



SPONSORSHIP PROPOSAL

ABOUT US

NAPP WAS CREATED BY PLAYERS, FOR PLAYERS. AIMED TO HELP PROFESSIONAL PICKLEBALL PLAYERS FROM CANADA, THE US, AND MEXICO REACH THEIR FULL POTENTIAL. PROVIDING FAIR COMPENSATION, COMPETITIVE PLAY AND FACILITATED GROWTH & DEVELOPMENT FOR THE FUTURE OF PROFESSIONAL PICKLEBALL. WE ARE HOSTING A SERIES OF TOURNAMENTS AND ARE OFFERING SPONSORSHIP OPPORTUNITIES FOR COMPANIES THAT WE BELIEVE WOULD BE A PERFECT FIT FOR THE LEAGUE. WE WOULD LIKE TO OFFER YOU THE OPPORTUNITY TO COLLABORATE.

MORE INFORMATION ON WWW.NAPPTOUR.COM

ABOUT OUR TOURNAMENTS

LOCATION



Alberta, Canada

DATES



Fall 2024

September 19 - 22
November 21 - 24

Winter 2025

February 6 - 9

Spring 2025

April 10 - 13



ABOUT PICKLEBALL

COMBINING ELEMENTS OF TENNIS, BADMINTON, AND PING-PONG, PICKLEBALL IS A SPORT WITH SIMPLE RULES AND WHILE IT'S EASY FOR BEGINNERS TO LEARN, IT CAN QUICKLY DEVELOP INTO A FAST-PACED, COMPETITIVE GAME AS PLAYERS BECOME MORE SKILLED.

CURRENTLY, THE SPORT OF PICKLEBALL IS EXPLODING IN POPULARITY. BECOMING ONE OF THE FASTEST-GROWING SPORTS IN NORTH AMERICA, THERE'S NEVER BEEN A MORE DYNAMIC TIME TO BE INVOLVED IN PICKLEBALL.



36.5 MILLION PEOPLE HAVE PLAYED PICKLEBALL AT LEAST ONCE IN 2023



18-34 IS THE LARGEST AGE BRACKET OF PICKLEBALL PLAYERS (28.8% OF TOTAL)



7.7% FORECASTED COMPOUND ANNUAL GROWTH RATE THROUGH 2028

WHY SPONSOR US?



ACCORDING TO A 2021 REPORT BY THE SPORTS & FITNESS INDUSTRY ASSOCIATION, PICKLEBALL IS BEING PLAYED BY PEOPLE ACROSS A BROAD SPECTRUM OF AGE AND INCOME LEVELS MEANING YOUR BRAND WILL BE EXPOSED TO A WIDE AND DIVERSE AUDIENCE



BY SPONSORING THE LEAGUE, YOU WILL BE BRINGING YOUR BUSINESS TO PEOPLE WHO WANT TO SEE YOU SUCCEED. OUR COMMUNITY IS MORE LIKELY TO BE TUNED IN, DRIVING BRAND AWARENESS AND PURCHASE INTENT - ENSURING YOU SPEND LESS MARKETING DOLLARS WHILE SEEING A MUCH HIGHER RATE OF RETURN.



LINKING YOUR COMPANY TO A WELL-LOVED SPORT WILL SET YOU APART FROM LARGER BRANDS AND WILL DRAW LONG-LASTING SUPPORT FROM OUR TIGHT-KNIT COMMUNITY, MAKING SURE THEY REMEMBER YOU LONG AFTER THE FINAL SIDE OUT

SPONSORSHIP LEVELS

From physical and in-person assets like logo placement and in-venue advertising to on-site activation and integrated digital and social media campaigns, your brand will be woven into the fabric of our tournament to make an impression on hundreds of our community.

- Logo Placement on Branded Print Materials
- Business logo linked to Website featured on the NAPP Website
- Email Marketing
- Discounted Tickets
- Complimentary VIP Tickets

BRONZE

\$1,000

- Logo Placement on Branded Print Materials
- Business logo linked to Website featured on the NAPP Website
- Email Marketing
- Discounted Tickets
- Complimentary VIP Tickets
- Social Media Campaign

SILVER

\$3,000

- Logo Placement on Branded Print Materials
- Business logo linked to Website featured on the NAPP Website
- Email Marketing
- Complimentary GA + VIP Tickets + VIP Offerings (Giveaways, Wristbands, etc.)
- Custom 20' X 40' on-site activation area in prime area
- Social Media Campaign

GOLD

\$5,000

- Prominent Logo Placement on Branded Print Materials
- Business logo linked to Website featured on the NAPP Website
- Email Marketing
- Complimentary GA + VIP Tickets + VIP Offerings (Giveaways, Wristbands, etc.)
- Custom 20' X 40' on-site activation area in prime area
- Social Media Campaign
- Included as an Official Sponsor in Press Releases & Radio
- Event Promotion *where applicable

PLATINUM

\$10,000

SPONSORSHIP LEVELS

- Naming Rights as Official "X Product"
- Prominent Logo Placement on Branded Print Materials
- Logo Placement on Staff Uniform
- Business logo linked to Website featured on the NAPP Website
- Email Marketing
- Complimentary GA + VIP Tickets + VIP Offerings (Giveaways, Wristbands, etc.)
- Custom 20' X 40' on-site activation area in prime area
- Social Media Campaign
- Included as the Official Sponsor in Press Releases & Radio
- Event Promotion *where applicable*



DIAMOND

\$25,000

- Exclusive naming rights as "Presented By"
- Prominent Logo Placement on Branded Print Materials
- Logo Placement on Staff Uniform
- Business logo linked to Website featured on the NAPP Website
- Email Marketing
- Complimentary GA + VIP Tickets + VIP Offerings (Giveaways, Wristbands, etc.)
- Custom 20' X 40' on-site activation area in prime area
- Social Media Campaign
- Included as the Official Sponsor in Press Releases & Radio
- Event Promotion *where applicable*
- Discounted Shareholder Opportunity



TITLE

\$50,000




JOIN US!

QUESTIONS? COMMENTS? LOOKING FOR SPONSORSHIP OPTIONS OUTSIDE OF THOSE OUTLINED IN OUR PRESENTATION? PLEASE DO NOT HESITATE TO CONTACT US TO DISCUSS.

Charity Christianson

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