



EMERGING FRANCHISE BRAND EXPANSION

All Points PR sent awareness soaring for Dill Dinkers, capturing the promise and potential of the brand in a well orchestrated PR campaign. Explosive national and local press led to robust franchise investor interest and deals signed with talented franchisee groups.



Drove franchise interest through earned media



2B+
PRESS IMPRESSIONS



High-impact press sparked expansion



20+
REGIONAL DEVELOPER DEALS



Created huge buzz for initial openings



10+
FRANCHISE OPENINGS

AS SEEN IN

Forbes

Franchise Times



Entrepreneur

yahoo!sports

“ All Points embodies our unwavering passion for our regional developers (RDs), franchisees and pickleball. With 24 RDs across the country, the APPR team is instrumental in extending our name and mission. They are an integral part of building our brand. ”

WILLIAM RICHARDS | CEO OF DILL DINKERS

WE'RE ALL IN

The All Points logo, featuring a stylized circular graphic with a red and black design.