

NORTH AMERICAN
NAPP
PROFESSIONAL PICKLEBALL

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 are huge fans of your brand and would like to offer you the opportunity to collaborate.

[MORE INFORMATION ON WWW.NAPPTOUR.COM](http://WWW.NAPPTOUR.COM)

ABOUT OUR TOURNAMENTS

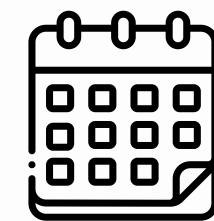


PLACE



Alberta, Canada

DATES



2023 :
Oct. 28 & 29

2024 :
Feb. 17 & 18
April 20 & 21



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

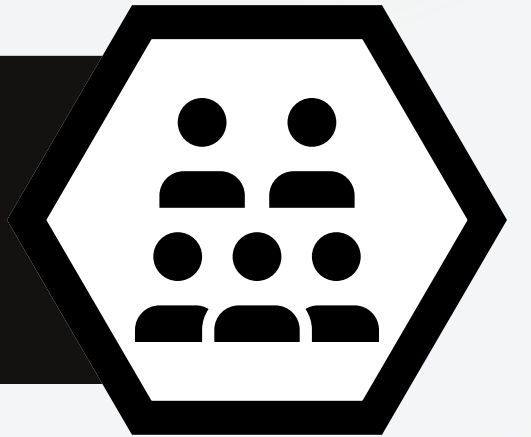
**PEOPLE HAVE PLAYED PICKLEBALL AT
LEAST ONCE IN THE LAST YEAR. THAT'S
14% OF THE ADULT POPULATION!**





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.

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

SILVER

\$3,000

- 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

GOLD

\$5,000

- 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

PLATINUM

\$10,000

- 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

MORE SPONSORSHIP LEVELS

DIAMOND \$25,000

- 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”

TITLE \$50,000

- Exclusive naming rights as “Presented By”
- 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 the Official Sponsor in Press Releases & Radio Event Promotion *where applicable”
- Discounted Shareholder Opportunity

SHAREHOLDER OPPORTUNITIES

Want to have a “piece of the pie”?

Limited Availability

**Opportunities
starting as low as
\$10,000**

Class “C” Common, Non-Voting Shares








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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