



DUPR[®]

INTEGRATION & MARKETING ASSETS

WELCOME ABOARD!

Our goal is simple: **Get all your players rated on DUPR.**

It takes many different parties working from different departments to be successful, which is why we've created this success guide on how to get all players rated and implement DUPR.

The concept of this guide is simple: when all action items are completed, DUPR is successfully integrated at your club. Please don't hesitate to reach out directly with any questions.

Kevin Brown
Director of Marketing at DUPR

7:45

Find opponents who are exactly at your skill level

DUPR

FOR the Sport, BY the Sport.

Track your progress as you climb up the ratings

Sign up to local, regional and national tournaments

Sign Up

Login

WHAT IS DUPR?

Dynamic Universal Pickleball Rating (DUPR) is the most accurate and only global rating system in pickleball. All players, regardless of their age, gender, location, or skill, are rated on the same scale between 2.000-8.000 based on their match results.

WHO CAN HAVE A DUPR RATING?

DUPR is free and anyone can have a rating. One match result is all it takes to have a DUPR rating, and 5-10 match results is all it takes to have an even more accurate rating. If you've ever played in a Pickleball tournament you most likely already have a DUPR rating and can claim your account at dupr.com or by downloading the iOS or Android app.

OPTIMIZED FOR ACCURACY

DUPR is a modified Elo algorithm that uses a player's last rating to update their new rating. The algorithm considers four factors:

1. Points - If you win 11-3, you go up more than if you win 11-9. Competing against similar-level players will have a greater impact on your rating.
2. Recency - When entering matches, more recent matches will move you more than old matches.
3. Total Match Count - If you've played in a lot of matches, your rating will fluctuate less compared to a player with a lower match count.
4. Every Match Matters - Every match counts toward your rating, even if you are playing against someone who is unrated or new to DUPR.

OUR LOGO KIT

ACTION ITEMS

DUPR
DYNAMIC UNIVERSAL PICKLEBALL RATING

MINOR LEAGUE P
NATIONAL CHAMPIONSHIP
#11

Call of Duty PICKLEBALL NETS

STAFF EDUCATION

Make it easy on your team by giving them the tools they'll need to navigate the DUPR platform, answer member questions, and get rated themselves.

- **APPOINT A MAIN DUPR AMBASSADOR**

This could be you! This person should be responsible that all action items are completed. There should be clear incentives/motivations in place for the DUPR owner on behalf of the organization. (Integrating performance-based metrics w/ 70%-90% of members DUPR rated)

- **EDUCATE YOUR TEAM**

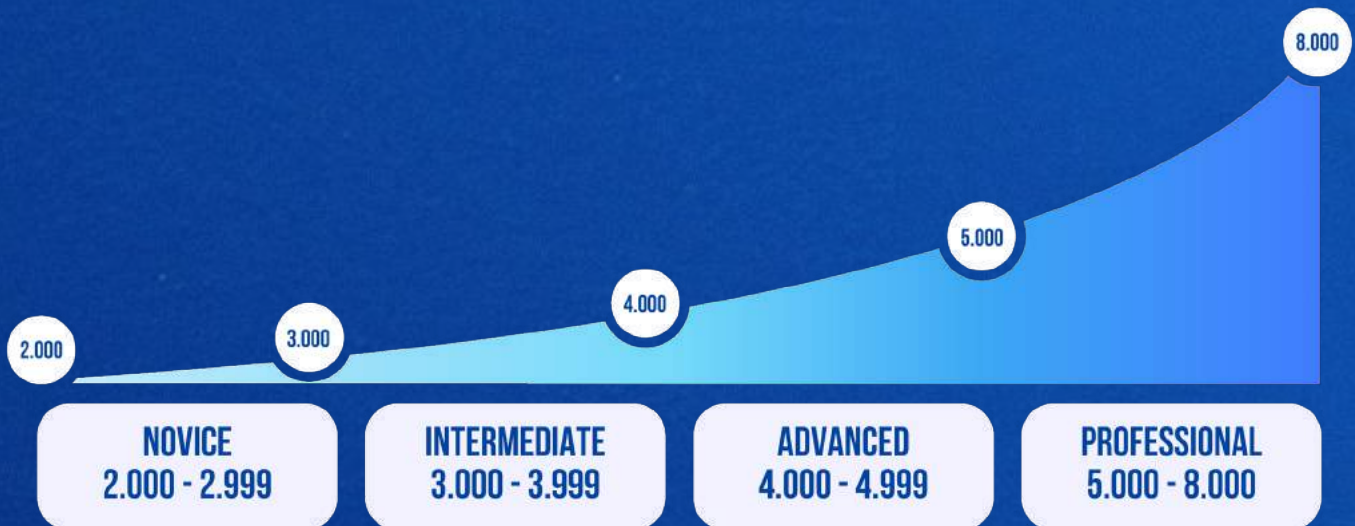
Share your goals/vision/plan for DUPR with all the people who help you organize events. All coaches and staff should be united on the goal of getting all players rated.

- **DUPR INTEGRATION CASE STUDY**

See what DUPR can do for your club with this Case Study for Pickles New England: [DUPR Case Study](#)

PROGRAMMING ORGANIZED BY DUPR

All level based club programming should be organized by DUPR. All players, regardless of their age, gender, location, or skill, are rated on the same scale between 2.000-8.000 based on their match results.



Entry, Selection, Clinic, Leagues, Ladders.

- Youth Training Academy & Clinics
- Adult/Youth Summer Clinics
- Skill Level Round Robins
- Cream of the Crop
- Madness
- Drop In by Skill Levels
- Mega Leagues
- Free Intro to Pickleball. Make it part of intro classes to have them download DUPR.

DUPR Rating Clinics

Start to consider some dates that may work for DUPR Rating Clinics. The premise for this is that folks can show up, play several matches with a DUPR rated player, and leave with a DUPR.

Our partner Lucky Shots Pickleball Club has a great example of what we are referring to [here](#).

Our team would be happy to hop on a call to help educate the staff that will be monitoring these sessions.

Once you have provided the details (dates, time, location, how to register, cost), we can assist with creating a promotional flyer for you to advertise these events.

DUPR
INNOVATE THE GAME. UNIFY THE SPORT.
RATINGS SESSION

RECOMMENDED FORMAT FOR CLINIC

DUPR Up and Down the River / King - Queen of the Court

- Winner moves up and switches partners
- Loser moves down and switches partners
- Each round is 13 Minutes. Play keeps going until time is called.
 - One team must reach at least 6 points for the score to count in DUPR.

ADDITIONAL FORMATS

DUPR Ladder League

- Each court will have 4 players.
- Each player plays one game to 11 (or 7) with every player on court (total - 3 games)
- Highest scoring player moves up / Lowest scoring player moves down.

DUPR Round Robin Scramble

- 2 pools of 8 players, each player plays 1 game (to 7 or 11) with each player in their respective pool.
- Can use: <https://www.printyourbrackets.com/>

DUPR Waterfall Tournament

- One bracket will consist of a max of 16 teams.
- Each team will play up to 4 matches within a 4 hour time period.

GOAL

- GET NEW PLAYERS RATED.
- GET IN AS MANY MATCHES WITHIN A 2-4 HOUR TIME PERIOD.

HELPFUL TIPS

1. Minimum of 1 rated player per court
2. 1st Hour: Players can self-report their scores for the first hour
2nd Hour: The club/tournament director inputs the rest of the scores through the digital club

MESSAGING & MARKETING TO MEMBERS

We'll provide you customized messaging templates, social media posts, and print graphics.

EMAIL/SMS MESSAGING

Announcement & Invitation to the Platform

- Once your club is live on the platform, [send out this message](#) to all of your new members via email. You can simply copy and paste from the linked document into an email, but also feel free to edit the text to suit your brand voice.
- If you communicate with your members via sms or a groupchat service, you can use [this simplified template](#).

Reminder to Register

- 3 weeks after sending the announcement message, send the [following reminder email](#) to members that still haven't signed up:

QR Code - Download DUPR App

- [Download QR Code](#)

SOCIAL MEDIA

Be sure to tag us in every post!

Add a Link to our Website to your Social Bio's

- dupr.com
- For Instagram, either through the platform directly, or through a third party tool such as [Link Tree \(it's free!\)](#)
- For Facebook, you can simply copy and paste the following into the about section of your page: Powered by DUPR, Pickleball's most accurate global rating system.
- Use this [template](#), add your club's logo, and share it on your socials.
- Learn more and register at dupr.com

Partnership Announcement

Post a New Partner announcement graphic to your Socials (Instagram and Facebook). Here is a suggested caption, but please personalize it with a custom quote about what this partnership means to you and your organization.

Feel free to write your own copy entirely, just be sure to tag us in every post.

Instagram:

"Big news everyone! DUPR is now the official rating system of & [Club Name]! DUPR is Pickleball's most accurate global rating system, created by Pickleball players, for Pickleball Players. DUPR is trusted by the world's premiere Pickleball clubs, professional tours, and recreational players alike.

[This is where you will write what this partnership means to you and your organization.]

Download the app today, link in bio.

#pickleballpro #pickleball #DUPR #WhatsYourDUPR #DUPRpb

#Pickleballaddict #sports #sportstech #innovation #pickleballratings #usapb"

Facebook:

“Big news everyone! DUPR is now the official rating system of & [Club Name]!
Add a Link to our Website to your Social Bio’s

DUPR is Pickleball’s most accurate global rating system, created by Pickleball players, for Pickleball Players. DUPR is trusted by the world’s premiere Pickleball clubs, professional tours, and recreational players alike.

[This is where you will write what this partnership means to you and your organization.]

Download the APP | DUPR.COM

#pickleball #dupr #whatsyourdupr #duprpb #pickleballaddict #sports
#sportstech #innovation #pickleballratings

Links below to include if applicable

[Apple/iOS Download](#)

[Google Play Download](#)

#Pickleballaddict #sports #sportstech #innovation #pickleballratings #usapb”

Video Announcement from Director

Please film a short, 30 second or so clip talking about this new partnership for a social media reel. This is SUPER helpful, as it attaches your face, which is familiar to your members, to the announcement.

Please upload to Google Drive or Dropbox and share a downloadable link that way.

Once you've sent it, I'll place it in a DUPR branded frame and return to you to share on your socials.

You can see an example of this: [click here](#)

How To Sign Up & Join A Club - Video

Post this video to your socials. It shows how to sign up and join your club. You can also send this directly to members that ask how to do this.

1. Download and [post this version](#) to Instagram as a Reel
2. Share the link [to this version](#) to Facebook

Suggested Caption:

"Signing up for @duprpb is as easy as pie. Be sure to get on it soon! We'll be using DUPR to organize competitive play, so you'll need it to participate. Feel free to reach out with any questions :)"

How To Add A Score - Video

Share this [video](#) to your Facebook. You can also send this directly to members that ask how to do this.

Suggested Caption:

“Building your rating is no longer limited to official tournaments or clinics. With DUPR, every match counts, even the ones in your backyard. Check out how to add a match to the app here.”

No Matter Promo - Video

1. Share [this post](#) from our page to your Facebook page

Suggested Caption:

A forward thinking, inclusive community deserves a rating to match. With DUPR, all players regardless of their age, gender, location, or skill are rated on the same scale between 2.000-8.000.

*That’s why we’re confident about our choice to make DUPR the official rating system of **YOUR NAME HERE** Pickleball Club.*

Learn more and register at: www.dupr.com

2. Share this post from our Instagram page to your Instagram story:

Suggested Caption:

“Pickleball is for everyone @duprpb”

DUPR Rating Scale - Graphic

1. Share [this graphic](#) to Facebook:

Suggested Copy:

“Curious how the DUPR algorithm actually works? Four factors go into the most accurate rating system in the sport. Be sure to claim/create your account if you haven’t, because we’ll be using DUPR to keep play fun and fair.”

2. Share [this graphic](#) to Instagram:

Suggested Copy:

“Curious how the DUPR algorithm actually works? Four factors go into the most accurate rating system in the sport. Be sure to claim/create your account if you haven’t, because we’ll be using DUPR to keep play fun and fair.

#dupr #whatsyourdupr #pickleballforall #pickleball #pickleballrating #innovation”



Don't Forget to Sign Up - Graphic

1. Share [this graphic](#) to Facebook & Instagram

Suggested Copy:

"Don't get left in the dust! Be sure to sign up for DUPR so that you'll be able to participate in fun & competitive club programming.

Available in the App & Google Play store

*#dupr #whatsyourdupr #pickleballforall #pickleball #pickleballrating
#innovation"*

Glossary of Key Terms Deck

Folks confused by some of the language? Download and post [these graphics](#) to your Facebook page

QR Code - Download DUPR App

[Download QR Code](#)

PRINT

Be sure to tag us in every post!

Download DUPR

Print out [this graphic](#) and place it at front desk of your facility, or have it on hand when you're at your training space

DUPR One-Pager

Print out [this document](#) and place it at front desk of your facility, or have it on hand when you're at your training space:

Dear Players

Print out [this graphic](#) and place it at front desk of your facility, or have it on hand when you're at your training space

DUPR FAQs

DUPR FAQ'S - [Click Here](#)

Getting Started (Who we are, how to download, find club, add a match)

Print out [this graphic](#) and place it at front desk of your facility, or have it on hand when you're at your training space

INPUT SCORES / RUN EVENTS

We'll provide you customized messaging templates, social media posts, and print graphics.

Announcement & Invitation to the Platform

- Input scores via [this template](#)
- Monthly Tournaments
- Cream of the Crop
- Round Robin
- Kings Court

CASE STUDY

Measure the impact a DUPR partnership can have.

DUPR[®]
INNOVATE THE GAME. UNIFY THE SPORT.

CASE STUDY

POWERED BY DUPR

Pickles
Hanover, MA

DUPR'S IMPACT

- 33% Revenue Increase
- 67% Participation Increase
- 58% New Players
- 2 Events per week with 24 Players each (192 players per month)

CHALLENGES PICKLES WANTED TO OVERCOME

- Refreshing the way the Pickles pickleball player community organizes and connects.

SOLUTIONS DUPR PROVIDED

- Create a "rating status" based community. AKA, "Friends with Benefits," that have a vested interest and incentivized play that is NOT dictated by the club, but rather, it's members.

CLUB BENEFITS

Run. Change. Engage.
Technology and innovation are integrated into everything we do at Pickles. Whether it's creating the best possible player experience or streamlining the way our player community engages, we're always working to be at the forefront of the industry. DUPR synergizes "running the business" and "changing the business" allowing us to personally engage with the players; challenging our advanced players and building inclusive intermediate and beginner programs along the way.

www.mydupr.com

DUPR[®]

LET'S CHAT

Fun & games is our business.

Let us help you bring your organization into the future of Pickleball.

marketing@mydupr.com