
WORLD PICKLEBALL ASSOCIATION

2026 World Pro Tour — Partnership Proposal

A Message from WPA Founder John Gill

Welcome, and thank you for your interest in partnering with the World Pickleball Association.

Pickleball is the fastest-growing sport in the world. The WPA is at the forefront of its global expansion, on a mission to build the world's only truly transcontinental professional tour with a vision to establish pickleball as an Olympic sport by 2032.

What you are about to see is much more than a sponsorship proposal; it is an invitation to partner with us at the center of this journey. This is a historic ground-floor opportunity to align your brand with a global phenomenon. There will only be one first World Pro Tour, just as there was for professional tennis in 1970. The partners who join us now will forever be part of that foundational story.

We encourage you to explore what follows and discover how, together, we can build the future of professional pickleball worldwide.

Sincerely,

John Gill

Founder & President, World Pickleball Association

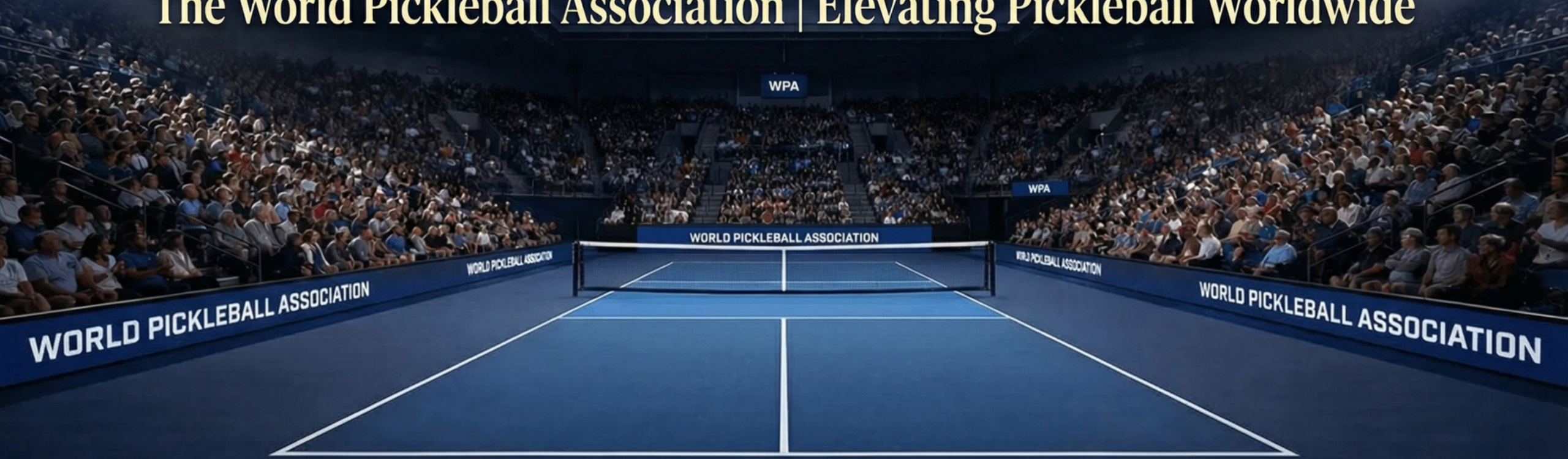
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Aussie John Pickleball (@aussiejohng) on YouTube

2026 Global Tour Partnership

The World Pickleball Association | Elevating Pickleball Worldwide



www.worldpickleballassociation.com

A Cultural Phenomenon is Redefining the Global Sports Landscape

Pickleball has emerged as the world's fastest-growing sport, exhibiting a growth trajectory more akin to a high-growth technology platform than a traditional recreational activity. This is not a passing trend; it represents a permanent structural shift in how the world engages with fitness, social connection, and competitive leisure.

311% Growth
(3 Years)

120M Global
Players

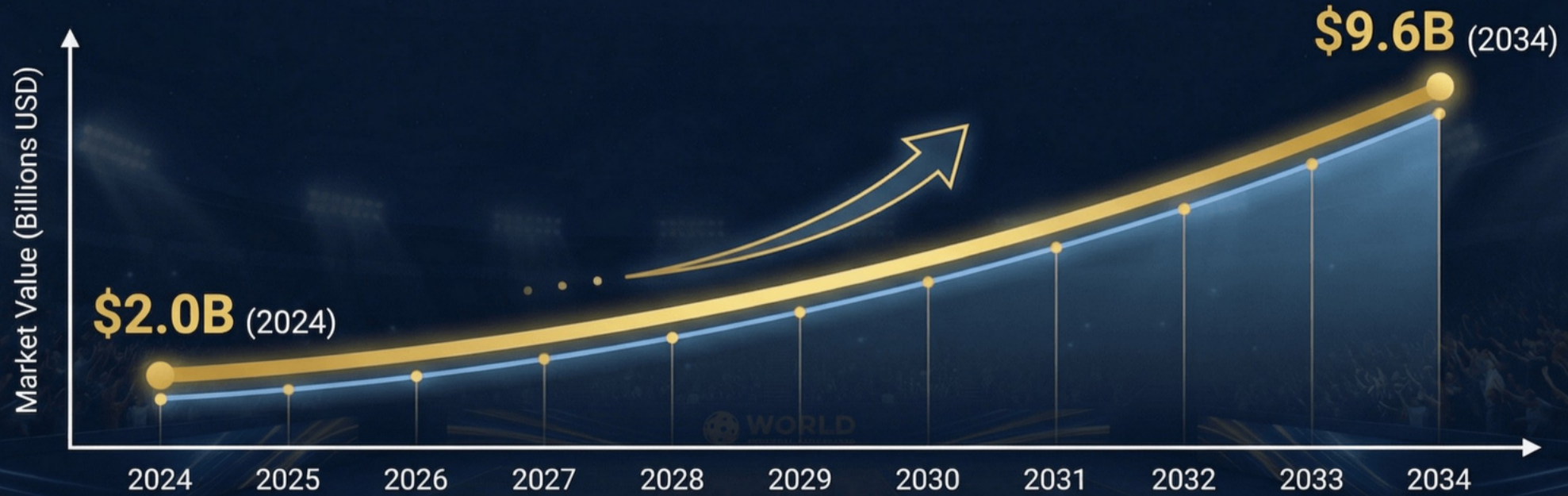
311% Growth
(3 Years)

120M Players
Worldwide

84+ Active
Countries

The \$10 Billion Opportunity in Plain Sight

Global pickleball market valuations are accelerating — a major growth opportunity through 2034



\$9.6B

Projected Market
(2034)

15.9%

CAGR
(2024–2034)

60%+

Higher Retention
(Than tennis or golf)

PICKLEBALL IS THE FASTEST-GROWING SPORT GLOBALLY



1.9 BILLION

People aware of pickleball
across 12 Asian markets alone



300M+

Active players worldwide



45.8%

Year-over-year growth
(North America)

- **89.9%** growth in Australia (2024)
- **60%+** YoY growth across Asian markets
- **48.3 million** players in USA alone

KEY INSIGHT: Pickleball has transitioned from niche activity
to mainstream global phenomenon

THE WPA WORLD TOUR SPANS THREE GLOBAL REGIONS

REGION 1: NORTH AMERICA (UK & EUROPE) TOUR (June to August 2026)

-  Los Angeles (Carson), California
-  Las Vegas, Nevada
-  London
-  Paris
-  Miami, Florida
-  Toronto
-  New York

7 TOURNAMENTS

REGION 2: ASIA-PACIFIC TOUR (October to December 2026)

-  Hong Kong
-  Hanoi
-  Bangkok
-  Phnom Penh
-  Taipei
-  Kuala Lumpur
-  Manila
-  Tokyo

8 TOURNAMENTS

REGION 3: AUSTRALIA CHAMPIONSHIP TOUR (September to November 2026)

-  Australian Open (Sydney)
-  Sydney Open
-  NSW Open (Sydney)
-  Gold Coast
-  Hobart
-  Adelaide
-  Perth
-  Darwin
-  World Championships (Sydney)

10 TOURNAMENTS

25 TOURNAMENTS ACROSS 3 CONTINENTS

Reaching the All-Ages Affluent Athlete

The Most Coveted Consumer in Sports

WPA attracts an all-ages, active audience with strong spending power and high engagement.



Average Age

35-58 Years

Global range spanning early-career to established professionals.



Household Income

45.1% > \$100k

Significant disposable income with \$3,188 avg. annual spend.



Education Level

70%+ College

Highly educated audience receptive to premium messaging.



Gender Distribution

55% M / 45% F

Exceptionally balanced audience enabling broad category appeal.

MEET THE ASIA-PACIFIC PLAYER



AVERAGE AGE

18-35 years

(Youngest global demographic)



PLAYER BASE

282 MILLION

monthly players



AWARENESS

1.9 BILLION

across 12 markets



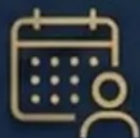
GROWTH RATE

+60%

YoY average

Asia-Pacific represents the **future** of pickleball with a **young, tech-savvy, digitally-native audience** and **unprecedented scale**.

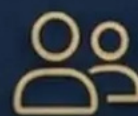
MEET THE NORTH AMERICAN PLAYER



AVERAGE AGE

35-54 YEARS

Peak earning demographic



PLAYER BASE

48.3 MILLION

players (USA alone)



GENDER SPLIT

55% / 45%

Male / Female



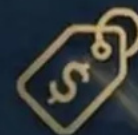
GROWTH RATE

+45.8% YoY



HOUSEHOLD INCOME

45.1% \$100K+



ANNUAL SPEND

\$3,188

on equipment and travel

KEY INSIGHT: North America offers the highest-spending, most brand-loyal pickleball audience in the world.

MEET THE AUSTRALIAN PLAYER



AVERAGE AGE: 45-65 years (Established professionals)



PLAYER BASE: 450,000+ registered players



GROWTH RATE: +89.9% YoY (2024)



FACILITY GROWTH: 200+ dedicated courts nationwide



ENGAGEMENT: 3.2 sessions per week average

KEY INSIGHT: Australia represents the most rapidly growing market with exceptional player retention and facility investment.

Establishing the First World Pro Pickleball Tour

The World Pickleball Association is dedicated to advancing the sport globally, working alongside our partners to build a sustainable, long-term legacy. We bring the discipline, structure, and integrity of world-class athletics to the joy and accessibility of pickleball, elevating the experience for players and fans alike.

“ To create the global pathway for Pickleball to become an Olympic sport by 2032, uniting the Eastern and Western hemispheres under a banner of excellence, fair play, and community impact. ”

John Gill, Founder, World Pickleball Association

OUR BLUEPRINT IS BUILT ON THREE FOUNDATIONAL PILLARS



1. GLOBAL VISION

A pathway that transcends borders, with the 2032 Olympics as its destination. We are the only truly transcontinental tour.



2. DISCIPLINED LEADERSHIP

An organization forged by a World Champion's mindset, guaranteeing operational precision and integrity.



3. UNMATCHED INTEGRITY

A competitive ecosystem validated by gold-standard alliances, ensuring fair play and data sovereignty.

Pillar 1

A TRANSCONTINENTAL ODYSSEY



Pillar 2

Leadership - The Discipline of a Grandmaster



John Gill, Founder & President
World Pickleball Association, LLC

Credentials List

- ✓ PPR & IPTPA Certified Coach
- ✓ Host of Aussie John Pickleball (@aussiejohng) YouTube Channel
- ✓ Management: Tournament Director of 45+ competitive pickleball events.
- ✓ Martial Arts: 8th Dan Blackbelt Grandmaster in Hapkido & Taekwondo. 28x World Titles.
- ✓ Hall of Fame: Inductee (Masters of Martial Arts & USA Martial Arts).

Pickleball Championship Titles

- 🏆 2025 WPA USA National Championship - Men's Doubles Gold Medalist
- 🏆 2025 WPA World Championship - Masters (>45) Men's Doubles Gold Medalist
- 🏆 2023 WPA World Championship - Men's Doubles Gold Medalist

Pillar 3

UNMATCHED INTEGRITY

A Competitive Ecosystem Built on Trust and Transparency



FAIR PLAY STANDARDS

- Certified referees and officiating programs
- Standardized international rules & regulations
- Rigorous anti-doping compliance protocols
- Transparent scoring and ranking systems



DATA SOVEREIGNTY

- Secure player data management & storage
- Full GDPR and international privacy compliance
- Encrypted communications & data transfer
- Privacy-first approach to all participant information



GOLD-STANDARD ALLIANCES

- Vetted partnership criteria and due diligence
- Ethical sponsor guidelines and alignment
- Focus on long-term, sustainable relationships
- Mutual accountability and performance framework

SUPERIOR SPONSOR PROMOTION THROUGH STRATEGIC ALLIANCES

Delivering measurable value through global brand integration across the world's fastest-growing professional sport.



GLOBAL REACH

- Brand exposure across 25 tournaments in 3 strategic regions.
- Asia Pacific, Australia, and North America/UK/Western Europe.
- Cross-generational audience: Ages 18–54 primary, plus active 55+ segment.
- High-income demographic: \$80K–\$250K+.



MEDIA AMPLIFICATION

- Full-spectrum brand integration: broadcast, court signage, digital media.
- Livestream presence and featured placement.
- Email campaign and social media coverage.
- Finals broadcast with official endorsements.



PARTNER ENGAGEMENT

- On-site sponsor booth and integrated branding.
- Access to WPA database and custom engagement assets.
- Product showcases and fan activities.
- Personalized endorsement videos and ceremony features.

THIS IS NOT SPONSORSHIP — IT'S AN INVESTMENT IN THE WORLD'S FASTEST GROWING SPORT

We are moving beyond passive logo placement
to an active ROI framework that drives measurable business results.

CATEGORY EXCLUSIVITY



- Only one Global Partner across all 25 tournaments
- Only one Regional Partner per region (3 total)
- First-funded, first-secured placement
- Protected brand positioning without competitor overlap

DATA ACTIVATION



- Priority access to WPA database
- Custom engagement assets across all regions
- Email campaign integration and social media coverage
- Measurable conversions through exclusive activations

DEEP ENGAGEMENT



- Full-spectrum brand integration: broadcast, court signage, digital media
- On-site sponsor booth and product showcases
- Personalized endorsement videos by President John Gill
- Feature moments during regional ceremonies

Three Tiers of Strategic Investment

1 available per tour

GLOBAL PARTNER

\$500K

- ✓ *Everything in the Regional Partner Tier plus:*
- ✓ Global Engagement
- ✓ Official naming rights (25 tournaments)
- ✓ Full-spectrum integration
- ✓ Priority database access

1 available per each of three total regions

REGIONAL PARTNER

\$250K

- ✓ *Everything in the Community Partner Tier plus:*
- ✓ Regional Engagement
- ✓ Regional naming rights
- ✓ Livestream presence

1 available per tournament

COMMUNITY PARTNER

\$50K

Foundational Partnership Benefits:

- ✓ Tournament Engagement
- ✓ Branded division recognition
- ✓ On-site booth
- ✓ Social media placement
- ✓ Endorsement video

Partner Activation Opportunities

How Your Brand Comes to Life Across the Tour



On-Site Presence

- Dedicated sponsor booth
- Integrated branding
- Court signage & digital overlays
- Naming rights visibility



Media Integration

- Featured placement in livestream
- Finals broadcast visibility
- Official endorsement commentary
- Branded division recognition



Digital Reach

- Email campaign integration
- Social media coverage
- WPA database access
- Custom engagement assets



Personalized Engagement

- Personalized endorsement video
- Feature moments during ceremonies
- Product showcases
- Fan engagement activities

All activations scale with partnership tier – refer to Proposal Letter for tier-specific details.

A Partnership with Purpose - The SAFE Foundation

SELF DEFENSE AND FUNCTIONING EDUCATION

MISSION

To prevent violence and homelessness through education and practical support.

FOCUS AREAS

- Self-defense training for vulnerable populations
- Community outreach and support programs
- Food delivery to those in need
- Education and empowerment initiatives

10%

of all WPA net proceeds

Donated directly to the SAFE Foundation to support violence prevention and homeless outreach programs worldwide.

AUDIENCE DEMOGRAPHICS SUMMARY



Key Insight 1:

Pickleball is the fastest-growing sport in the US, with over 48.3 million players.



Key Insight 2:

The audience is affluent, educated, and highly engaged.



Key Insight 3:

Balanced gender split (approx. 55% Male / 45% Female) and wide age distribution.



Key Insight 4:

High brand loyalty and propensity to purchase sponsor products.

CONTACT & NEXT STEPS

World Pickleball Association

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NEXT STEPS

- 1. Schedule a discovery call
- 2. Discuss partnership objectives
- 3. Select partnership package
- 4. Join the fastest-growing sport

Partner with WPA to reach the most valuable audience in sports