

Membership Packages

INTRODUCING MEMBERSHIP WAVES AT THE LAKELAND PICKLEBALL ACADEMY



YOU ASKED - WE LISTENED

You've been asking for memberships—and with our new indoor facility now open, we're excited to roll out our very first membership program. To make sure we do this responsibly and sustainably, we are launching memberships in WAVES.

This allows us to open enrollment gradually, monitor demand, and make thoughtful adjustments so the experience works for players, for staff, and for the long-term health of the Academy.

WHY WE ARE USING WAVES

- 1. To keep the player experience strong** – We want to make sure members have great access to Daily Play Round Robins and that the benefits match the value they expect.
- 2. To support staffing, scheduling, and court flow** – Launching a new facility means adjusting as we learn. Waves help us manage capacity and programming in real time.
- 3. To make pricing sustainable and fair** – We don't want to underprice and jeopardize the facility, nor do we want to overprice and reduce accessibility. Rolling out in Waves lets us find the right balance—not just for today, but long term.

HOW MEMBERSHIP WAVES WORK

Wave 1 — Our Most Discounted Introductory Pricing

Wave 1 includes our lowest introductory pricing for 3-month memberships. This first Wave is available for a limited time and limited availability. Members who purchase during Wave 1 are guaranteed their pricing for that 3-month term only.

Pause & Evaluate – Once Wave 1 closes, we will pause to review demand, court usage patterns, class participation, and community feedback. This evaluation helps ensure we maintain quality and fairness.

Wave 2 — Updated Introductory Pricing

When Wave 2 opens, it may offer slightly higher pricing than Wave 1 to better reflect demand and capacity. Similarly, Wave 2 will remain available until we reach the natural stopping point for that stage.

Wave 3 and Future Waves

We will continue opening additional Waves as needed. Each Wave may include adjustments to pricing or availability as we refine the long-term structure of our membership program.

ABOUT RENEWAL PRICING

We want to be very transparent:

Purchasing a 3-month membership locks in your price only for that 3-month period.

When your 3-month term expires, your renewal will occur at the then-current pricing available at that time.

- If prices rise for future Waves, the renewal will reflect those updated prices.
- If we introduce limited 3-month membership specials in the future, renewals may reflect those pricing tiers instead.

There is no long-term price locking beyond each 3-month term. This ensures the membership program remains fair, flexible, and sustainable as the community grows.

WHAT THIS MEANS FOR YOU

- Wave 1 is available now, and it offers the best pricing we will ever offer.
- Wave 1 memberships are limited and may close without notice once we reach our internal capacity.
- Your Wave 1 pricing is guaranteed for your initial 3 months, and then renewals will be at the current pricing for whichever Wave or Membership Offering is active at that time.
- If you want access to the lowest pricing, Wave 1 is the opportunity.

OUR COMMITMENT

We promise to build a membership program that:

- is transparent
- provides real value
- adapts as our community grows
- and supports the long-term success of Greenville Pickleball Academy

We're grateful to have you as part of the beginning of something special.

