

BY3 Events

LIVING EXPERIENCE LIKE NEVER BEFORE

We'll Take Care of your Next Event

BY3 curates high-end padel events to connect and network through a shared love of the game.

All BY3 events are run to exceptional standards to allow all competitors, even if amateur, to feel like professionals.

50+

Events Hosted

80+

Pro Player
Appearances

70+

Celebrity
Appearances



Meet the Team



Rafa Vega

15+ years of play and 10+ years event planning
2024 Former UK. No. 1

Recognized for creating welcoming, professionally executed experiences for every client and guest



Amy Carns

Head of Events
Top 10 UK. Player

Dedicated to delivering seamless, engaging experiences from planning to final point



BY3 Team

Experienced Event and Tournament Delivery Team
Guest Management and Court Operations
Work behind the scenes to ensure every event feels polished, welcoming and effortless

What to Expect

What BY3 Delivers

End-to-End Event Management

- Securing the venue and coordinating with on site staff
- Executing the run of show and event-day logistics
- Sponsor activations and brand partnerships

Sporting Experience

- Professional masterclasses
- Exhibition matches

Bespoke Event Enhancements

- Premium hospitality & catering
- Curated entertainment
- Celebrity & professional player coordination for Pro Am



Event Formats :

TEAM BUILDING PRIVATE EVENTS

MULTI-FORMAT EVENT EXPERIENCES

INTERNATIONAL EXCURSIONS

PRIVATE EVENTS WITH PROS & CELEBRITIES

Who we Work with

Entertainment

- DJ Mario
- DJ Aman
- DJ Spirit
- Fox and Braces

Catering

- Social Pantry
- Rocket Food
- Sky & Grace
- Kerb Events

GB Padel Pros

- Rafa Vega- LTA #2
- Chris Salisbury- Former LTA 1
- Victoria Nicholas- GB Player
- Alfonso Patacho- GB Player

Venues

- Rocket Padel
- House of Padel
- Racketeer
- Padel Yard
- Padel Hub
- North London
- Crawley

Production

- Lumineer
- London Filmed
- Brandum
- SOS Print
- ARC London



Our Venue Network



Racketeer

Park Royal, West London

London's largest indoor padel club, featuring 13 courts and premium hospitality facilities- ideal for large corporate events.



House of Racquet

Tileyard, King's Cross

Four covered courts paired with a stylish clubhouse, café and bar- ideal for intimate, premium corporate experiences.



Padel Yard

Vauxhall, South-West London

A highly central, open-air venue with three courts and lively social spaces for drinks, entertainment and networking

Every BY3 event is tailored to each client's objectives, creating experiences that reflect their brand and audience

BERO Classic London

- Celebrity Product Launch

BERO Classic LA

- International Brand Launch

ADV Cup

- Lifestyle Multi-Format Experience

Madrid Padel Experience

- International VIP Experience



BERO Padel Classic London

“Best Job Ever” - Tom Holland

Combining Tom's passion for padel with the unveiling of BERO, Holland's premium non-alcoholic beer, the event brought together professional athletes, celebrities, and brand partners for a unique Pro-Am tournament.

BY3 led the sporting side of the event, securing top professional padel players and overseeing tournament execution.

BY3 also supported sponsor activations and event logistics to deliver a seamless sporting experience.



BERO Classic LA

**“Without you (BY3), this would be impossible. Thank you so much.”
-BERO**

Following the success of London, BY3 was trusted to deliver the U.S. launch of BERO's newest product.

BY3 secured leading U.S. and U.K. professional padel talent and coordinated celebrity participation, featuring Steve Aoki, Jay Shetty, Diplo, and other high-profile guests.



Howden Padel Experience

Padel and Hospitality

- Curated a premium VIP experience at the 2026 Hexagon Cup, immersing guests in world-class padel featuring some of the world's best players
- Organized professional coaching masterclasses and amateur competitions, allowing guests to learn and compete alongside top coaches
- Coordinated every aspect of the event, including luxury transport, fine dining, and entertainment, ensuring a seamless guest experience



ADV Cup

From Planning to Delivery

- Supported the delivery of the inaugural ADV Cup Lifestyle Event, bringing together sport, luxury, and premium brand exposure
- Worked alongside Team ADV, the Hexagon Cup team co-owned by Andy Murray and Anthony Joshua
- Coordinated event activations and sponsorship integrations to enhance guest engagement and partner visibility



ADV Cup

BY3's Role in Sporting Side

- Secured the participation of 50+ professional athletes and celebrities
- Delivered exhibition matches featuring Andy Murray, 2025 World No. 1 Delfi Brea, F1 Driver Daniel Ricciardo, and other VIP guests
- Organized a junior girls' masterclass in partnership with the British Padel Federation (LTA), inspiring the next generation of female padel players



Client Reviews and Feedback

“I knew it would be great but didn’t expect it to be this amazing! 10/10”

- Sophia S, Madrid Experience

“I learnt a lot this weekend, watched my first live pro padel (from amazing seats) and will remember the players for ever! Can’t ask for more really.”

- Andy S, Madrid Experience



Top Client Feedback :

AMAZING VENUES, HOSPITALITY, AND EXPERIENCES

ENGAGING & ELECTRIC ATMOSPHERE

QUALITY EVENT AND ORGANIZATION

Book your Next Experience with BY3

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