

FREE KIT FOR PICKLEBALL CLUBS

Price it right.

The pickleball club's pricing and policies kit. Price open play, clinics, leagues and courts so every court hour pays, and copy ready-made policies for weather, no-shows and waitlists.

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simple worksheet to find your real cost per court hour

4

formats priced: open play, clinics, round robins and lessons

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policies to copy: no-shows, weather, waitlists, payments and guests



What does one hour on court **really** cost you?

Most clubs set prices by checking what the club down the road charges. Start with your own costs instead. Then you know the lowest price that still pays.

$$\frac{\text{Court + coach + admin and fees + balls}}{\text{Players on court}} = \text{Cost per player}$$

Cost for one hour on one court	Example	Yours
Court cost · rent, or a fair share of your facility costs	\$20	
Coach or host · what you pay them, or what your hour is worth	\$40	
Admin and payment fees · bookings, messages, card fees, insurance	\$8	
Balls and equipment · balls, nets, loaner paddles	\$2	
Total cost per coached court hour	\$70	

\$70

Private lesson floor. One player pays the whole hour. Anything below this and you're paying to coach.

\$8.75

Cost per player for a **clinic of 8** on one court. Add your margin on top, for example 30%, and you get about **\$11.40 per player**.

Open play has thinner margins. With no coach, an open play court costs about \$30 an hour here. Six players at \$10 for two hours just covers it. That's fine: open play fills courts and feeds your clinics, where the margin is. All figures are examples. Use your own costs and currency.

Four formats, four ways to charge

Each format has a different cost and a different value to the player. Price them so each one does its job.

DROP-IN, PASS OR MEMBERSHIP

Open play

Your front door. It brings players in and keeps courts busy.

- ✓ Offer **drop-in, a 10-visit pack and a membership**, so regulars save by committing.
- ✓ Charge **members less than guests**, so membership is the obvious choice.
- ✓ Cap players **per court**, so waits between games stay short.

PER SERIES, UPFRONT

Clinics and drills

Your best return per court hour, and where players improve fastest.

- ✓ Sell clinics as a **series paid upfront**, for example 4 weeks, not one week at a time.
- ✓ Set a **maximum per court** and charge the same whether it's full or not.
- ✓ Price by **level**: advanced drills with a top coach can charge more.

PER EVENT OR SEASON

Round robins and ladders

Competitive play people will pay for, and a big reason they stay.

- ✓ Charge **per event, or one fee for a whole season** of a ladder or league.
- ✓ Collect payment **when players sign up**, so numbers are locked in.
- ✓ Include **balls, results and a small prize**, and show it in the price.

PER LESSON OR PACK

Private lessons

Your highest rate per hour, because the player gets all of you.

- ✓ Charge **more at peak times**, less for quiet daytime slots.
- ✓ Semi-privates: each player often pays **about 55–65%** of your private rate.
- ✓ Sell **5 and 10 lesson packs**, paid upfront, with an expiry date.

Check the per-court sum. An open play court with 6 players at \$10 for two hours earns \$30 per court hour. A clinic of 8 at \$15 earns \$120 on the same court in the same hour. Know which formats pay best, and give them your best courts and times.

Get paid upfront and keep players committed

When players pay ahead, they turn up more and stay longer. You get steady cash flow and less chasing.

Option	Example	Why it works
Open play 10–visit pack	Pay for 9, use within 3 months	The natural next step after a few drop-ins
Monthly membership	Unlimited open play and member court rates, billed monthly	Staying is the default. No decision to make each month
Clinic series	4 weekly sessions, paid upfront	Players commit to the whole series and show up
Member and guest court rates	Members pay less to rent a court	Gives guests a reason to join
Off-peak rates	Lower rate for weekday daytime courts	Fills quiet courts with retirees and shift workers
Beginner bundle	Intro clinic plus 2 beginner open plays	Builds the next step into the first purchase

Three rules for discounts

- ✓ **Discount for commitment, never for desperation.** Reward players who pay ahead or join, not anyone who asks.
- ✓ **Always set an expiry on packs.** Without one, you carry unused visits for years and can't plan your courts around them.
- ✓ **Keep it simple.** Two or three options are easier to sell than ten. If a player needs a calculator, it's too complicated.

Take payment at booking. The single biggest fix for unpaid sessions and no-shows is asking for payment when the spot is booked. Players expect it, and you stop chasing.

Clear rules mean fewer awkward conversations

Copy these into your booking page and welcome message. Change the words in teal to suit your club.

Cancellations and no-shows

CLINICS, LESSONS AND COURT RENTAL

Please give at least **24 hours'** notice to cancel a clinic, lesson or court booking, and we'll give you a credit. For open play, cancel at least **2 hours** before so someone on the waitlist can take your spot. Late cancellations and no-shows are charged in full. If we cancel, you'll always get a credit or a refund.

Wind, rain and heat

ALL OUTDOOR SESSIONS

We decide whether outdoor sessions go ahead by **2 hours** before start time and message every player straight away. Where we can, we'll move you to **indoor courts** at the same time. If we cancel, you get a **makeup credit**. Sessions stop when wind or heat reaches **your cut-off**. If we play at least **half** the session, it counts as played.

Booking window and waitlists

OPEN PLAY AND ROUND ROBINS

Bookings open **7 days** ahead at **8 am**. When a session is full, join the waitlist. If a spot opens, the next player in line is offered it and has **2 hours** to accept before it moves on. Round robins are capped by rating, so please book the level that matches yours.

Payments

EVERYONE

Sessions are paid when you book. Memberships are billed automatically on **the 1st of each month**. If a payment fails, we'll send a reminder with a pay link. If it's still unpaid after **7 days**, bookings are paused until it's settled.

Guests and intro sessions

NEW PLAYERS

Members can bring a guest to open play for **guest price**, up to **2 times a month**. New players can join an **intro session** for **intro price**. If you buy a pack or membership within **7 days**, we'll take the intro price off.

What makes a policy work

Short

A player should understand it in one read. If it needs a paragraph of exceptions, simplify it.

Fair both ways

If players lose a session for a no-show, they get a credit when you cancel.

Applied every time

One exception becomes the new rule. Let your booking system enforce it, not you.

How to chase a late payment, kindly

Most late payments are forgotten, not refused. A friendly, automatic schedule gets them paid without a conversation at the net.

DAY 0

Friendly reminder

"Hi **name**, a quick reminder that **clinic fee** is due. You can pay here: **link**. Thanks!"

DAY 3

Second nudge

"Just checking you saw this. Here's the link again. Reply if anything's wrong and we'll sort it."

DAY 7

Final notice

"We need payment by **date** to keep your bookings active. After that, bookings are paused."

Put policies where players agree to them. Show your policies at booking, so players accept them before they pay. Then there's nothing to argue about later.

How to put prices up and keep everyone

Your costs go up every year. If your prices don't, your margin shrinks. Small, regular rises with plenty of notice rarely cost you players.

When

At the start of a new month, season or year. Never in the middle of a series players already paid for.

How much

Small and regular beats big and rare. A little each year is easier to accept than a big jump every few years.

Notice

Give 4–6 weeks. Honour every pack already bought at the old price.

Price change message

COPY AND SEND

Hi **name**, thank you for playing at **club**. From **date**, **format** will be **new price**. This helps us cover rising court costs and keep investing in **one improvement, e.g. a new ladder**. Packs you've already bought keep their current price. As always, reply if you have any questions.

Show players what they get for the money

- ✓ **Better games:** open play split by level, so every game is worth the trip.
- ✓ **Easy booking:** book and pay in seconds, with waitlists and weather updates handled.
- ✓ **Visible progress:** goals, skill tests and coach feedback in their app.

Expect a few questions, not an exodus. Answer each one personally and briefly. Players who enjoy their games rarely leave over a small, well-explained rise.

Set it up in one afternoon

Work through this list once, then review it every year when you set new prices.

COSTS

Know your numbers

- ☐ Fill in the cost worksheet on page 2
- ☐ Work out your private lesson floor
- ☐ Work out cost per player for open play and clinics

PRICES

Set your prices

- ☐ Set drop-in, pack and membership prices
- ☐ Set clinic, round robin and ladder prices
- ☐ Set member, guest and off-peak court rates

PACKS

Get paid upfront

- ☐ Create open play and lesson packs with expiry dates
- ☐ Offer a monthly membership with automatic billing
- ☐ Build a beginner bundle for new players

POLICIES

Write your rules

- ☐ No-shows, weather and waitlists
- ☐ Payments, guests and intro sessions
- ☐ Show them at booking, so players accept them

One last check: look at your court calendar for next week. Are your best-paying formats in the busiest slots? If not, move them there first.

Prices, packs and policies **that run themselves**

Everything in this kit works on paper. It's far easier when your booking system enforces it for you. That's why we built Outcoach.

Every format

Open play, clinics, round robins and lessons, each with its own pricing.

Packs and memberships

Visit packs and recurring memberships, billed automatically.

Paid at booking

Players book and pay online from your own booking page.

Automatic reminders

Overdue invoices get reminders with a pay link, without you chasing.

Waitlists and makeups

Full sessions keep a waitlist, and cancelled sessions issue makeup credits.

Court rental too

Members and the public book and pay for courts online.

Get paid on time, every time

Outcoach brings open play, clinics, round robins, lessons, court rental and payments into one app, with AI that does the admin for you.

Start your free trial at outcoach.io

Questions? Email support@outcoach.io and a real person will get back to you.