



SPONSOR PACKAGES

✉ info@by3events.com

🌐 by3events.co.uk

☎ [+44 7354091559](tel:+447354091559)

📷 [@by3events](https://www.instagram.com/by3events)

WHO WE ARE

We organize high-end padel events for both amateurs and the corporate market, offering opportunities to play, connect, and network.

Our events connect brands with premium audiences focused on healthy lifestyles, combining sports, entertainment, and fashion. They provide a platform for brands to engage with consumers and access the rapidly growing sport of padel.

We aim to elevate the standard of padel events in the UK, creating unique experiences where amateur players feel like professionals.

WHY PADEL

Padel offers a unique platform to connect with a rapidly expanding, engaged, and upscale demographic, making it an attractive avenue for marketing and sponsorship initiatives.



KEY DATA

There is a core base of approximately **23,000 adult padel players in England** who play at least twice a month.

50,400 individuals played padel at least once over the past year.

The UK has experienced a substantial increase in padel facilities, with the number of courts growing **from just over 60 in 2020 to over 400 in 2023**—a 600% increase in three years.

As of 2023, **there are 350 padel courts** across Great Britain, reflecting a 600% increase since 2019, with plans for further development.

OUR AUDIENCE

BY3 events offers a great opportunity to connect with high end consumers that are looking to network, play and engage with what is being called the best social sport to meet and network for business and personal growth.

Many players are decision-makers in their industries, making it ideal for B2B and luxury consumer exposure.

Access an Upscale, Engaged Audience

- Urban professionals, high earners, and lifestyle enthusiasts
- Average household income: 84k+ per year
- 72% of players are aged 30-50 prime consumer age for premium brands
- Padel players spend £5,000+/yr on wellness, gear, travel, and activewear

YOUR BRAND, at the heart of the experience

High dwell time =
high brand exposure

Premium venues with curated
hospitality environments

Strong word-of-mouth and
organic social media sharing
(60%+ of attendees share content)

FIRST YEAR N° EVENTS



VIP EXPERIENCES & HOSPITALITY 4
le: Forte Village, Italy 2-5th October

AMATEUR TOURNAMENT 4
le: Virgin Active, London 12th July

CORPORATE TOURNAMENTS 1
le: Padel Box Bermondsey, TBC

EVENT

example

VIP Experience & Hospitality, Madrid 2025

- 5 Days Trainings & Match play
- Watch Pro-Live Matches with best players of the world
- Social Tournament & DJ Live Experience



CORPORATE TOURNAMENT

example

4 COMPANIES

Each company will have 2 teams - 4 players. Every team play will against each other on the Group Stage
Top 2 from each group proceed to Main Draw. 3rd & 4th to Consolation Draw



SPONSOR PACKAGES

	PLATINUM	SILVER	BRONZE
Social Media & Advertising Boards	✓	✓	✓
Amateur Circuit	✓	✓	
Corporate Tournaments	✓	✓	
Branding on Court	✓	✓	
Sponsor LTA N°1	✓		

PLATINUM SPONSOR

Premium Brand Exposure and Naming

- Become Official Main Sponsor of the “BY3 Amateur Circuit powered by...” (Presence in all comms, materials and activations)
- Main Sponsor of the UK Number 1 LTA Padel Ranking
- Official Sponsor Padel Corporate Tournament

Exclusive experience

- 10 VIP Tickets for the Master Final
- Play a friendly game with one of the best UK ranked players

Brand Activation

- Exclusive Branding on Court
- Stand in Major events
- Main Logo on T-shirts in the “Welcome Pack”
- Main Logo on Advertising Boards

Media

- Premium Visibility in Streaming & Website
- Exclusive Mention in Press Releases

Social media:

- Partnership announcement post
- 1 post per month
- 4 mentions per event



SILVER SPONSOR

Premium Brand Exposure and Naming

- Secondary Sponsor of the “BY3 Amateur Circuit powered by...” (Presence in all comms, materials and activations)
- Secondary Sponsor of the Padel Corporate Tournament

Exclusive experience

- 5 VIP Tickets for the Master Final

Brand Activation

- Secondary Branding on Court
- Logo on T-shirts in the “Welcome Pack”
- Logo on Advertising Boards

Media

- Basic Visibility in Streaming & Website
- Mention in Press Releases

Social media:

- Partnership announcement post
- 1 post at the beginning of the event
- 4 mentions per event



BRONZE SPONSOR

Premium Brand Exposure and Naming

- Logo on T-shirts in the “Welcome Pack”
- Logo on Advertising Boards

Exclusive experience

- 2 VIP Tickets for the Master Final

Brand Activation

- Secondary Branding on Court
- Logo on T-shirts in the “Welcome Pack”
- Logo on Advertising Boards

Media

- Basic Visibility in Website
- Mention in Press Releases

Social media:

- Partnership announcement post
- 1 post at the beginning of the event
- 2 mentions per event



Join **BY3** events and leave a lasting mark
on the premium padel events in the UK.



**“EXPERIENCE PADEL
LIKE NEVER BEFORE...”**