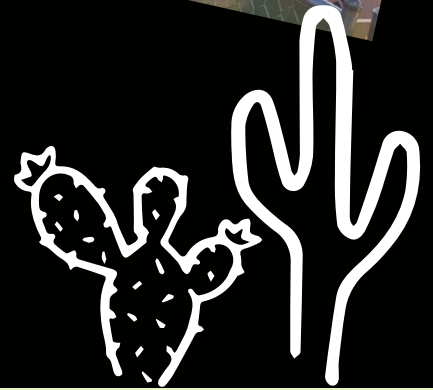
Tournament directors can create customizable discount codes directly through Pickleball Den. This feature allows directors to choose the discounted amount, set expiration dates, and receive a customized link that can be easily shared with a large amount of players to apply the discount code.



February 7, 2022

LEGACY SPORTS

We recently traveled to Mesa, Arizona for Legacy Sport's First Annual Legacy Classic Pickleball Tournament. It was exciting to see Legacy Sports' impressive complex and to meet people who love pickleball! Legacy Sports has been using Pickleball Den software for its club activities. Pickleball Den enables Legacy Pickleball to regularly host shootouts that run seamlessly with large numbers of players!



SPONSORED PLAYER SPOTLIGHT

17-year-old Eli Bertram is passionate about pickleball. While he started playing at the 3.5 level, he quickly improved his skill and is now playing at the 5.0 level. Eli enjoys playing in competitive pickleball tournaments and has won many medals at the 4.5-5.0 level. One of his proudest moments in pickleball is winning 2nd place in the APP Next Gen San Antonio Men's Doubles open event. While he is a competitive player, he also loves to have fun and the friendships he forms with other players! In addition to playing high school and club soccer, Eli devotes time to improving his pickleball skills. He is determined to reach his current goal of playing pickleball at the professional level. He is hoping that his athletic abilities in soccer or pickleball will help to pay for his college education. To players his age interested in pickleball, Eli says "Don't be afraid to challenge yourself by moving up in skill divisions. Make friends and have fun."



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**Pickleball Den...
doing our part to grow
the sport through
youth players**

February 7, 2022