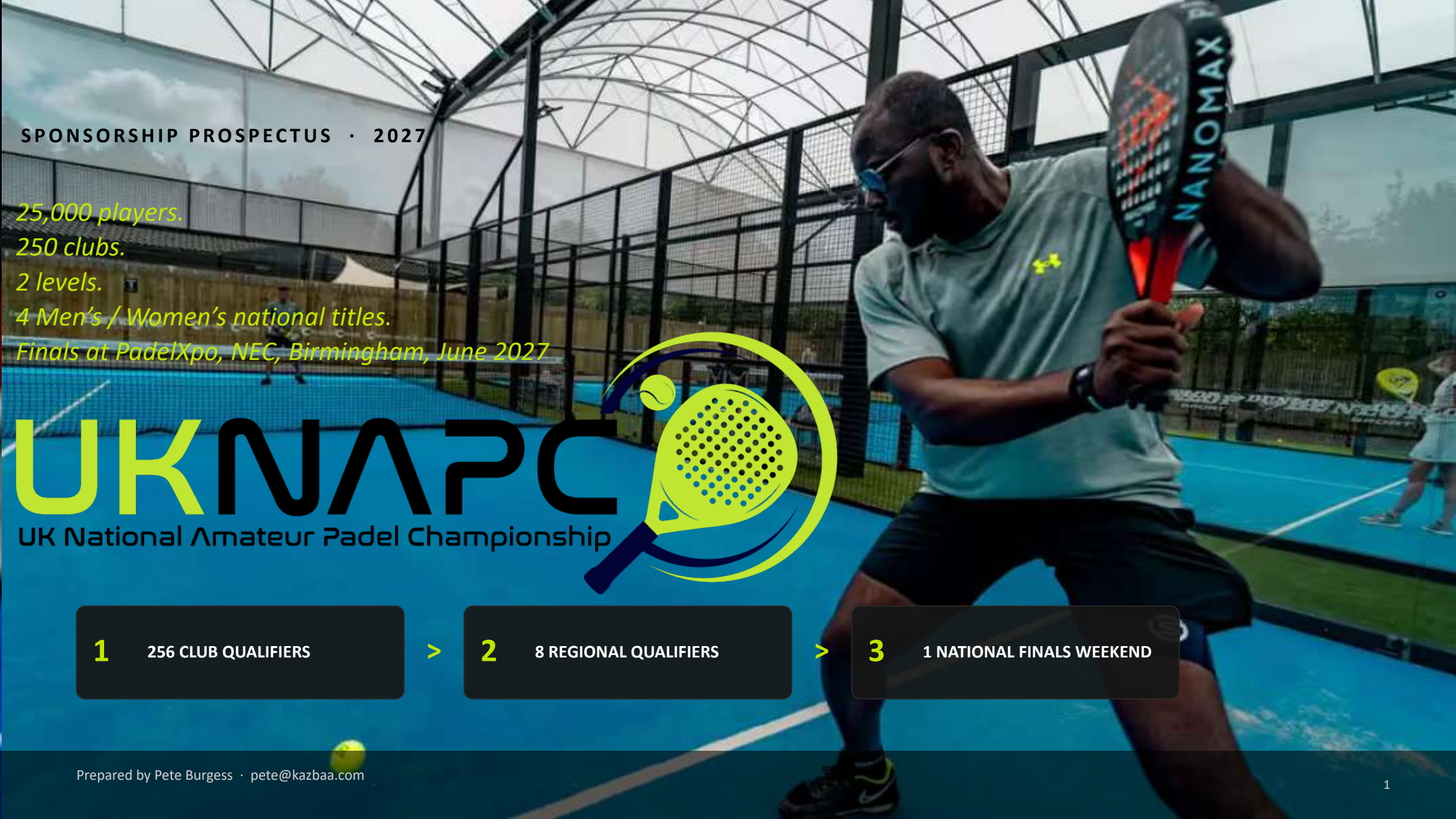


SPONSORSHIP PROSPECTUS · 2027

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

UKNAPC

UK National Amateur Padel Championship

1	256 CLUB QUALIFIERS	>	2	8 REGIONAL QUALIFIERS	>	3	1 NATIONAL FINALS WEEKEND

Prepared by Pete Burgess · pete@kazbaa.com

Padel is Britain's fastest-growing sport

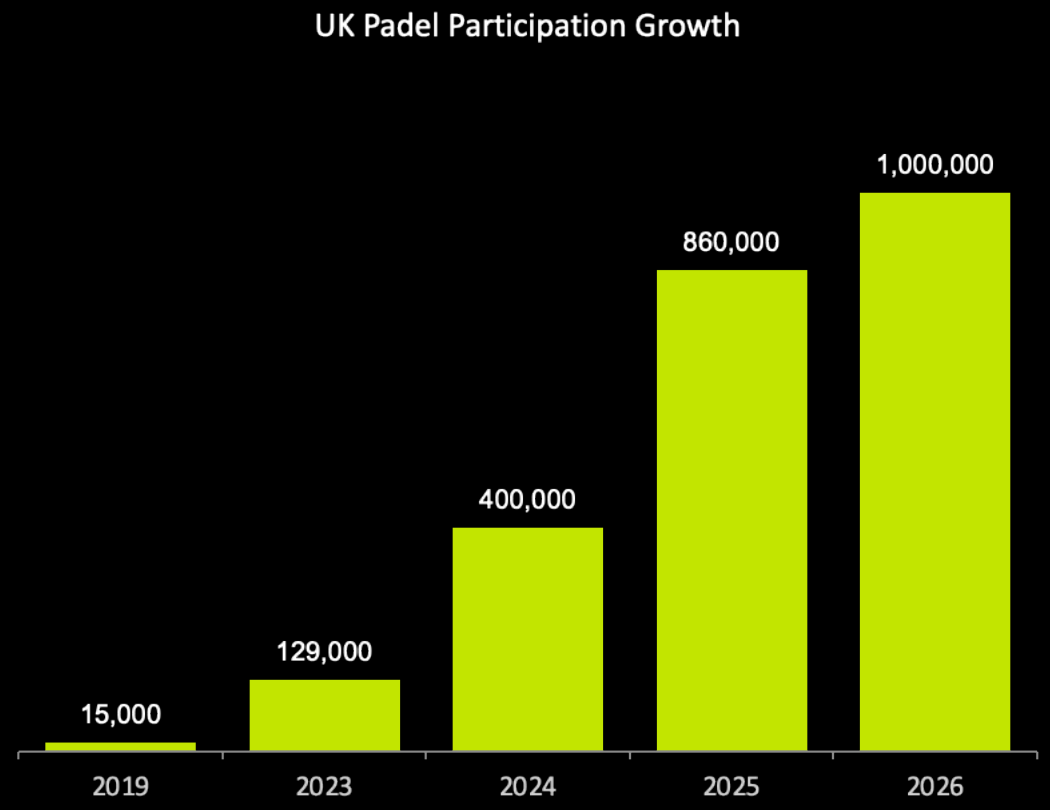
Participation has grown more than 60x since 2019 — and the curve is still climbing. A national amateur championship arrives at exactly the right moment.

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

1,825
padel courts across Britain

551
venues nationwide

78%
court growth, year on year



Source: LTA Padel, March–May 2026

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



EVENT OVERVIEW

A three-stage national competition

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

1

Club Qualifiers

- Up to 32 clubs in each region - 256 in total.
- Up to 128 pairs per club (4 comps, 32 pairs per comp).
- £5 entry fee per player.
- Matches to be arranged by players and completed within an 8 week period in early 2027 so incentivising court usage and maximising revenue for clubs.

JANUARY – FEBRUARY 2027

2

Regional Qualifiers

Club winners advance to 8 regional events across the UK.

1. Scotland
2. North West / Northern Ireland
3. North East
4. West Midlands
5. East Midlands
6. South West
7. South East
8. Greater London

MARCH - APRIL 2027

3

National Finals Weekend in partnership with PadelXpo

32 regional champion pairs meet in Birmingham to compete for the national titles. 4 finals held on Sunday 6th June at PadelXpo at the NEC.

JUNE 2027

REACH & SCALE

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

THE FORMAT

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.*

MARKETING & MEDIA

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.



DIGITAL PLATFORM

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	£55,000	Exclusive (1)	Naming rights across the whole Championship
Regional Partner	£8,000 / region	Up to 8	On-site activation, regional data promotions.
Official Category Partner	£15,000 / category	Limited	Category exclusivity (Vehicles, Watches, Cosmetics, clothing, etc)

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

TIER 1 · TITLE PARTNER

Title Partner — exclusive



£55,000

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

TIER 2 · REGIONAL PARTNER

Regional Partner



£8,000

PER REGION · UP TO 8 AVAILABLE

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

WHAT'S INCLUDED

- 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 database access for that region

CATEGORY PARTNERSHIP

Official category partner



£15,000

PER CATEGORY · LIMITED AVAILABILITY

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

TIMELINE

The 2027 season at a glance

OCT - DEC 2026

Sponsor onboarding & launch

JAN - FEB

Club Qualifiers (nationwide)

MAR - APR

Regional Qualifiers (8 regions)

JUN

National Finals Weekend

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

Tournament Director, UK National Amateur Padel Championship

pete@kazbaa.com

UKNAPC
UK National Amateur Padel Championship