

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®

2abc WMAR
BALTIMORE

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**

