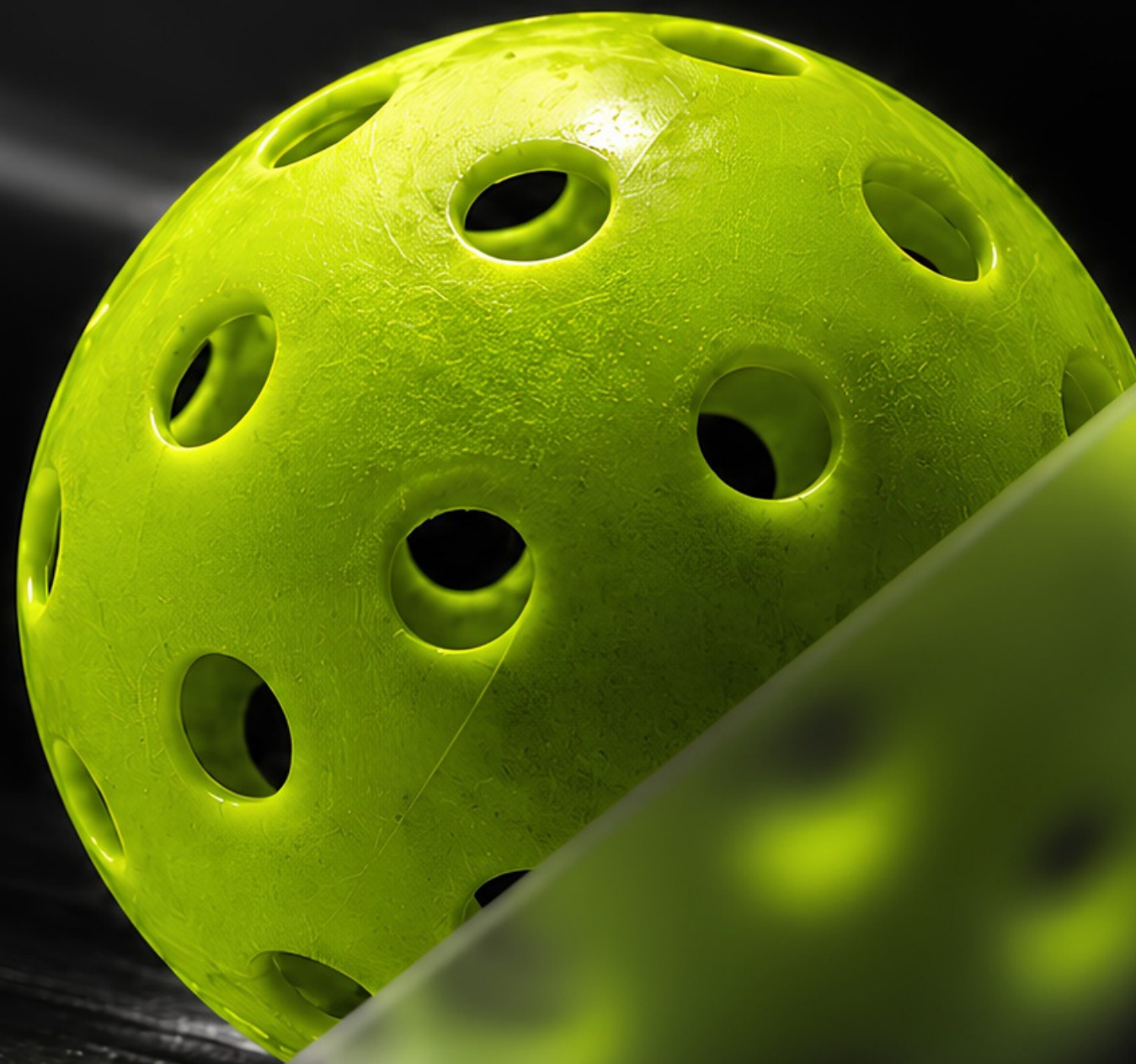




PICKLEBALL REDEFINED

SPONSORSHIP PROPOSAL
DEHRADUN • NOVEMBER 2026

**THE INDIAN PICKLEBALL PREMIER
LEAGUE 2026**



DEHRADUN'S SCENIC CHARM MEETS A **NEW SPORTING ENERGY.**



Dehradun's sporting ecosystem presents an opportunity to bring players, businesses and sporting communities together through a structured, franchise-based pickleball league. While players seek competitive platforms and businesses seek meaningful ways to engage with sporting audiences, IPPL aims to create a common ground where these interests intersect.

Its inaugural season will bring ten franchises together through player auctions, team-based competition and planned digital coverage- with Dehradun as the starting point for a property that can grow across future seasons.

The objective is to bring players, businesses and sporting communities together through a shared platform that creates meaningful sporting experiences, and commercial opportunities.

WHAT ARE YOU ASSOCIATING WITH? _____

A NEW FRANCHISE-BASED PICKLEBALL PROPERTY.

- The Indian Pickleball Premium League is designed to bring structure, team identity and commercial opportunities to competitive pickleball through a franchise-based format.
- With pickleball still relatively unfamiliar to a wider audience in Dehradun, IPPL presents an opportunity to establish an early presence in the city's emerging sporting circuit.
- For sponsors, this offers a first-mover advantage—the opportunity to build brand association with the sport at its formative stage in the region and establish a foothold before the market becomes more competitive.

. AT A GLANCE _____



10 Team
Franchises



Professional
Player Auction



2 Days of Fierce
Competition



9 Lakh
Prize Pool



Digital Coverage
and Records



Centrally
Located Venue



WHAT'S IN IT FOR YOUR BRAND?

MULTIPLE BRAND TOUCHPOINTS.



A sporting event can create value beyond the court through the people who bring it together and the local ecosystem it engages.

HOW DO WE ENSURE BRAND VISIBILITY?

MEASUREABLE DELIVERABLES.

01

ON-GROUND BRAND VISIBILITY

Logo on court banners, court runners, net panels, backdrops and venue branding.



02

TEAM BRANDING

Logo on official team jerseys, warm-up kits and player merchandise.



03

DIGITAL EXPOSURE

Logo integration across social media, website, live streaming, match graphics and digital content.



04

MEDIA COVERAGE

Brand mentions in press releases, media interactions and local & national coverage.



05

ON-SITE ENGAGEMENT

Branded booths, sampling opportunities, product displays and fan engagement zones.



06

PLAYER & OFFICIAL COLLATERAL

Logo on accreditation passes, lanyards, official documents, water bottles, sling bags and caps.



07

EVENT PRESENCE

Logo on inaugural & closing ceremony backdrops, trophy presentation and stage branding.



08

HOSPITALITY & VIP ENGAGEMENT

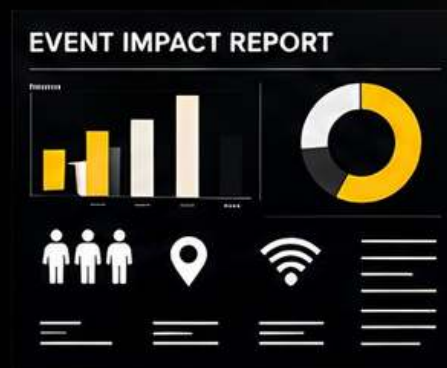
Brand presence in VIP lounge, hospitality areas and networking events with players, partners and dignitaries.



09

DATA & AUDIENCE ACCESS

Summarised event report with key metrics including attendance, digital reach and audience demographics.



10

CUSTOM CONTENT

Co-branded posts, player interviews, behind-the-scenes content and highlight reels.



11

COMMERCIAL OPPORTUNITIES

Integration in league touchpoints including franchise interactions, partner events and future season opportunities.



12

POST-EVENT RECAP

Detailed sponsor report including photos, media clippings, digital analytics and key highlights.



SPONSORSHIP OPPORTUNITIES

OPTIONS BUILT AROUND YOUR BRAND OBJECTIVES.

Category Partner

Product Sponsor

- Logo placement on selected partner collateral
- Agreed digital acknowledgement
- Product or service integration, where relevant



Supporting partner

3 Lakhs

- Category-specific branding and promotional integration
- Relevant product demonstration or sampling opportunity



Associate Partner

5 Lakhs

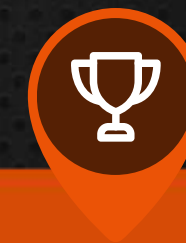
- Prominent logo placement on selected event collateral
- Inclusion in agreed digital promotions



Title Partner

10 Lakhs

- Event titlenaming rights
- Highest-priority logo placement across contracted master event assets
- Category exclusivity, where negotiated
- Priority integration into auction and match-day content



LET'S CHAT! _____.

BRING YOUR BRAND TO CORE OF THE GAME.

- IPPL Season 1 is an opportunity to establish a partnership at the beginning of a new franchise-based pickleball property. By bringing players, businesses and sporting communities together, the league aims to create a platform where competition, brand engagement and commercial relationships can develop alongside the sport.
- We invite brands to partner with us in Dehradun and help shape the identity and commercial potential of the inaugural season.

• EVENT DETAILS _____.

- Indian Pickleball Premium League — Season 1
 - 28-29 November 2026
 - Parade Ground, Dehradun, Uttarakhand
 - 10 Franchise Teams, 150+ Participants, 100+
 - Spectators Player auction: 15 November 2026





**LET'S HAVE
COFFEE?**

Contact us

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