



DUPR[®]

PRESENTED BY
 Delaware
Life[®]

INTEGRATION & MARKETING ASSETS

WELCOME ABOARD!

Welcome to DUPR! We are pleased to partner with you. This comprehensive guide has been designed to assist you in getting all participants a rating and effectively implementing DUPR.

The concept is straightforward: upon completing all action items, DUPR will be fully integrated into your club. Should you have any questions, please do not hesitate to contact us directly.

Tito Machado
CEO of DUPR

Find opponents who are exactly at your skill level

DUPR[®]

PRESENTED BY  Delaware Life[®]

Track your progress as you climb up the ratings

Find and connect with players in your area

Sign Up

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, and 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 get a rating. All it takes is a few steps to start tracking your performance and improving your game! 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 the following factors:

1. Match Results

- a. **Match Victory** - If you win, your rating will go up and if you lose, your rating will go down.
- b. **Match Score** - Winning by a large margin increases your rating more than a narrow victory. For example, an 11-0 win impacts your rating more than an 11-9 win against the same opponent.
- c. **Match Expectation** - Winning against players rated at or above your level increases your rating more than winning against players rated below you. In short, your rating changes more when the match result is different than the match expectation.

2. Match and Player Characteristics

- a. **Match Count** - Players with more matches will see less fluctuation in their ratings compared to those with fewer matches.
- b. **Match Recency** - Recent matches impact your rating more than older ones. For instance, a match played today will affect your rating more than one played six months ago.
- c. **Match Result Type** - Ratings are affected differently depending on whether the match was a self-posted recreational game, a club match, or a DUPR-entered tournament/league result. Recreational games have the least impact.

DUPR BRANDING STYLE GUIDE

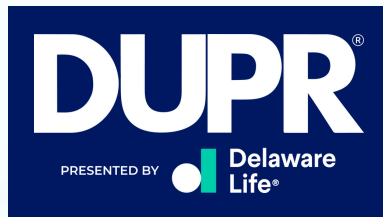
Please refer to our branding style guide to ensure the correct implementation of DUPR assets into your club.

LOGOS

Primary Logo



Primary Logo (White)



Alternative Logo



COLOR PALETTE

Primary Blue



HEX: #001762
RGB: 0, 23, 98
CMYK: 100, 95, 27, 30

Secondary Blue



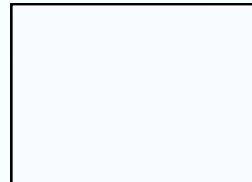
HEX: #0f4299
RGB: 15, 66, 153
CMYK: 100, 85, 6, 0

Accent Blue



HEX: #187ae8
RGB: 0, 23, 98
CMYK: 78, 52, 0, 0

White



HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Grey



HEX: #767891
RGB: 46, 47, 57
CMYK: 19, 17, 0, 43

TYPOGRAPHY

Bebas Neue

ABCDEFHIJKLMNOP
QRSTUVWXYZ

Montserrat - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Montserrat - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

[LINK TO OUR FULL BRANDING SYLE GUIDE](#)

STAFF EDUCATION

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

APPOINT A MAIN DUPR AMBASSADOR

This person could be you! The DUPR Ambassador should be responsible for ensuring all action items are completed.

Success for the DUPR Ambassador can be measured by performance metrics, such as having 70%-90% of members DUPR-rated.

EDUCATE YOUR TEAM

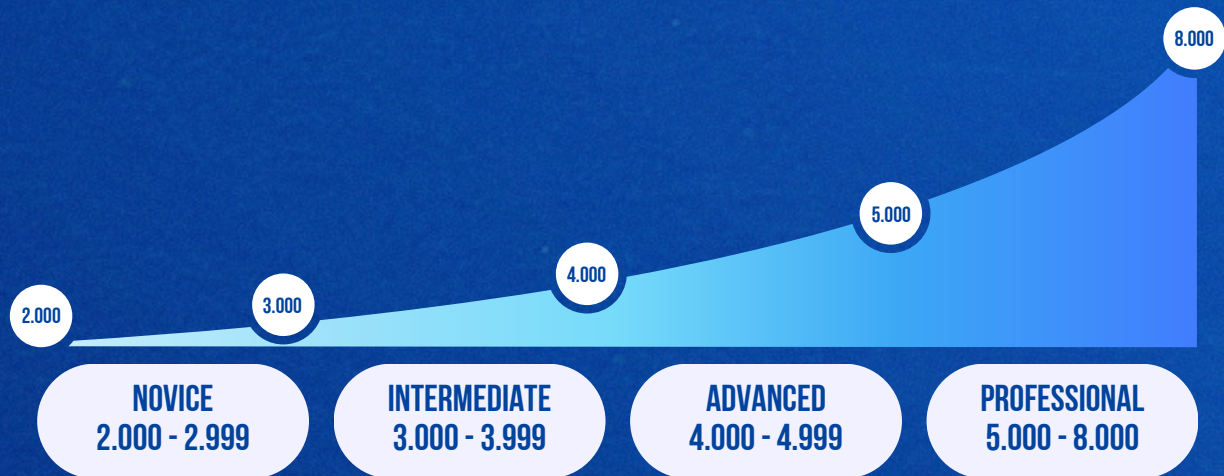
Communicate your goals, vision, and plan for DUPR with everyone involved in organizing events. It is essential that all coaches and staff are aligned with the objective of getting all players rated.

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 a player's DUPR.



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

DUPR Rating Clinics

Consider scheduling dates for DUPR Rating Clinics, which allow participants to play several matches with a DUPR-rated player and leave with their own DUPR rating. We are available for a call to help educate your staff on how to monitor these sessions.

Once you have the details (dates, time, location, registration process, cost), we can assist in creating a promotional flyer to advertise these events.

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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

- **BET 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

COMMUNICATIONS & MARKETING

OUTREACH TO MEMBERS

We'll provide you with customized messaging and social post templates.

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 group chat 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!

Social Media Bios and Posts

- Add our website link and/or the following text to your social media bios:
 - [dupr.com](#)
 - Powered by DUPR, Pickleball's most accurate global rating system.
- To post to your story about your partnership with DUPR, add your logo to this [template](#) and then share.
- To post about the partnership announcement, [use these suggested captions](#). Feel free to personalize it as you see fit.

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 Caption:

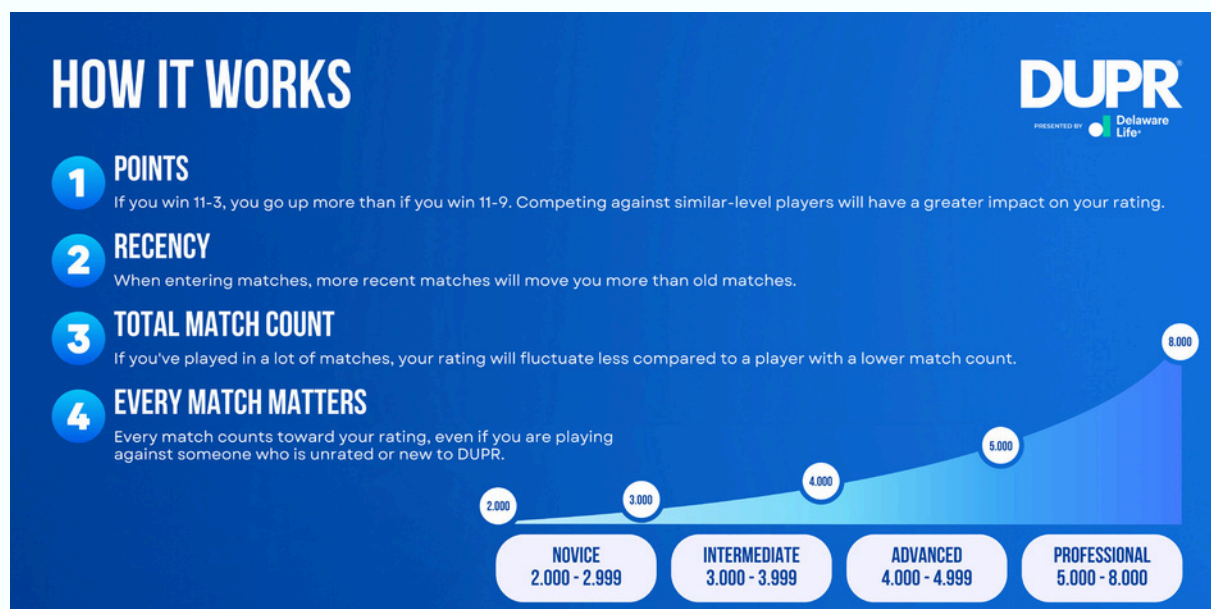
“Curious how the DUPR algorithm actually works? Four factors go into the most accurate rating system in the sport. Be sure to claim/create your account if you haven’t, because we’ll be using DUPR to keep play fun and fair.”

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

Suggested Caption:

“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 Caption:

“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.

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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.dupr.com

LET'S CHAT!

Fun & games is our business.

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

marketing@mydupr.com

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[Website](#) | [Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Instagram](#)