

BY3

events

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WHO WE ARE

BY3 curates high-end padel events both for individuals and the corporate market, creating opportunities to play, connect and network through a shared love of the game. All BY3 events are run to exceptional standards to allow all competitors the chance to experience competing and playing in professional surroundings.

is to elevate the standard of padel events in the UK by creating unique experiences which can be enjoyed by everyone.

OUR GOAL

The background of the slide is a photograph of an outdoor padel court at dusk or night. The court has a blue surface and is enclosed by a high black fence with yellow support poles. Several people are visible on the court, some holding padel rackets. The scene is dimly lit, with some lights visible on the fence and the court surface.

THE CHALLENGE

By3 is founded on the belief that every event should be run to the highest possible standards. With the UK padel market booming, it is important to work with individuals with a proven record for delivering quality events within set budget and time parameters.

At the heart of any successful event is the team of people who work to deliver it, and By3 have brought together a team of event professionals with years of experience in the sporting field, who also know and love the game of padel, thereby creating events which stand head and shoulders above the opposition. Utilising the contacts and skills of our team, we can turn your dreams into reality.

OUR SOLUTION



The By3 team have been involved with padel for over 15 years and have both competed in and run many events. This creates a huge knowledge bank of what it takes to create tournaments which are professionally run and provide the best possible experience for all competitors.

Understanding the differences between events which are well run and those are not, and it is our aim to deliver the same quality and standard to all our events, whether we are working with World Class Pros, or people who are just starting out in the sport. No matter your level, at a By3 event, you will be treated like the star of the show.

FOUNDER



Rafael Vega

Rafa Vega started playing padel at the age of 15 and is currently ranked No 1 on the UK LTA Rankings. With a degree in Sports Science and a MBA in Sports Management he is ideally placed to combine his love of the sport with his experience in the events industry. Rafa worked as Head of Padel at Rocks Lane, helping grow the Club into the largest and most successful in West London.

For the past two years he has worked with the Hexagon Cup team to deliver the largest padel team event in the World. His role as “Padel Pro” at The Queens Club and The Harbour Club have seen him organise a variety of social tournaments and events for two of the most exclusive Clubs in London. Rafa’s easy personality makes everyone feel welcome and at home at any event he is part of and he strives to give the best possible experience to all his clients.

WE OFFER WHAT YOU DO

Corporates and Private Events

We can create private padel events for groups, providing a unique exclusive sports experience, whether you want top coaching, a fun social tournament or the chance to watch members of the GB team in an exhibition match or in a Pro-Am format. Perfect for companies or groups of friends.

We create corporate padel events around your own objectives. Whether these are designed to enhance team cohesion, promote workplace well-being or for networking and client entertainment, a BY3 event will help promote business opportunities in an exclusive sporting environment. Our customised tournaments and experiences can include coaching, catering or exhibition matches and are uniquely tailored to your company's needs, ensuring a professional and memorable event.



WHAT WE OFFER

VIP Padel Experiences & Hospitality

Madrid was the place of our first International Padel Week, players where able to enjoy during 5 days an intense padel training with lots of match-play, trainings, master classes with pros and play a tournament against spanish teams.

Our VIP guest watched live pro matches at Hexagon Cup with the best padel players of the world as such Arturo Coello or Agustín Tapia. Also, they were able to enjoy the gastronomy food that the big city of Madrid offers plus some Wine Tasting.



WHAT DO WE OFFER

Amateur Tournaments

Our UK series of tournaments will have four open events and one invitational event. These tournaments will be aimed at all levels of players and formats will ensure there will be plenty of matches for everyone.

The events will provide a top class experience both on and off the court. Spread across the year, all BY3 tournaments will include a resident DJ, delicious food and beverages as well as exhibition stands and visitor experiences.

Tournament 1

Tournament 2

Tournament 3

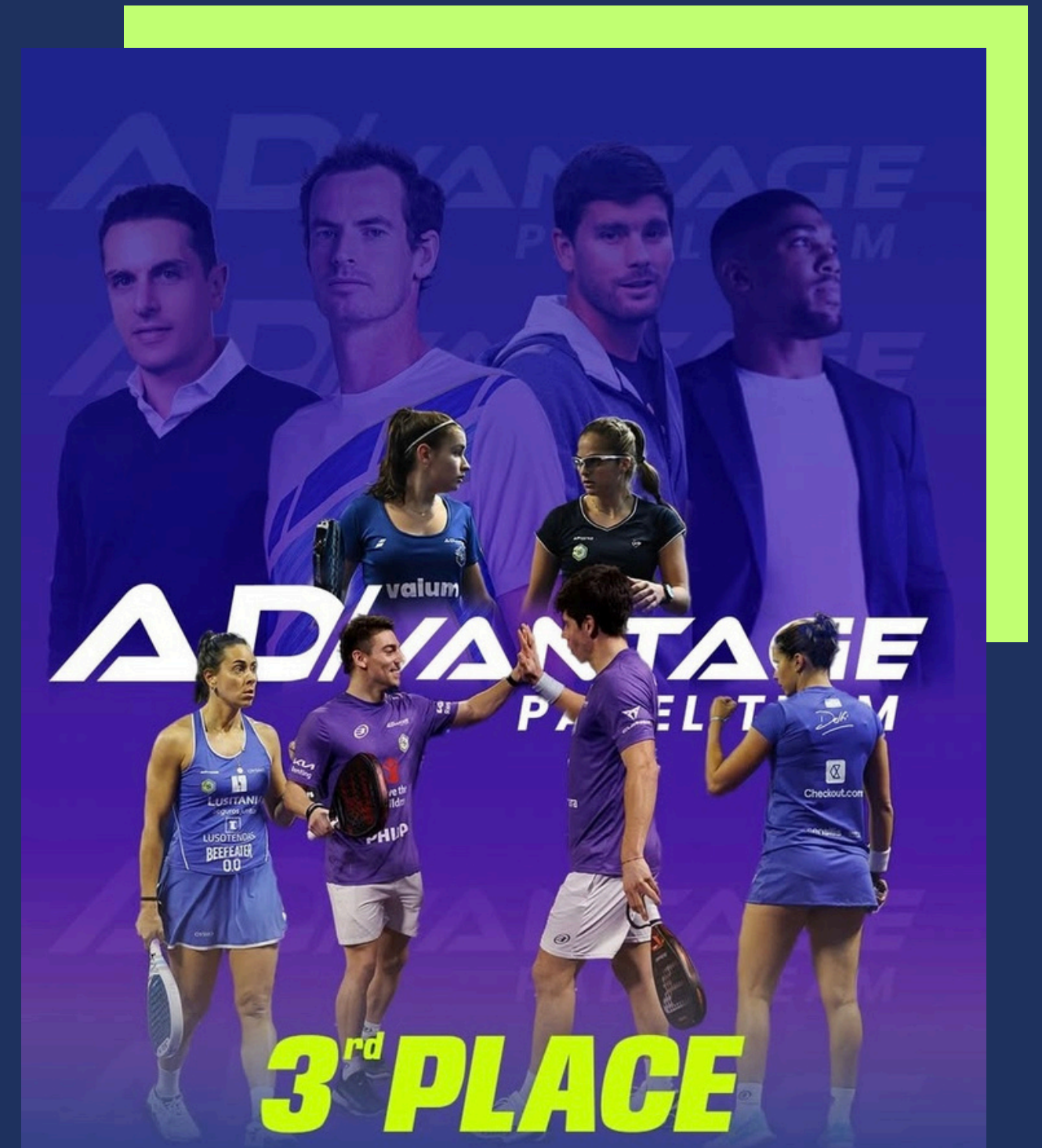
Master Final

COLLABORATIONS

Advantage Team & BY3

The Hexagon Cup 2025, held at Madrid Arena from January 29 to February 2, was a groundbreaking padel tournament that attracted over 30,000 attendees. Featuring teams owned by global sports stars, the event brought together male, female, and Next Gen players in a unique competition format.

We're proud to have been collaborating this year with the AD/vantage Padel Team at the second edition of the Hexagon Cup. We worked as Team Coordinator helping with all the operational needs of the 2025 Champions and owned of the Arran Yentob and Daniel Vallverdu.



Sebastien V

"Thanks for a wonderful week. Everything was great and a lovely team of guests too which makes things even better.

The coaching was sooooo good and we need to keep working on what we have learned when we get back to London.

Viva BY3 and viva Viva Padel!".

Sophia C

"I knew it would be great but didn't expect it to be this amazing! Everything was to the highest standard from the quality of the coaching, to the experiences, the organisation and the kindness of all the people involved! A 10/10".



SMVEIVES
REVIEWS

Alex D

"Thanks all for making an incredible 5 days and sharing this world with us, the Hexagon Cup and professional Padel, and the BY3 vision of 5 day experience centred around sharing love and enjoyment of Padel and pushing our understanding of the game could be! I've never previously been part of a trip based around a sporting activity and could not imagine up anything better! Such an exciting enjoyable challenge for us all around the game, a fantastic team of players to be with and those running the trip, and also so many laugh out loud moments throughout the week on and off court!".

Andy S

"Big thanks to everyone! I learnt a lot this weekend, watched my first live pro padel (from amazing seats) and will remember meeting the players forever! Can't ask for more really".



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EXPERIENCES
LIKE NEVER BEFORE...”

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