
UTTARAKHAND PICKLEBALL LEAGUE

SEASON 1



Sponsorship & Partnership Opportunities

Dehradun, Uttarakhand | June 2026 | 8 Franchise Teams | 4 Courts | Player Auction

Organized by Indian Pickleball League Foundation

THE OPPORTUNITY

Uttarakhand's first franchise-format pickleball league. A two-day sporting property with an IPL-style auction, live-streamed matches, and a captive audience of players, team owners, and spectators across Dehradun.



8

Franchise
Teams



100+

Registered
Players



2

Days of Live
Competition



4

Courts
Simultaneous

WHY PICKLEBALL, WHY NOW

Pickleball is India's fastest-growing racquet sport. Affordable, accessible, and played across all age groups. State associations are forming rapidly. Uttarakhand is entering this wave with its first-ever franchise league — a chance for sponsors to be part of the origin story.

LEAGUE FORMAT & STRUCTURE



Auction

29 May 2026 — IPL-style player auction with live streaming



League Days

6–7 June 2026 — Day-Night matches, Dehradun



Venue

Parade Ground, Dehradun — 4 simultaneous courts



Teams

8 franchises, each with 6 players across 3 skill tiers



Match Format

Men's Singles, Women's Singles, Men's Doubles, Women's Doubles, Mixed Doubles



Prize Pool

Winner ₹3L | Runner-up ₹2L | 2nd Runner-up ₹1L

AUDIENCE & REACH

ON - GROUND

- ✓ 100+ registered players from 8 states
- ✓ 8 franchise team owners & their networks
- ✓ Spectators across 2 full match days
- ✓ Coaches, referees, support staff
- ✓ Local Dehradun sports community

DIGITAL

- ✓ YouTube Live — Auction + all match days
- ✓ Social media coverage across platforms
- ✓ Post-event highlight reels & content
- ✓ Player profiles shared across WhatsApp networks
- ✓ Digital certificates with sponsor branding

Player demographics: Ages 14–66 | Players from Uttarakhand, Delhi NCR, Bihar, Jharkhand, UP, Haryana, Maharashtra, Chhattisgarh

SPONSORSHIP TIERS

TITLE SPONSOR

₹3,00,000

1 Available

- ✓ League named: '[Brand] Uttarakhand Pickleball League'
- ✓ Premium Booth space for product showcase
- ✓ Logo on all creatives, banners, jerseys, certificates
- ✓ Logo on YouTube live stream overlay
- ✓ Dedicated social media posts (pre, during, post)
- ✓ On-ground branding: courts, backdrop, stage
- ✓ Mention in all press & media outreach
- ✓ Post-event sponsor report with data & metrics

POWERED BY PARTNER

₹2,00,000

2 Available

- ✓ Powered By [Brand Name]
- ✓ Center Booth space for product showcase
- ✓ Logo on event banners & digital creatives
- ✓ Logo on YouTube live stream
- ✓ 2 dedicated social media posts
- ✓ Court-side banner placement
- ✓ Logo on participant certificates
- ✓ Mention in opening & closing ceremony
- ✓ Post-event sponsor report

DIAMOND PARTNER

₹1,00,000

4 Available

- ✓ Booth space at venue
- ✓ Logo on event backdrop
- ✓ Logo on digital creatives
- ✓ 1 dedicated social media post
- ✓ Logo on participant certificates
- ✓ Mention in event communications
- ✓ Post-event summary report

ADDITIONAL PARTNERSHIP OPPORTUNITIES



Auction Day Sponsor

₹75,000

Exclusive branding during the IPL-style auction event. Logo on auction screen, backdrop, and YouTube stream. Naming rights for auction day.



Kit & Apparel Partner

₹60,000

Logo on team jerseys or playing kits worn by all 48 players across both match days. High-visibility, photo-ready branding.



Digital & Streaming Partner

₹50,000

Logo on YouTube live stream overlay for auction + match days. Mentioned in stream intro/outro. Pre-roll branding slots.



Prize & Awards Sponsor

₹40,000

Logo on trophies, medals, and digital certificates. Presenting partner for prize distribution ceremony. Photos with winners.



Hydration / F&B Partner

In-Kind

Provide hydration or food for players and officials. Exclusive on-court branding for beverage/food brand. Product sampling rights.

WHAT SPONSORS RECEIVE

Every sponsor receives a post-event report with verified data — not estimates. FitNambi's League Master platform captures real-time match data, audience engagement, and content performance.

VISIBILITY

- ✓ Logo placement across all event creatives
- ✓ YouTube live stream branding (auction + matches)
- ✓ On-ground banners, backdrops, and court signage
- ✓ Social media mentions and dedicated posts
- ✓ Digital certificates seen by every participant
- ✓ WhatsApp communications to player networks

POST-EVENT REPORT

- ✓ Total matches played & hours of live content
- ✓ YouTube live stream views & watch time
- ✓ Social media reach & engagement metrics
- ✓ Player & team demographics breakdown
- ✓ Photo & video content package for your use
- ✓ Sponsor visibility proof (photos, screenshots)

Unlike traditional sporting events, every metric is captured digitally. Your sponsorship ROI is measurable, not estimated.

KEY DATES & TIMELINE

NOW — 25 MAY

Sponsor Onboarding Window

Confirm partnership, deliver logos & assets, finalize branding placements

29 MAY 2026

IPL-Style Player Auction

Live-streamed event — sponsor branding on screen, backdrop, and YouTube overlay

1–4 JUNE

Pre-League Preparation

Fixtures generated, creatives produced, sponsor assets integrated into all materials

5–7 JUNE 2026

League Match Days

Two days of live competition. Courts, jerseys, stream, certificates — all branded

8–15 JUNE

Post-Event Delivery

Sponsor report delivered: metrics, photos, video content, visibility proof

SPONSOR ONBOARDING CLOSES 25 MAY 2026

POWERED BY FITNAMBI

Technology, Auction & League Execution Partner

Live Auction Software

Real-time bidding, purse tracking, team roster building — projected on screen and streamed live

YouTube Live Streaming

Auction and match days streamed on FitNambi's YouTube channel. Sponsor branding on-stream

AI Fixture Engine

Automated scheduling across 5 formats, 8 teams, 4 courts. Optimized for zero dead time

Digital Certificates

Professionally designed certificates for every participant. Sponsor logos included. Shareable across social media

Live Scoring & Dashboards

Every match scored in real-time. Leaderboards, standings, and stats visible to everyone at the venue

Post-Event Data Package

Complete results, match data, player stats, and sponsor visibility report. The foundation for Season 2

PARTNER WITH US

Be part of Uttarakhand's first franchise pickleball league.

Your brand. Their game. One stage.

LEAGUE ORGANIZER

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