



SENIOR BRAND AMBASSADOR HANDBOOK 2025



WELCOME

TO OUR SENIOR BRAND AMBASSADOR PROGRAM

USSSP Senior Brand Ambassadors, Welcome to our Ambassador Handbook, and thank you for joining us in expanding and enhancing pickleball play for seniors throughout the country! Your dedication to helping our community embrace this fun, engaging, and accessible sport is invaluable. As a USSSP Ambassador you are playing an essential role in promoting physical health, mental well-being, and social connectivity among seniors. Pickleball provides a unique opportunity for us to stay active, build new friendships, and enjoy a true sense of community.



Tony Schneider
USSP President



We are truly grateful for the time, energy, and enthusiasm you bring to this effort. Through your support, thousands of seniors are discovering the joy of pickleball, the thrill of our tournaments, and the overall health benefits that our favorite sport provides. Your role is crucial in helping them feel empowered to lead a healthier, more connected lifestyle. We look forward to working with you to continue growing this wonderful sport and positively impacting the lives of seniors everywhere. Thank you again for your commitment!



OUR ORGANIZATION AND OUR VISION

US Senior Pickleball is a nonprofit 501(c)(3) organization dedicated to promoting social and competitive pickleball for the 50+ community through competitive tournaments and recreational grassroots programs.

Our vision is to foster a thriving community of senior athletes of all skill levels who share a passion for the sport of pickleball.

OUR SENIOR BRAND AMBASSADORS

As a Senior Brand Ambassador (SBA) you are the heart and soul of our organization! Our SBAs are enthusiastic volunteers, ready to promote the fun of USSSP tournaments, introduce the sport to newcomers, help plan memorable, senior-based grassroots pickleball events, and simply help senior pickleballers have the best playing experiences possible.

OUR PARTNERSHIP WITH Humana®

Humana is the presenting Sponsor of our Regional, Zone and National Championship tournaments as well as the sponsor and co-creator of our Senior Brand Ambassador Grassroots program.

Who is Humana?

Through their Humana insurance services and their CenterWell health care services, Humana makes it easier for the millions of people they serve to achieve their best health – delivering the care and service they need, when they need it. Humana is committed to putting health first!



Why have we partnered with Humana?

Humana understands the importance of a mentally and physically healthy lifestyle for seniors, one that enriches the community, and contributes to “whole person health,” Humana understands and appreciates the role pickleball can play to make that possible.



Our organizations have shared goals of health and wellness, and Humana is looking forward to helping our ambassadors plan meaningful pickleball events for seniors in your local communities. Humana wants to support pickleball experiences for all senior players, not just the ones that enter tournaments. Our organizations both want to provide affordable and accessible pickleball opportunities for every player. Experience doesn't matter- If you're on the court, you're on the right track!

GOALS OF THE SBA PROGRAM

OUR AMBASSADOR GOALS
ARE THE SAME AS OUR
ORGANIZATION GOALS:



Fun



Spread the joy of pickleball to others in the community. Help newcomers learn the game, and help improve experiences on the court for more advanced players. Lead by example and play in USSP events when you are able.

Fitness



Help USSP grow its community of members. Promote the benefits of being an active senior and a USSP member along with the fantastic atmosphere of our tournaments and grassroots events. Encourage your friends and local pickleball pals to see what we're all about!

Friendship



Let friends know about our tournament discounts for USSP members and bring them on board. Encourage your local pickleball clubs to add more senior-friendly programs to their schedules and help local seniors grow their friendship circles. Strive to make pickleball accessible, affordable and as enjoyable as possible for seniors in your community.

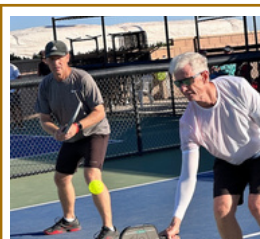


HOW TO: PROMOTE OUR TOURNAMENTS

- Go to usseniorpickleball.com or [click here for a list of all USSP certified tournaments.](#)
- See which tournaments are coming to your Zone, Region and local area and start spreading the word by:
 - Posting on local pickleball Facebook pages
 - Talking to friends and players at your local courts
 - Visiting local clubs and courts

Be sure to highlight the reasons that USSP tournaments are different from the rest:

- Senior- Friendly play with skill levels grouped into 5-year age brackets.
- Round Robin/Pool Play
- A point-award system for USSP members with \$20,000 in prize value awarded annually.





HOW TO: REGISTER FOR OUR TOURNAMENTS

- Become a USSP member to ensure you get a \$10 discount at all of our tournaments!
- Pick the tournament you want to attend.
- **Make sure your Pickleball.com (or pickleballtournaments.com) account has US Senior Pickleball listed as one of your association memberships. This will ensure you receive your \$10 discount/rebate for all USSP tournaments.**
 - To do this :
 - Go to pickleball.com
 - Click on Your name/ "My Profile" in the upper right hand corner
 - Click on "Edit Profile"
 - Click on "Association Memberships", then "Add Membership"
 - Enter US Senior Pickleball and your USSP Membership number.
 - There is a lookup function if you dont recall your USSP number.
 - Once you have added US Senior Pickleball to your pickleball.com profile, you can follow the registration steps on pickleball.com for your selected tournament.





OUR 2025 CHAMPIONSHIP SERIES TOURNAMENT SCHEDULE

USSP lists dozens of certified circuit tournaments that meet our standards of how a senior-friendly tournament should be run. These tournaments offer \$10 discounts to all USSP members but are run by local tournament directors and not USSP staff. These tournaments can be found on our webpage, or [here](#).

Our USSP Regional, Zone, and National Championships, presented by Humana, are directed and run by our USSP team. These tournaments are denoted by the large USSP logo on pickleballtournaments.com

The championship series schedule is below (current as of April, 2025):



2025 CHAMPIONSHIP SERIES

PRESENTED BY

Humana.

SCHEDULE (CURRENT AS OF 10 APRIL)

11-13 April	USSP East Zone Championship Pickleball Virginia Beach 928 S Birdneck Rd. Virginia Beach, VA, 23451
13-15 June	USSP North Zone Championship Dwight Davis Tennis Center 5620 Grand Dr. St. Louis, MO, 63112
19-22 June	USSP South Zone Championship Opelika Sports Complex 1001 Sportsplex Parkway Opelika, AL, 36801
20-22 June	USSP West Zone Championship The Flying Pickle 1135 N. Hickory Ave., Meridian, ID 83642

Regional Events:

8-10 August	USSP North Regional Championship Belknap Park 30 Coldbrook St NE. Grand Rapids, MI, 49503
12-14 Sept.	USSP East Regional Championship The Hub 2525 Country Club Blvd. Orange Park, FL, 32073
19-21 Sept.	USSP South Regional Championship The Oasis 5757 South State Hwy 205 Rockwall, TX, 75032

2025 USSP National Championship

5-8 DEC	Pictona at Holly Hill 1060 Ridgewood Ave, Holly Hill, Florida, 32117
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HOW TO: GROW USSP MEMBERSHIP ITS AS EASY AS 1,2,3!

1. Familiarize yourself with the numerous USSP membership benefits (next page). If you're on Facebook, join the US Senior Pickleball Group as well as the US Senior Pickleball Ambassador's Group for current grassroots and tournament event information.
2. Talk with local senior-aged pickleball friends about why you support our organization and enjoy being a member. Help us become recognized in your local area by posting about our grassroots events and upcoming tournaments on social media.
3. Volunteer at local pickleball events and let folks know about our organization and what we do. Wear your USSP gear, and let folks know you're a USSP Ambassador. We can provide you with flyers and some giveaway items such as stickers and pencils to help get the word out.



When new USSP members join and list you as a referral you'll get credit toward great ambassador rewards!



BENEFITS OF BEING A USSP MEMBER



\$10 Discount/Rebate for more than 75 different senior-friendly tournaments across the USA, including all of our Championship events.



A point-award system for playing in our tournaments with prizes given to the top 10 players in every 5-year age bracket at the end of the calendar year. \$20,000 in prize value awarded annually.



PickleballSuperStore.com vouchers for all new USSP members and 10% Discount for all current members.



Quarterly member-only senior-focused newsletters with the latest pickleball information, member spotlights, and photos from our events.



Free community events, clinics, beginner lessons, and discounted league and round-robin play in every region of the USA, led by our team of volunteer Senior Brand Ambassadors.

We are a true non-profit 501(c)(3) organization, dedicated to promoting and improving pickleball for the 50+ population.

Your \$20 membership fee goes directly back to the programs we hold: Free/heavily discounted community pickleball events for seniors, introducing pickleball to senior centers and local communities, low-cost fun-filled tournaments, beautiful medals, and rewards programs for our members.

HOW TO: SIGN UP NEW USSP MEMBERS AND GET REFERRAL CREDIT

WHEN YOU HAVE SOMEONE READY
TO JOIN USSP, HERE'S WHAT TO DO:

1. Go to usseniorpickleball.com on a computer or mobile device. Click on "Join Now" on the home page.
2. Select Membership Length (Annual, 3-Year or 5-Year).
3. Have the new member enter their contact information and ask them to select your name in the "Referred By" dropdown.
*If you are a new ambassador and your name is not listed, please email tara@usseniorpickleball.com to be added to the dropdown.
4. On the next page, have the new member enter their email address and choose a username and password for their account.
5. On the final page, have the new member complete their payment information. They do not need a paypal account to complete the registration and can checkout as a guest. An email will be automatically sent to the new member with their new USSP membership number.
6. Go to Pickleball.com and have the member update their profile and add USSP as one of their association memberships. They will need their USSP number for this. This will ensure they receive their \$10 discount/rebate for our tournaments.

The registration is now complete!



HOW TO: PLAN A “TRY PICKLEBALL FOR FREE” GRASSROOTS EVENT

If you live in a community where you'd like to expand pickleball play to seniors who are brand new to the game, here's how to plan a beginner clinic in your area.

1. Find a Facility

- Connect with local courts or pickleball clubs in your area, tell them about USSP. Ask if they have a free beginner or trial class that is specific for seniors. Ask if they would be interested in planning a small class during their least busy time, and USSP would help market it to seniors in the local community to bring more business to their courts. See if they have used paddles for new players to use during the lesson.
- Plan a date and time at least 45 days in advance to allow time to market the event and have optimal attendance. Typically pickleball clubs have a weekday lull during work hours, this is often an ideal time to host a clinic for senior players who are retirees.
- If court time is not free/donated by the facility, find out hourly court rental prices.
- Confirm the facilities: Check for amenities like parking, restrooms, and seating for spectators or players during breaks.

2. Find Instructors

- Look for certified pickleball instructors or experienced players who can teach the basics to beginners. Ask the facility you are using if they have instructors who would be interested in teaching the clinic.
- Discuss availability, compensation, and expectations: Many instructors will donate their time to teach a 1-time clinic if they might have the ability to teach continued (paid) lessons with the players in the future.

3. Contact your local USSP Zone Director for guidance on financials.

- Once you have an idea of the total cost of the event (any court rental fees, instructor fees, additional items like light snacks or water bottles), email your Zone director with your plan for the event. They have a budget to work with for each zone and will work to get you the compensation for the fees in advance of the event.

4. Post Flyers and Market the Event on Facebook and in person

- Contact USSP's digital Media Director, Charlott at charlott@usseniorpickleball.com with event details. She can design a flyer for you to post on facebook pages, or print to have at the courts.
- Share on Facebook: Post the flyer on the facility's Facebook page and community groups. Use captions like “Are you 50+ and Ready to try Pickleball? Join our beginner clinic!” Include hashtags like #PickleballClinic, #SeniorPickleball, or #LearnPickleball to increase visibility. USSP will market the event to our members and on our social media as well.

5. Have Players Sign Up Ahead of Time

- Decide on a maximum participant number depending on how many courts you will be using. Decide the best way to have players register. Often a facility will handle the sign-ups on their website or by phone.

5. Host the Clinic

- Prepare the courts: Arrive early to set up the courts, arrange paddles and balls, and set out any USSP/ Humana brochures or giveaways.
- Welcome players: Greet participants as they arrive, introduce the instructors, and tell them about USSP.
- Keep it fun and engaging: Ensure the clinic is interactive, with demonstrations, drills, and plenty of time for players to practice and ask questions.

6. Thank Players and Encourage USSP Membership/More Pickleball

- After the clinic: Send a thank-you message to the participants expressing gratitude for their attendance and participation. Encourage them to become USSP members and partake in upcoming events.
- Invite them to sign up for future lessons: Let them know about upcoming clinics or private lessons available at the facility to continue improving their skills.
- Post pictures from the event on the USSP Ambassador FB page and send a recap page to tara@usseniorpickleball.com

By following these steps, you'll be able to host a successful ambassador beginner pickleball clinic and help players get started in the game!

HOW TO: PLAN A “SENIOR OPEN PLAY” GRASSROOTS 12 EVENT SERIES



If you want to let local clubs and courts know about USSP, a great way is to approach pickleball facilities about having US Senior Pickleball sponsor a Senior Open Play each week, here's how you can do it:

1. Create a simple document or email that outlines what US Senior Pickleball is, how sponsoring open play time for senior players can benefit the facility, and the specifics of what you're offering.

- Details to include:
 - What is being offered: US Senior Pickleball would like to sponsor a weekly open play session exclusively for senior players over 50 if the facility does not already offer this.
 - Cost: Explain that USSP will offer the facility a small stipend of up to \$500 each month for 3 months (up to \$1500 total), helping to reduce the usual cost for senior players.
 - Benefits to the facility: Highlight how the facility will gain exposure through your organization, possibly bring in new players, and increase foot traffic.
 - Benefits to USSP: Ask the facility to hang a USSP banner, promote USSP to their senior members, and ask to have a USSP/Humana information table available during the open play hour(s).

2. Research Potential Facilities and Reach Out

- Check their schedule: Inquire if there are open time slots during the week for your program without conflicting with other events. Weekday mornings are often good.
- Send an email or call: Start by introducing yourself and US Senior Pickleball. Mention that you'd like to discuss an opportunity for the facility to hold a sponsored weekly open play time for seniors.
- Ask for a meeting: Request a time to discuss the proposal in person or over the phone to give a more detailed explanation. At this time you can reach out to your USSP Zone director and see if they would like to join you for the meeting if they are able.

3. Present the Idea to the facility

- Once you have a chance to talk with the facility, present your idea for senior open play.
- Explain the benefits:
 - For the facility: It's a great way to attract senior players and encourage more people to use their courts.
 - For senior players: They'll have a dedicated time to play, which builds a sense of community. They will also have discounted play time, offering an affordable decreased rate.
 - For US Senior Pickleball: This is an initiative to promote pickleball among seniors, so the facility will have the backing of a trusted organization.
- Discuss logistics: Talk about scheduling, payment of the stipend, and how the event will be managed each week. Explain that the stipend is made possible by Humana, the sponsor of the USSP ambassador program.
- Explain the 3-month timeframe: Let them know that there will be opportunity to expand the open play offering beyond 3 months if players enjoy the program and become USSP members.

4.. Finalize the Agreement

- Once the facility is interested, draft a simple agreement outlining the terms: the stipend amount, duration (3 months), scheduling, and any other details you've agreed upon. Send it to your Zone Director who will arrange for a check to be sent to the facility.

5. Promote the Open Play Time, Attend and Have Fun!

- Work with the facility and USSP marketing to promote the event through flyers, social media, and email newsletters. If you are able to attend the events, promote USSP membership and our tournaments. Take photos and , most importantly, have a great time!

By following these steps, you'll be able to successfully pitch the idea to pickleball facilities and help them create more affordable senior programing in their weekly schedules as well as promote USSP!

CONNECTING WITH **Humana**® FOR LOCAL EVENTS

WHEN ABLE, HUMANA REPRESENTATIVES WOULD LOVE TO HELP YOU PLAN, MARKET, AND ATTEND ANY USSSP GRASSROOTS EVENTS

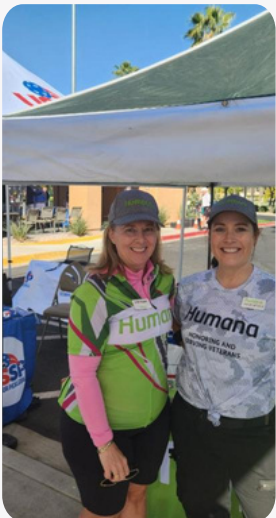
When you schedule a newly planned USSSP Grassroots event such as a beginner clinic or senior open play, USSSP will send the event information to a Humana Community Marketing Executive (CME) in your local area.

The CME may reach out to you for details about the event and can help you spread the word to encourage attendance. The CMEs are essentially Humana event planners and many are connected to the pickleball communities in their region.

When possible, the CMEs will see if a local Humana agent can attend the event and set up an information table.

Humana representatives are available to answer questions and make connections with the players but will never be at events as “salespeople.” They can take contact information if players would like more info, but they are mainly present to establish friendly connections with the pickleball world.

Our USSSP Senior Brand Ambassador program, and the events we are able to create, are made possible by the generous sponsorship from Humana. We would love to have their presence at as many Senior Brand Ambassador-led events and USSSP tournaments as possible!



SENIOR BRAND AMBASSADOR REWARDS PROGRAM

To reward you for helping us grow USSP and spread the love of pickleball to Seniors everywhere! Rewards will be mailed to Ambassadors Quarterly.

US Senior Pickleball Ambassador Rewards Program 2025



To thank our Senior Brand Ambassadors

Level 1 Rewards:

When an ambassador plans their first grassroots event OR when an ambassador Registers 5 new members to USSP:

- Name Badge
- Humana/USSP Ambassador athletic shirt
- Name entered into quarterly drawing to win a new paddle.

Level 2 Rewards:

When an ambassador registers 15 new USSP members, or plans an event in one location that will occur 4 or more times (ex. a month of weekly senior drop-in sessions) OR at least 1 event in 2 different locations (ex. one senior pickleball clinic at ABC Court, one senior clinic at XYZ Court).

- \$20 gift card
- Personalized USSP Business Cards
- Name entered twice to quarterly drawing to win a new paddle.

Level 3 Rewards:

When an ambassador plans an event that recurs 12 times in one location, OR at least 1 event in 3 different locations, OR registers 25 new members.

- \$50 Gift Card
- 3 Year USSP membership
- Thank you Shout-out on USSP Facebook page and ambassador page.

REWARDS PROGRAM, CONTINUED

Level 4 Rewards:

When an ambassador plans recurring events in 3 or more locations,
OR registers 50 new USSP members:

- \$100 Gift Card
- 5 Year USSP Membership
- Certificate of appreciation from USSP
- Thank You shout-out in USSP quarterly newsletter

Level 5 Rewards:

When an ambassador Registers 100 new USSP members:

- USSP Polo Shirt
- \$200 Visa Gift Card
- 5 Year USSP Membership
- Spotlight article in USSP quarterly newsletter.

Level 6 “SBA Superstar” Rewards:

When an ambassador brings in 500+ new USSP members:

- 5 Year Membership
- \$500 Visa Gift Card
- Public Presentation of Appreciation certificate from a USSP board member.
- Work to bring this person into a larger role in the organization so they can train ambassadors and/or help grow membership in underserved areas.

WE WANT YOU TO KNOW THAT WE TRULY APPRECIATE YOUR EFFORTS!

SAVE THE DATE

DECEMBER 5-7, 2025

MARK YOUR CALENDARS AND GET EXCITED. USSP WILL BE HOLDING AN AMBASSADOR APPRECIATION EVENT IN CONJUNCTION WITH OUR NATIONAL CHAMPIONSHIPS AT PICTONA IN DAYTONA BEACH, FLORIDA!



MORE INFO COMING SOON!



AMBASSADOR FAQs

1. **Do you have to be a senior to join USSP?**
This is a common misconception! NO! You do not need to be 50 years old to join or support USSP. You DO need to be 50+ to play in our USSP Championship Series tournaments, but people of any age can be members, and ambassadors!

2. **How can I see who the other ambassadors are and which grassroots events are happening in my area?**
A Shared file with an ambassador roster and event calendar will be sent to every ambassador via email.

3. **Do I have to pay out of pocket to hold local senior pickleball grassroots events?**
Definitely not! If you are planning a local senior clinic or event, contact your Zone Director, they will be able to invoice USSP so all predetermined event expenses are covered ahead of time.

4. **How can I get flyers, banners or giveaways to market USSP to my local area? How do I get a shirt or other USSP swag?**
We are working to have Senior Brand Ambassador section of the USSP website where you can download flyers, request marketing material and small giveaways such as stickers for events, and share photos. Until that is up and running, please contact your Zone Director for banners, Charlott for event flyers, and Tara for USSP brochures, paddle donations, and giveaway items.

5. **Does USSP have other sponsors in addition to Humana?**
In addition to Humana being the official Healthcare provider of USSP, we have valued partnerships with Franklin, The Pickleball Superstore, and are actively looking for additional sponsors for our programs and events. If you have a business that is interested in supporting our non-profit's mission please connect with Dennis Poppe, USSP Sponsorship Director at Dennis@usseniopickleball.com

IMPORTANT AMBASSADOR CONTACTS



Name	Position / Description	Contact
Tara Morrissey	Senior Brand Ambassador Director	tara@usseniorpickleball.com
Charlott Nagai	Digital Media Director	charlott@usseniorpickleball.com
Dennis Poppe	Sponsorship Director	dennis@usseniorpickleball.com
Jenn Kendrick	Northeast Zone Director	jenn@usseniorpickleball.com
Jennifer Johnson	Southeast Zone Director	jen@usseniorpickleball.com
Doug Stavig	South Zone Director	doug@usseniorpickleball.com
Matt Battaglia	North Zone Director	matt@usseniorpickleball.com
Marcee Topp	West Zone Co-Director	marcee@usseniorpickleball.com
Sammy Moy	West Zone Co-Director	sammy@usseniorpickleball.com



GENERAL USSP CONTACT AND LINKS



Email:
info@usseniorpickleball.com



USSP FACEBOOK PAGE

[https://www.facebook.com/
groups/usseniorpickleball/](https://www.facebook.com/groups/usseniorpickleball/)

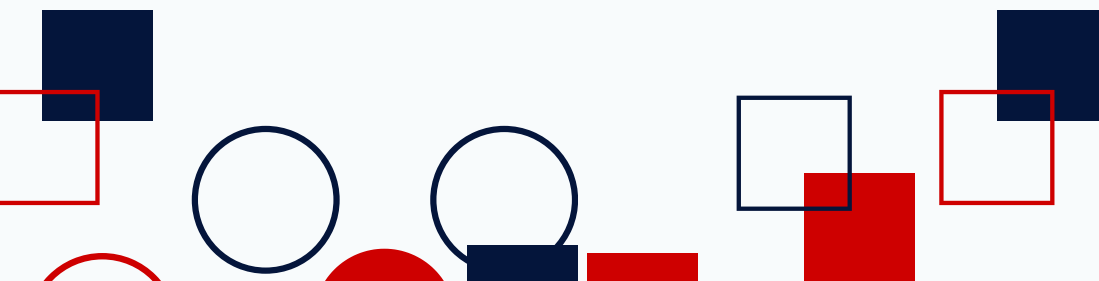


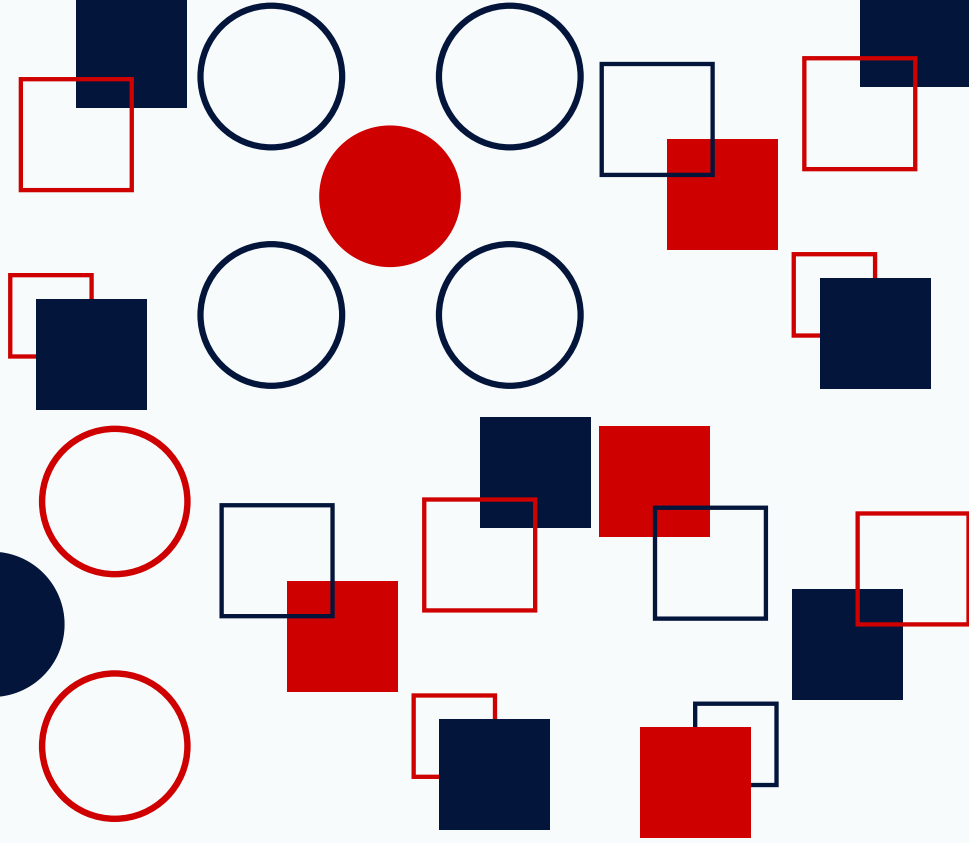
USSP AMBASSADOR PAGE

Please email:
Charlott@usseniorpickleball.com
for invite link



www.usseniorpickleball.com





THANK YOU!

