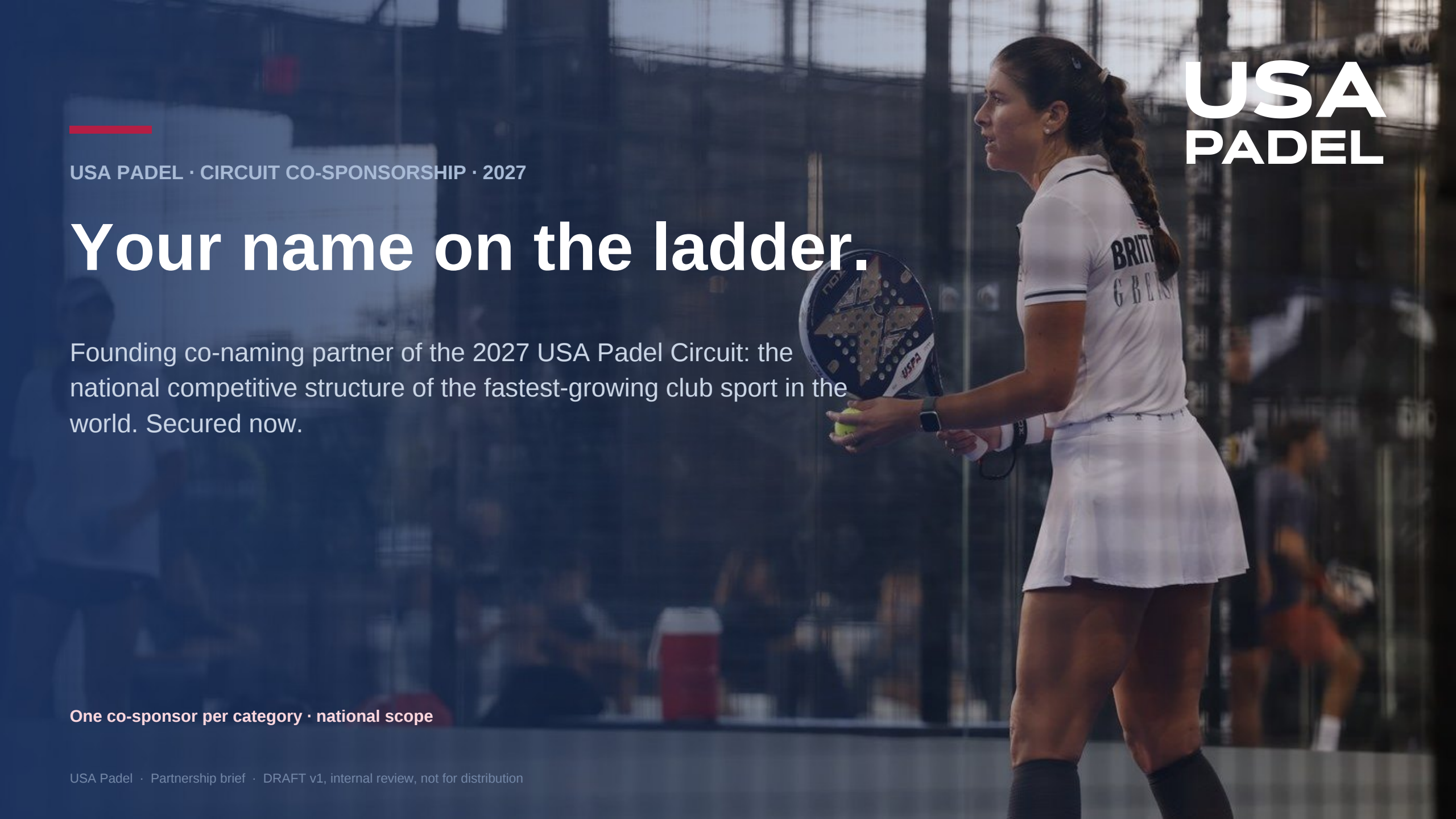




**USA
PADEL**

USA PADEL · CIRCUIT CO-SPONSORSHIP · 2027

Your name on the ladder.

Founding co-naming partner of the 2027 USA Padel Circuit: the national competitive structure of the fastest-growing club sport in the world. Secured now.

One co-sponsor per category · national scope

The moment.

Padel is the fastest-growing club sport in the world, and its American build-out is happening now: roughly 20 clubs before COVID, around 300 today, a national circuit, four national teams, one ranking system.

In mainstream American sport, the naming positions worth holding were claimed decades ago. Getting one now means waiting for a rival to give one up, then outbidding everyone who noticed. Padel's national platform is still open.

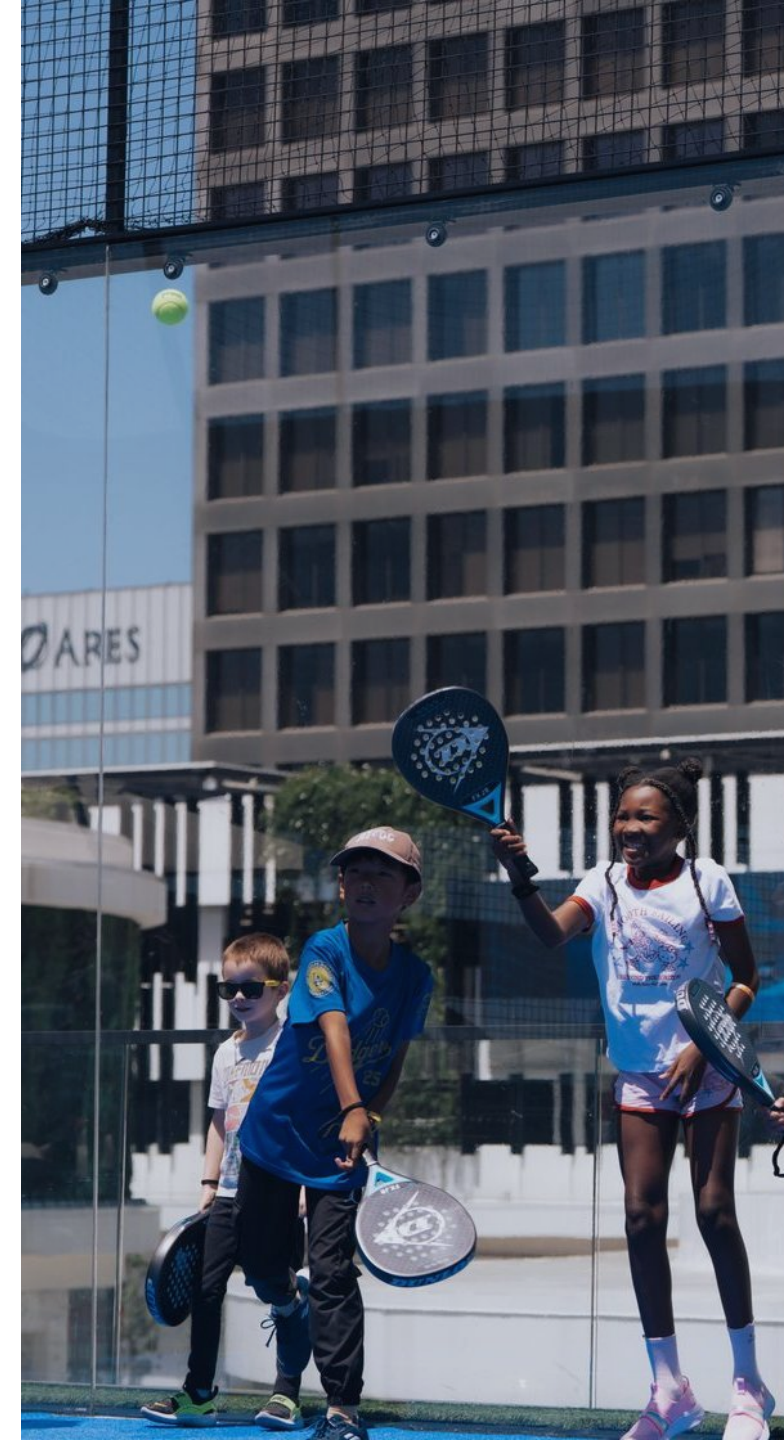


From first rally to national ranking.

The Circuit is the structure that takes a player from their first rally to a national ranking. Around 250 tournaments a year, in clubs across the country, with every result feeding one national pathway.

A co-sponsor's name sits on that structure, not on a banner. Every tournament announced, every draw published, every ranking updated carries the property your name is on.

The ladder compounds; signage does not.



2027: the founding position.

Circuit co-naming opens for the 2027 season, and it is being placed now. The partner who takes it enters as the founding co-sponsor of the property: the position a challenger takes before the market prices it like an incumbent's.

One co-sponsor per category, held outright, national scope. Category exclusivity here is genuine: entire categories are withheld from sale at any price, rackets, strings and grips among them.

The numbers, stamped.

{{TOURNAMENTS_ANNUAL}}

Tournaments a year

as of {{DATA_AS_OF}}

{{CALENDAR_CADENCE}}

Tournament calendar

as of {{DATA_AS_OF}}

{{MONTHLY_PLAYERS}}

Monthly tournament players

as of {{DATA_AS_OF}}

{{MEMBERS_TOTAL}}

Members & registered players

as of {{DATA_AS_OF}}

{{EMAIL_LIST}}

Email database

as of {{DATA_AS_OF}}

{{CLUB_COUNT}}

Clubs in the network

as of {{DATA_AS_OF}}

Every figure carries its pull date. Sources and methodology available on request.

Who the audience is.

Padel's American player base skews affluent, active and urban: the 25 to 55 demographic every premium brand is competing for, reached in person, month after month, in the clubs where they actually spend their time.

These are early adopters by definition: the people who found the sport before the country did. The brands beside the Circuit at this stage are the ones they remember later.



What the partnership carries.

- **Circuit co-naming** with one-category exclusivity, national scope
- **Center-court visibility** at Circuit-designated tournaments
- **Commercial village presence** where available at Circuit events
- **Press and e-flyer inclusion** across the tournament calendar
- **24 social mentions** per year across USA Padel channels
- **2 dedicated member emails** to the national database

A year beside the ladder.

The name travels with the season: on the announcement of every Circuit tournament, on published draws and results, on ranking updates as they land, on center court at designated events, and in the inbox of every member twice a year in dedicated sends.

Activation is planned with USA Padel per season: live presence at flagships, content moments through the year, and the reporting to show all of it worked.

Priced where the market already is.

Title properties in padel internationally now close at the level of this partnership: the most lucrative padel sponsorship signed in 2025 was an automotive title of a Premier Padel Major at an estimated ~\$200,000 per year.

USA Padel's anchor is already in place: Psycho Bunny holds the title partnership on a multi-year agreement with uniform exclusivity. The Circuit co-naming position sits directly beneath it.

Built to be forwarded.

This deck carries what the next person in the chain will ask for: the property, the audience with pull dates, the inventory, the market comparables and the terms. Send it on as it stands.

Anything it does not answer, we will, with sources.

Take the founding position.

Founding co-naming partner of the 2027 USA Padel Circuit.
One co-sponsor per category. Placed now.

{{TIER2_PRICE}} per year · Circuit
co-naming, one category, held outright

Next step: one call.

{{CONTACT_NAME}} · {{CONTACT_EMAIL}} · USA Padel · {{ENTITY_LINE}}

USA PADEL

