



Unlock Growth: Sponsor the
Future of UK Padel with iPadel

iPadel: Driving the Padel revolution across the UK since 2015!



As iPadel continues to build and expand **exclusive leagues**, cultivate new talent, and elevate clubs, events, and tournaments across the UK, the landscape for sponsorship is wide open. This dynamic growth creates unparalleled opportunities for your brand to authentically engage with a rapidly expanding, passionate audience.

The UK's Unstoppable Growth Story

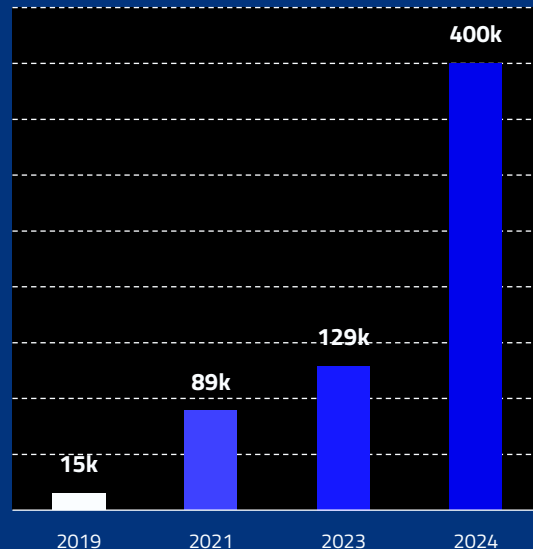
Padel isn't just growing; it's **exploding** across the UK and Europe, making it one of the most exciting and dynamic sports markets globally. This remarkable surge is fueled by an undeniable demand from players and enthusiasts discovering its engaging, social, and accessible nature.

Consider the unparalleled trajectory:

- **Over 2,500% surge in UK padel players** between 2019 and the end of 2024.
- Already, there are **over 400,000 active players in the UK in 2024**.
- An **estimated 8.2 million Britons have expressed interest in trying padel** in the near future, indicating a colossal untapped market.

This isn't merely growth; it's an **exponential wave of opportunity**. By partnering with iPadel, your brand will not only tap into this rapidly expanding audience but become a **pivotal part of padel's mainstream ascent**, establishing deep, lasting connections with a vibrant and engaged community.

LTA STATISTICS - ADULT & JUNIOR PLAYERS OF PADEL PER YEAR



Fostering Competition with the iPadel Leagues

Number of Teams / Clubs / Players in the league:

- 30 leagues
- 65 clubs
- 180 teams
- 1,400+ players (squads of 8)



Exclusive Offerings

Premium league experience with the iPadel Leagues for clubs to compete across the country.



Competitive Spirit

Drive player and team performance. Partnered with PadelLevels, you're able to track your progress and watch as you rise through the ranks



Community Engagement

More than 3/4 of padel clubs are involved in community outreach programs, doing their bit while continuing the growth and eyes on the sport.

The iPadel Box Leagues *Powered by PadelLevels*

BRINGS THE SAME PLAYER-CENTRIC RATING TECHNOLOGY TO PADEL

iPadel has teamed up with **LevelTech** (creators of **PadelLevels** and the successful SquashLevels) to launch the **iPadel Box Leagues** nationwide, reaching thousands of people.

This partnership sets a new standard in grassroots padel competition, offering a **flexible, engaging, and community-focused** format for all skill levels.



- ❑ **Proven Technology:** Leverages LevelTech's successful player-centric rating system from SquashLevels.
- ❑ **Player-Centric & Flexible Scheduling:** Players arrange matches at their convenience; caters to all levels.
- ❑ **Easy for Clubs:** Seamless setup and *full control* over league types (men's, ladies, mixed), number of leagues, sizes, and duration with minimal administrative burden.
- ❑ **Automated Rating:** PadelLevels tracks tangible player progress, keeping participants motivated and engaged.
- ❑ **Driving Growth:** Uniting players, developing skills, and building connections within clubs to expand padel across the UK.

Impactful Brand Exposure

Padel is exploding across the UK, captivating new audiences and building passionate communities. By partnering with iPadel and iPadel's exclusive leagues, player promotions, club events and tournaments, you'll connect directly with this engaged and growing demographic, amplifying your brand's reach and impact.

We offer two distinct sponsorship tiers, designed to maximise your visibility and align with your marketing objectives:

Current Reach:

- iPadel Website: 240k+ active users
- Instagram: 3,157 followers
- Facebook: 2,100 followers
- LinkedIn: 2,700 connections



Tier 1: The Advantage Partner

Our Advantage Partner tier offers a solid foundation for brands looking to connect with the thriving UK padel community. This package delivers consistent exposure, positioning your brand as a key supporter of the sport's growth.

YOUR BRAND ADVANTAGE INCLUDES:

SOCIAL MEDIA SPOTLIGHT

Regular mentions and tags across iPadel's active social channels, highlighting your brand and reaching thousands of engaged padel enthusiasts.

LEAGUE DAY SIGNAGE

High visibility branding on key signage displayed prominently at all iPadel league final days to ensure your brand is seen and available to players, spectators and local media.

WEBSITE PRESENCE

Your logo and a link to your website will be featured throughout the iPadel website driving valuable traffic directly to you and increasing brand recognition.

NEWSLETTER INTEGRATION

Prominent logo placement and mentions in our widely read newsletter, delivered directly to the inboxes of players, club managers and fans.



Tier 2: The Championship Partner

For brands seeking maximum visibility and a dominant presence within the UK padel landscape, our Championship Partner tier offers an unparalleled opportunity to ensure your brand becomes synonymous with the excitement and growth of padel.

This premium package will give you the opportunity to work directly with the iPadel team to strategically tailor your sponsorship activation for maximum impact and ROI.

As a Championship Partner, you will receive all Advantage benefits, PLUS:



PREMIUM EVENT ACTIVATION

Your exclusive pop-up branding stand at all iPadel League Final Days, providing direct engagement opportunities with our passionate audience. Showcase your products, offer interactive activities, and create memorable brand experiences.

PRESS RELEASE

The Bandeja Magazine - a specialist padel magazine - will be providing reports on the leagues, with expert interviews, stories and results. This will include links online and your logo, bringing further eyes to your brand across their many readers.

EXCLUSIVE FEATURE OPPORTUNITIES

Command attention as a prominent headlining sponsor with banners strategically placed on courts and around spectator areas during key league matches and events ensuring your brand is front and centre where the action happens!



Get in touch to discuss pricing and options

The Padel Boom: Get in Now, Define the Future

Padel isn't just a sport; it's a rapidly expanding cultural phenomenon in the UK. This is your chance to align your brand with its meteoric rise and secure a position that will become synonymous with the sport as it enters the mainstream.

Currently thriving within established tennis clubs with a discerning demographic, and expanding rapidly through dedicated indoor and canopied padel centres, the sport is attracting a diverse and engaged audience.

The numbers from the LTA speak for themselves:

- Over 400,000 active players in the UK in 2024
- A staggering 8.2 million Brits have expressed interest in trying the sport

This isn't just growth; it's an explosion of potential.

By partnering with iPadel today, you'll reach a vast and exponentially growing audience, establishing your brand as a foundational pillar in the UK's next major sports story.



DONT JUST FOLLOW THE TREND - LEAD IT!

Join Us. Grow with us. Dominate the Court!

Ready to discuss how an iPadel partnership can elevate your brand?
Get in touch with our resident expert Ian Colligon or Frances Allberry to find out more and discuss the partnership that works for you!

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