

25,000 players.
250 clubs.
2 levels.
4 Men's / Women's national titles.
Finals at PadelXpo, NEC, Birmingham, June 2027



1 256 CLUB QUALIFIERS



2 8 REGIONAL QUALIFIERS



3 1 NATIONAL FINALS WEEKEND

Padel is Britain's fastest-growing sport



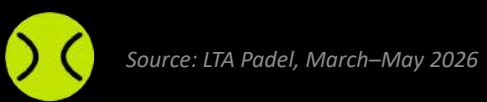
Participation has grown more than 60x since 2019 — and the curve is still climbing. A national amateur championship arrives at exactly the right moment.

1,000,000+
players nationwide (May 2026)

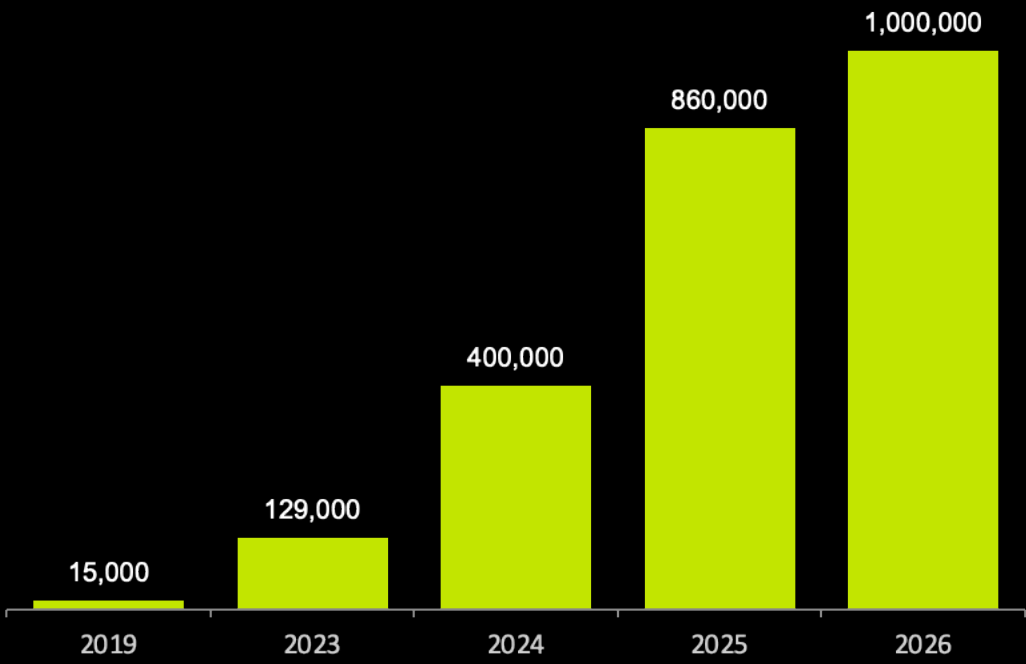
1,825
padel courts across Britain

551
venues nationwide

78%
court growth, year on year



UK Padel Participation Growth



WHO YOU'LL REACH

A fast-growing, highly engaged audience

26–50

core player age range, with junior and senior participation both rising

70 / 30

current male–female split — real headroom to grow women's padel

57%

of British adults are now aware of padel; 10M+ say they'd like to try it

#1

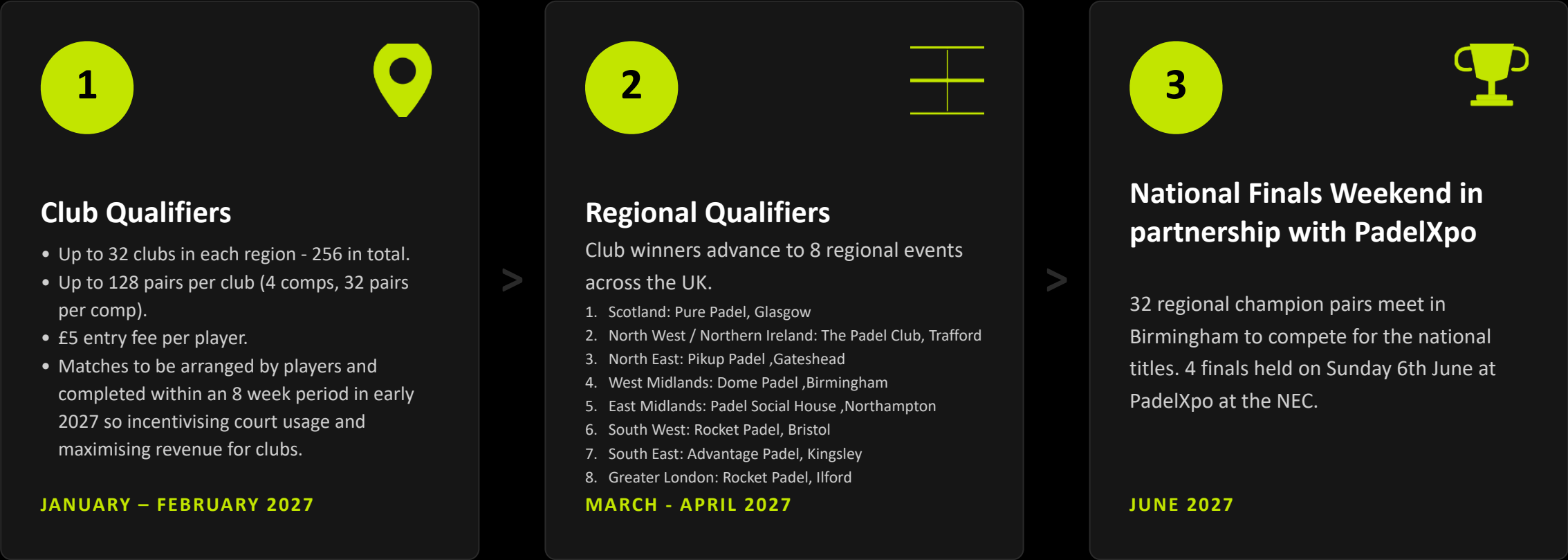
fastest-growing racket sport in Britain, by court and participation growth



A three-stage national competition



Open to every club in the country, narrowing to a single flagship weekend.



Year one, nationwide scale



Target figures for 2027

256

participating clubs

8

regional qualifier events

**25,000+ (250 clubs,
50 pairs per club)**

competing players

2,048

Players at regional qualifiers

2 days

National Finals Weekend

500,000+

campaign social & digital reach target

Two divisions, based on combined Playtomic levels*



Players compete against others of comparable ability — from seasoned club players to developing talents.

DIVISION A



> 6.0

Playtomic rating

Advanced / Intermediate - competitive players with solid technique and match experience..

DIVISION B



< 6.0

Playtomic rating

Regular / Development - players building key skills and tactics.

*. Division B maximum level 4.0. A conversion methodology will be applied to those players whose clubs use an alternative rating system. Pairs with combined rating of 6.0 play in Division B. Players ranked in LTA top 150 are excluded.

Getting the Championship seen

1

Dedicated event website

Online registration, standings and sponsor placements for the full season.

2

Social campaign

Instagram and TikTok coverage from the first club qualifier to the national final.

3

UK padel media coverage

Features via Padel Paper, Padel Business Magazine, club and LTA Padel channels (tbc).

4

Live-streamed Finals Weekend

Live coverage of the national finals for players, clubs and partners (tbc).

5

Direct email marketing

Regular updates to every registered competitor, club and partner.



One platform, every stage of the Championship



A dedicated Championship website will be the digital home of the competition — from a player's first registration, through their club qualifier matches to the Regional Qualifiers and National Finals Weekend. It's a direct, always-on channel for sponsor visibility and engagement.



FOR PLAYERS

- Registration for every club, regional and national stage
- Live scores, results and progress tracking as each qualifier plays out
- Interactive draws and brackets, updated in real time
- Match schedules, venue and player details



FOR SPONSORS

- Branded homepage placement and a dedicated sponsor page
- Logo and banner visibility across every results and bracket page, all season
- Direct engagement with a live, opted-in player base - offers, content and competitions
- Sustained reach across club, regional and national traffic peaks
- Post-event reporting on traffic, engagement and player data

Sponsorship packages



Tier	Investment	Availability	Headline benefit
Title Partner	£25,000	Exclusive (1)	Naming rights across the whole Championship
Category Partner	£10,000	Up to 8	National category exclusivity (Vehicles, Watches, Cosmetics, clothing, etc)
Regional Partner	£2,000	Up to 6 per region	On-site activation, regional data promotions.

Indicative pricing — final packages tailored to partner objectives and category.

Title Partner — exclusive



£25,000

EXCLUSIVE · 1 PARTNER

The Championship's headline partner, present at every stage from the first club qualifier to the national final.

WHAT'S INCLUDED

- Naming rights: “UK National Amateur Padel Championship, presented by [Partner]”
- Logo on all event branding, court signage, website, social and press releases
- VIP hospitality at the National Finals Weekend
- On-court presence at every regional qualifier and the national final
- Full category exclusivity
- Co-branded content and social media campaign throughout the season
- Speaking opportunity at the Finals Weekend awards ceremony
- Opt-in player registration data across the whole Championship

Category Partner



£10,000

PER CATEGORY · UP TO 8 AVAILABLE

Full category exclusivity.

WHAT'S INCLUDED

- Full category exclusivity (e.g. vehicles, watches, cosmetics, clothing)
- Opt-in player registration data across the whole Championship
- Product sampling and on-court presence at the regional qualifiers and National Finals Weekend
- Logo on select event materials and digital channels
- Dedicated social media features and product content

Regional Partner



£2,000

PER REGION · UP TO 6 AVAILABLE PER REGION

Own the qualifier stage in your chosen region, with direct access to players and clubs on the ground.

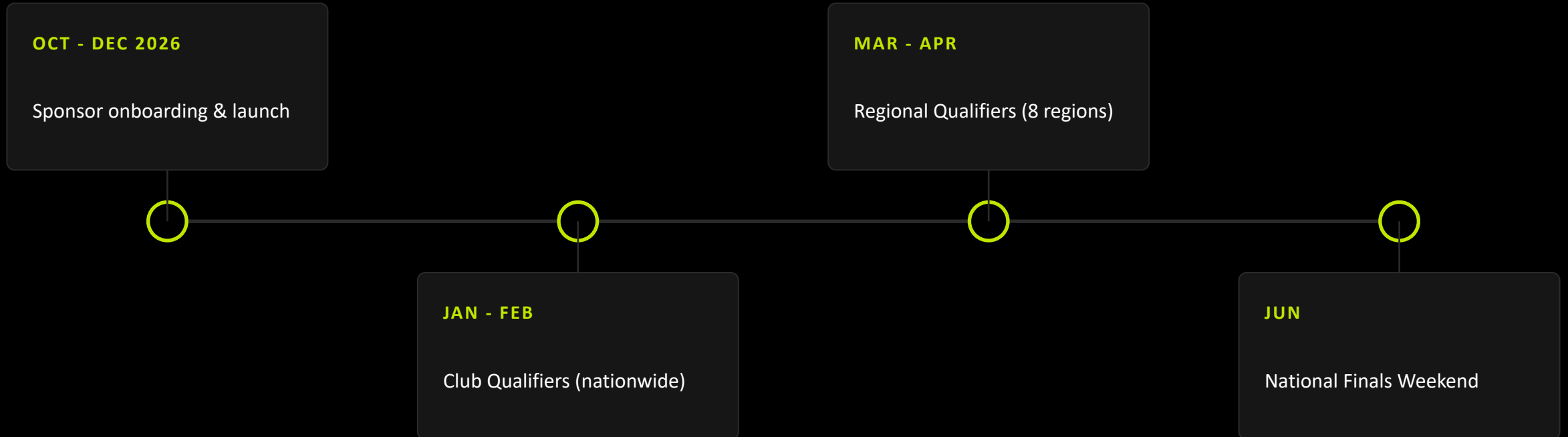
WHAT'S INCLUDED

1. Scotland: Pure Padel, Glasgow
2. North West / Northern Ireland: The Padel Club, Trafford
3. North East: Pickup Padel, Gateshead
4. West Midlands: Dome Padel, Birmingham
5. East Midlands: Padel Social House, Northampton
6. South West: Rocket Padel, Bristol
7. South East: Advantage Padel, Kingsley
8. Greater London: Rocket Padel, Ilford

- Branding at the regional qualifier venue
- Logo on all regional promotional materials and social posts
- Logo and engagement on website regional qualifier page.
- On-site activation opportunity - stand, demos or sampling on qualifier day
- Opt-in player registration data access for the region

Optional Extras: Corporate Hospitality (padel tasters, private VIP area)

The 2027 season at a glance



Dates indicative and subject to confirmation with participating clubs and venues.

Let's build this together

The UK National Amateur Padel Championship is a ground-floor opportunity to put your brand at the centre of Britain's fastest-growing sport - from grassroots clubs to a national finals stage at PadelXpo. Let's talk about the partnership that fits.

Pete Burgess

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