



WATERTOWN ACTIVE LIVING INITIATIVE

Play. Connect. Thrive.

CAMPAIGN GOAL: \$400,000

A fully funded project will deliver a pickleball facility designed to serve the community for decades. As pickleball continues to be the fastest growing sport in the country, this space will be more than just a place to play - it will serve as a social hub, promote wellness, and strengthen community connections.



PREMIER PARTNER: \$100,000

Exclusive Naming Rights

- Name the entire pickleball complex
- Prominent entrance signage
- Featured recognition on all materials
- Recognition at ribbon cutting and events

A once-in-a-generation opportunity to leave a lasting legacy in Watertown



CHAMPION PARTNER: \$50,000

Major Feature Sponsorship

- Naming rights to key feature (lighting, gathering areas, etc.)
- Prominent on-site signage
- Recognition across campaign materials

High-visibility leadership investment in community wellness



COMMUNITY PARTNERS: \$25,000

Court Sponsorship

- Name/logo displayed on individual courts
- Inclusion on donor recognition signage

A visible and lasting investment in active living



FRIENDS OF THE COURT: \$100-24,999

- Inclusion on donor recognition signage

An opportunity to give back to your community

WHY INVEST

- Support active, healthy aging
- Strengthen community connection
- Create a high-visibility public asset
- Strong partnership with the City of Watertown

PROJECT HIGHLIGHTS

- 8 dedicated pickleball courts
- Lighting for extended play
- High-quality fencing and surfacing



JOIN US!

Let's build Watertown's next great community asset together!

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Project Overview



The Watertown Active Living Initiative is a community-led effort to develop a high-quality pickleball complex designed to promote active lifestyles, social connection, and long-term wellness—particularly for older adults.

This project represents a strategic investment in community infrastructure that supports healthy aging and enhances quality of life.

Pickleball Court Development



- ✓ 8 dedicated pickleball courts
- ✓ Professional-grade surfacing and striping
- ✓ High-quality fencing system
- ✓ Regulation net systems
- ✓ Full lighting for extended use
- ✓ Site amenities including seating and signage

Community Impact



- ✓ Encourages physical activity
- ✓ Reduces social isolation
- ✓ Supports mental and emotional wellness
- ✓ Creates a multi-generational gathering space

Please make checks payable to:

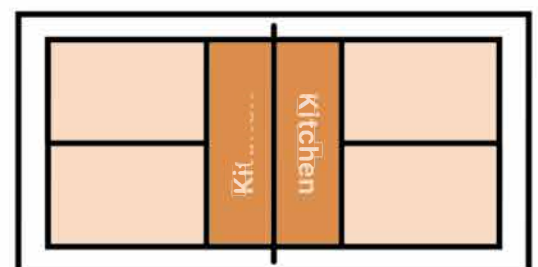


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STRONG PUBLIC PARTNERSHIP

The City of Watertown is contributing site preparation - including engineering, grading, and groundwork - demonstrating strong public-private momentum.





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Project Investment & Details

Total Estimated Cost: \$400,000

- ✓ Courts & Surfacing: ~\$127,000
- ✓ Fencing System: \$48,000- \$96,000
- ✓ Net Systems: ~\$23,000
- ✓ Lighting: ~\$120,000
- ✓ Amenities & Misc: \$10,000-\$20,000

Why This Budget Works

- ✓ Based on real-world comparable projects
- ✓ Includes contingency buffers
- ✓ Designed for long-term durability
- ✓ Supported by city investment



PROJECT TIMELINE



JOIN THE CAMPAIGN!

- ✓ Sponsor a court
- ✓ Support lighting, fencing, or amenities
- ✓ Make a community gift of any size

Make Checks Payable to:

***Watertown Area Community
Foundation***

Memo: Pickleball Courts

✓ Looking Ahead

This project represents Phase 1 of a broader effort to expand infrastructure supporting active older adults in Watertown.

Future opportunities may include:

- ✓ Expanded recreation amenities
- ✓ Wellness-focused infrastructure
- ✓ Community programming



An investment in health, connection, and community-for generations to come.