

The Padel Society | [openrally]

BRAND PARTNERSHIPS · 2027 SEASON

Put your brand where padel actually happens.

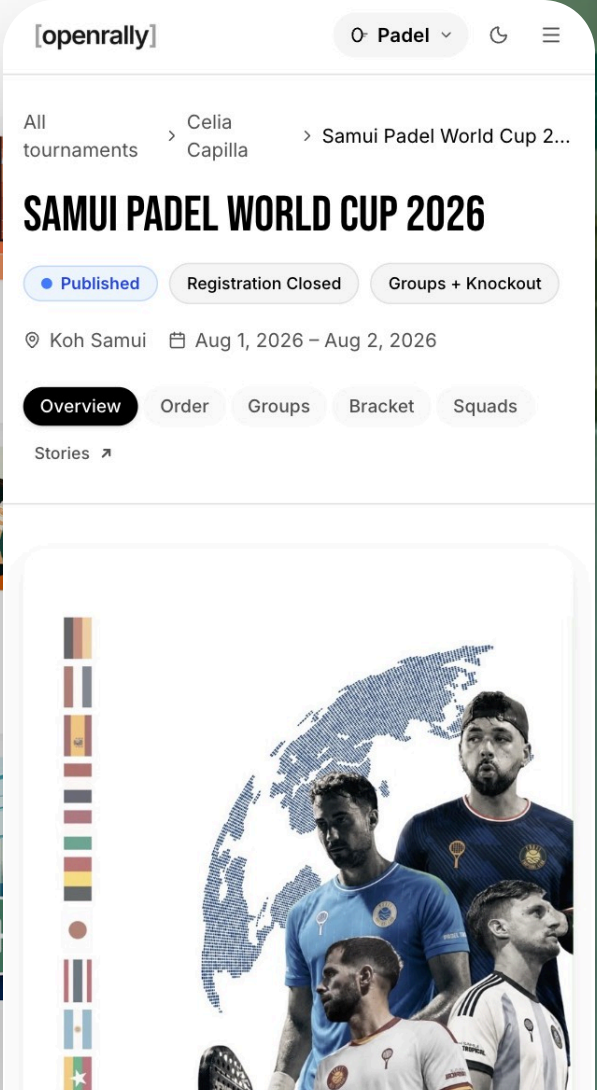
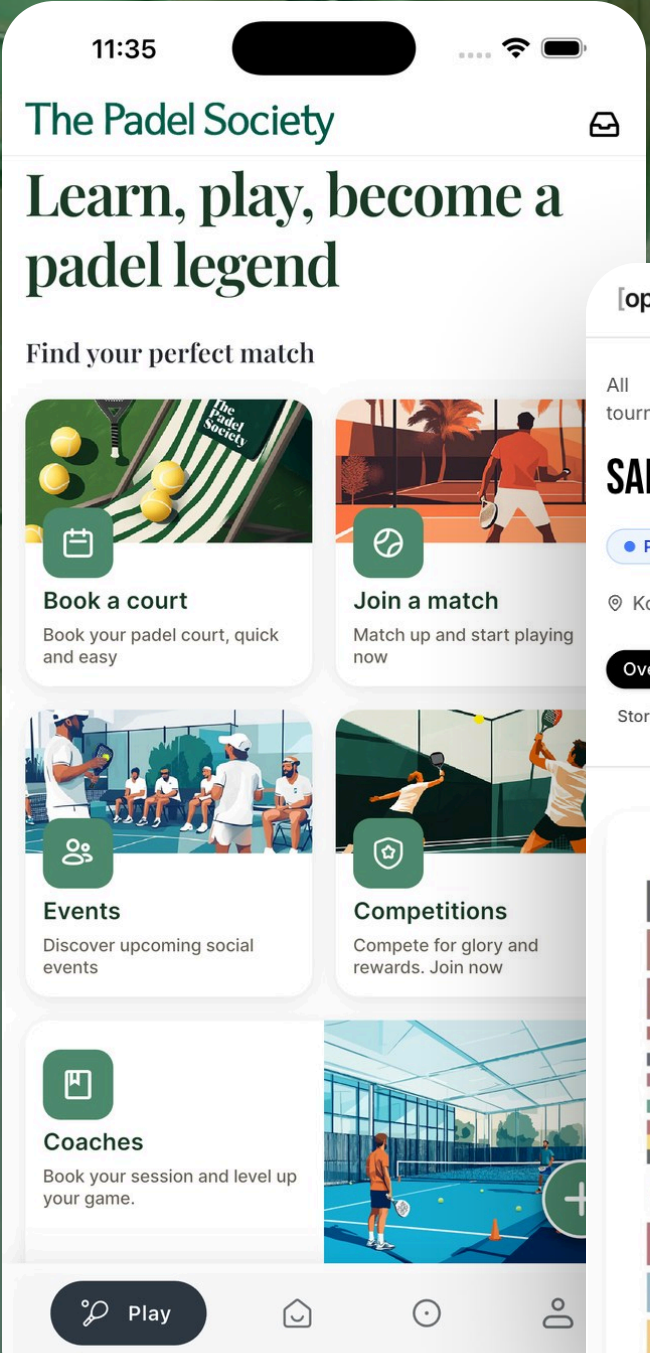
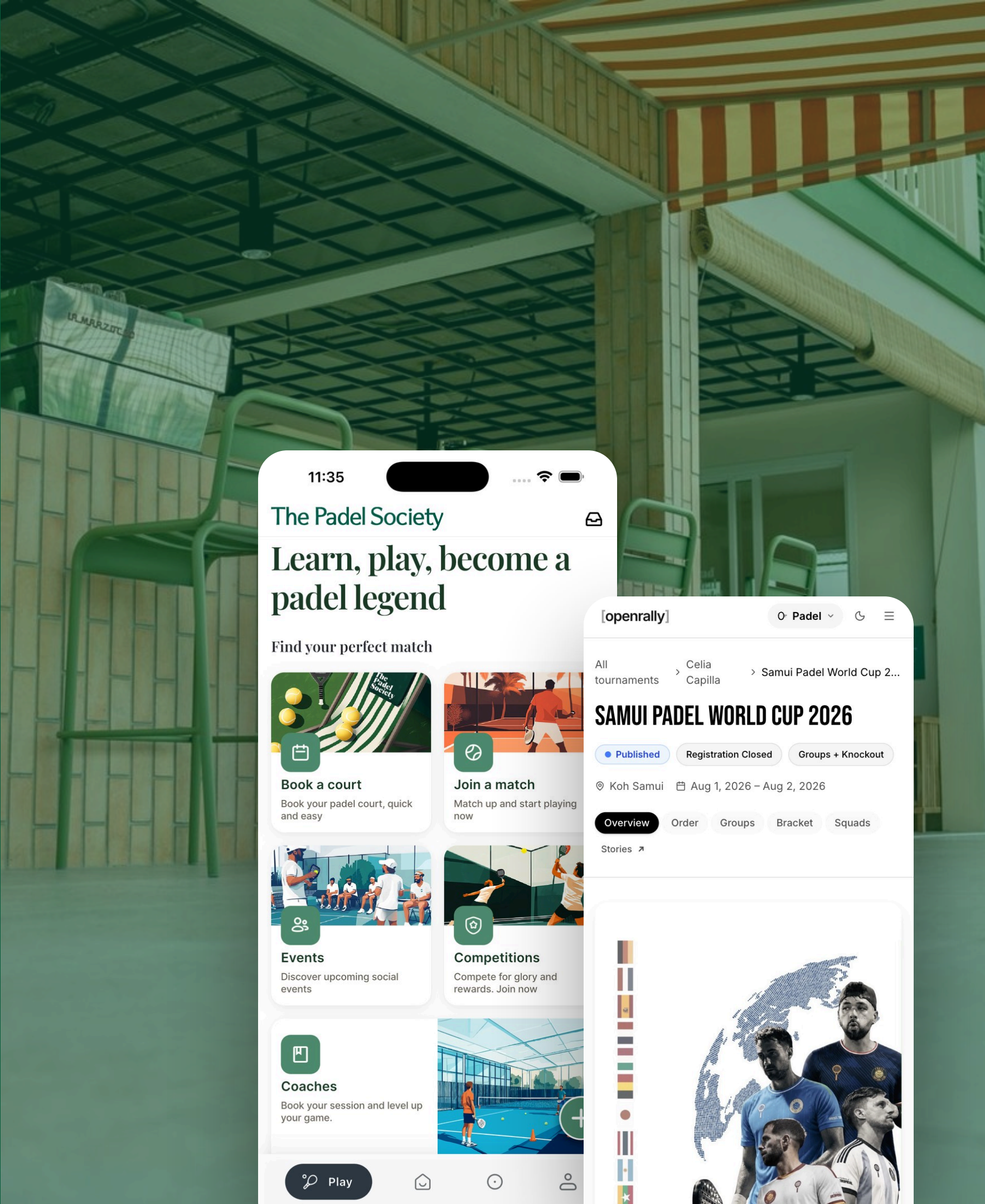
Southeast Asia’s padel platform: 20,000 players, 3,000+ clubs, 60,000+ matches played through one app.

THAILAND · LIVE 2025

INDONESIA · LIVE 2026

DUBAI · NEXT, 2027

IN PARTNERSHIP WITH  GALLOP · SPORTS INVESTMENT COMPANY



We are not a venue
and not a media page.
We are the app padel is
played on.

20,000

Registered players

THAILAND · INDONESIA · 168 NATIONALITIES

70,000+

Court bookings placed

ACROSS MORE THAN 70 DIFFERENT CLUBS

60,000+

Matches recorded

SCORES, LEVELS AND RANKINGS

4,000+

Events hosted

27,000+ CONFIRMED PLAYER SPOTS

3,000+

Clubs in the network

AGGREGATOR, NOT ONE VENUE

50+

Player communities

THOUSANDS OF MEMBERS IN GROUP CHATS

2,000

Players active every week

3,000+ A MONTH · ACROSS BOTH APPS

1,699

Players with a declared racket

BRAND AND MODEL, ON THE PROFILE

Padel in Asia is where padel in Spain was ten years ago — except it is moving faster.

THAILAND · OUR FIRST MARKET

<120

courts nationally

Early on the curve. Bangkok clubs fill their schedules within weeks of opening, and new courts open every month.

INDONESIA · LIVE SINCE 2026

+295%

court growth in 2025

1,580 courts built in a single year; 500+ clubs and 1,600+ courts operating today. Bali carries the country's highest court prices.

DUBAI · NEXT, 2027

+300

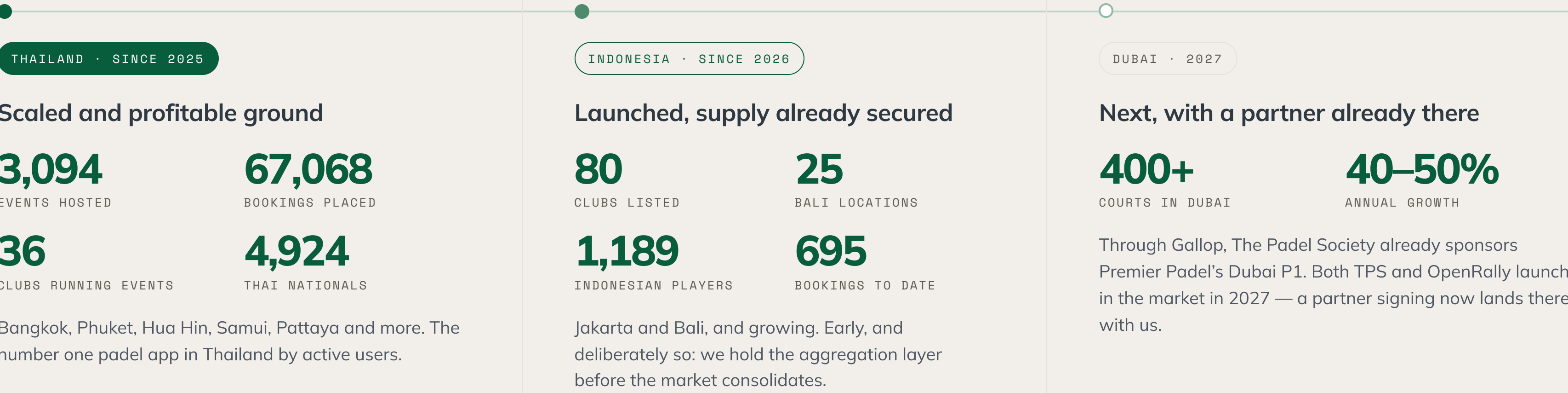
clubs across the UAE

200,000 active players and 950+ courts, 400+ in Dubai alone, growing 40–50% a year, with Premier Padel's Dubai P1 on the calendar each November.

Worldwide, padel goes from roughly 40,000 courts today to a forecast 80,000 by 2027. Southeast Asia is the part of that curve nobody has locked up yet.

TAKEAWAY The courts are being built either way. The question is who owns the layer sitting on top of them.

One platform, three markets, in the order they matter.



TAKEAWAY Thailand pays for the machine, Indonesia is the growth, Dubai is the upside — and one contract covers all three.

Four surfaces, one player, several touches a week.

SURFACE 01

The Padel Society app

Book a court, join an open match, find events, follow your level and ranking. The screen a player opens before and after every session.

70,000+ bookings and matches

SURFACE 02

OpenRally

Our own tournament engine — draws, groups, live standings, brackets, spectator mode, scoring desk. It runs on the same database as The Padel Society, so it is the same player, the same level and the same profile in both.

25+ run · 150+ on the 2027 calendar

SURFACE 03

Physical events

Leagues, tournaments and daily social games running across both The Padel Society and OpenRally — branding, sampling and activation in the room.

~60 events every week

SURFACE 04

Communities & social

50+ owner-run communities with their own chats, galleries and share cards that carry into WhatsApp and Instagram.

5,700+ members · 1,700+ posts



The Padel Society and OpenRally are partnered with **Gallop**, a **sports investment company** with a global brand network — the route that already puts TPS on Premier Padel’s Dubai P1.

TAKEAWAY

Book, play, score, share, compete — you can be present at every step instead of buying one of them.

Padel is a habit, and habits are what you are buying.

2,000

Players active every week

THAILAND AND INDONESIA COMBINED

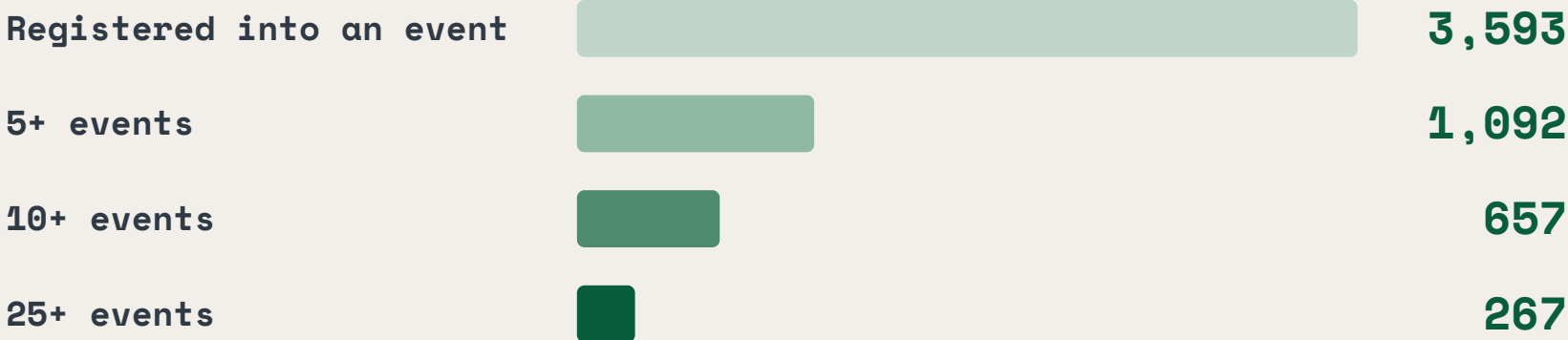
3,000+

Players active every month

STEADY ACROSS ALL OF 2026

“Active” means they open the app — joining matches, entering events, creating bookings or posting in their community.

Players by number of events attended, all-time — 267 have played 25 or more.



SOURCE · THE PADEL SOCIETY PLATFORM DATABASE, ALL-TIME TO AUG 2026

A normal week on the platform

~60

events

Americanos, socials, leagues and clinics, run by communities across the network.

~850

court bookings

Each one a booking screen, a confirmation screen and a reminder notification.

~900

matches recorded

Scores entered, levels moved, rankings refreshed — checked by everyone in the match.

~500

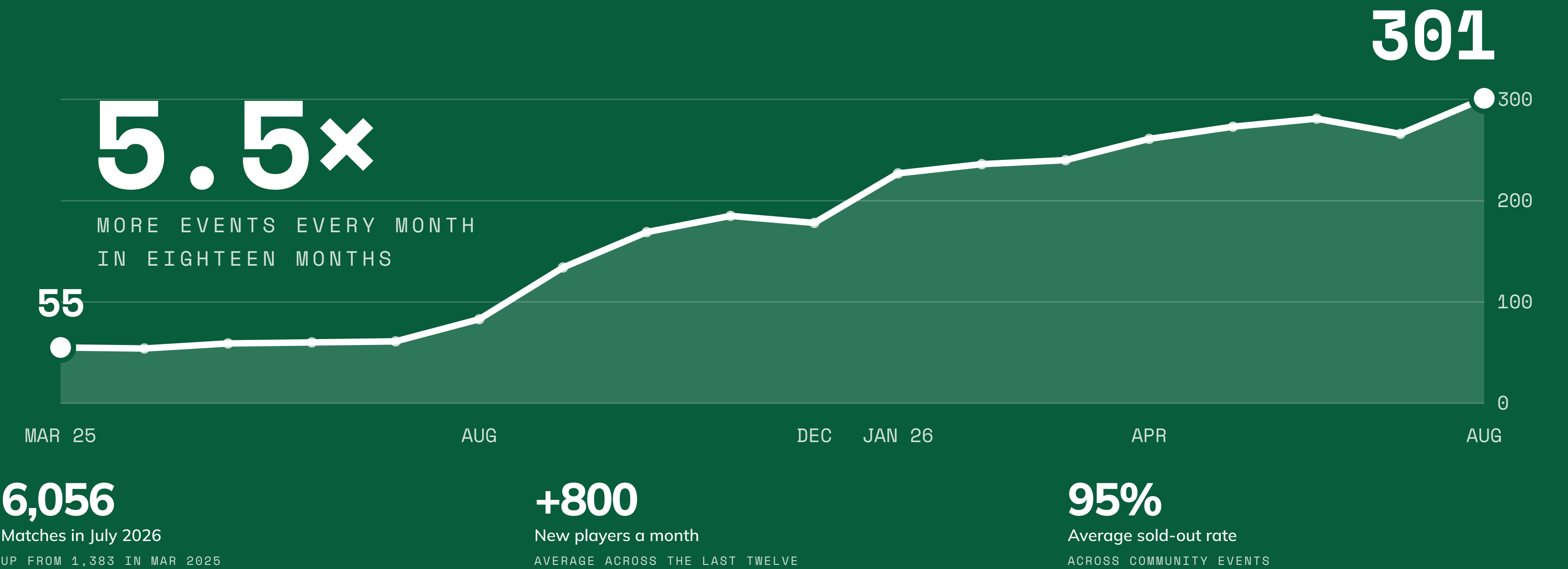
event registrations

Average 7.6 confirmed players per event, each one arriving through a branded event page.

TAKEAWAY A billboard gets one look. A booking flow gets opened before and after every single session.

Events hosted per month, since we started counting.

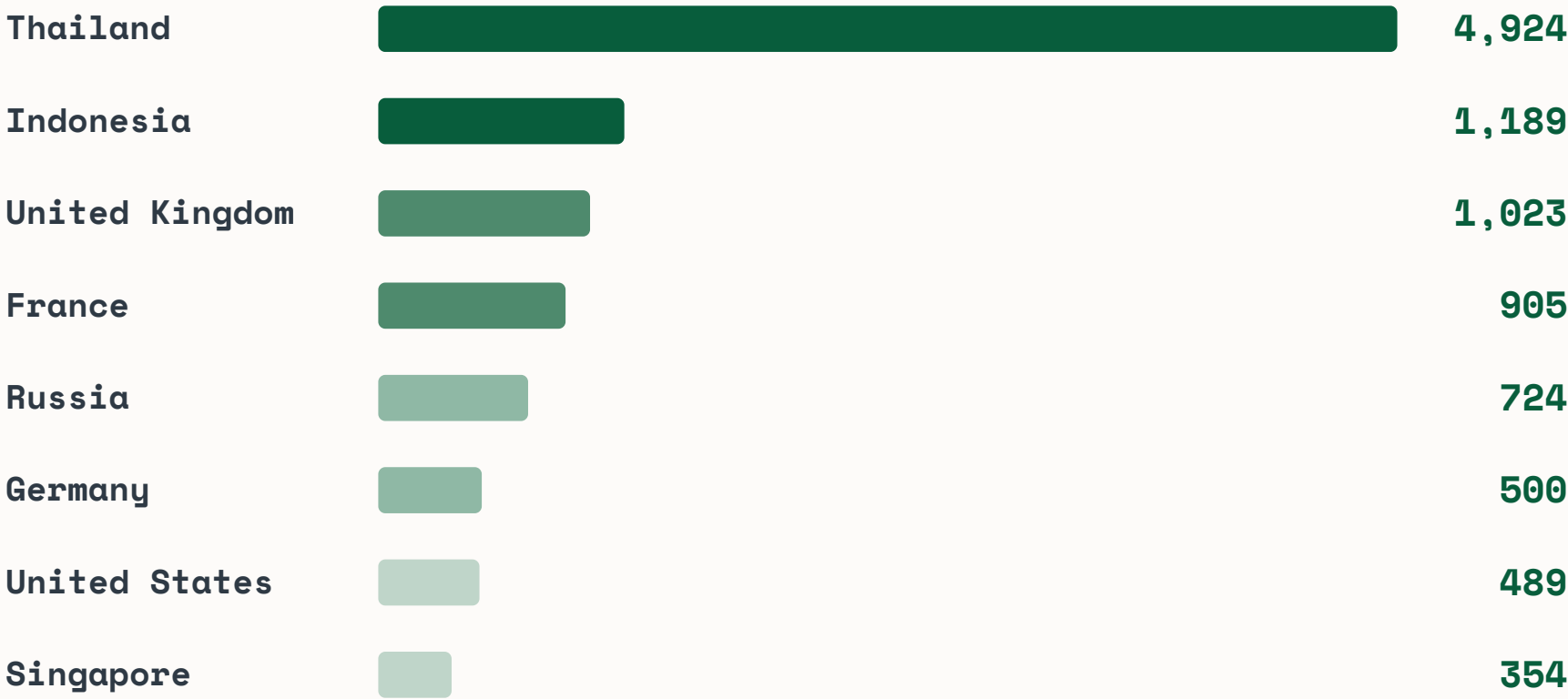
SOURCE · THE PADEL SOCIETY + OPENRALLY
SHARED PLATFORM DATABASE, MAR 2025 – AUG 2026



TAKEAWAY A brand signing for the 2027 season buys into a curve that has not flattened once in eighteen months.

An international, high-spend audience in one place.

Declared nationality, top eight of 168. **One player base across both platforms** — TPS and OpenRally share a single database, so these are combined figures.



168

Nationalities
IN A SINGLE PLAYER BASE

67%

Not Thai nationals
EXPATS, RESIDENTS AND VISITORS

17,082

Registered players
THAILAND AND INDONESIA COMBINED

€200–400

Typical racket spend
REPLACED EVERY 12–18 MONTHS

WHAT THAT MEANS FOR A BRAND

Padel here is not a cheap sport. Players pay court fees several times a week, buy €200–400 rackets, and travel between Bangkok, Phuket and Bali to play. This is a premium sports audience that happens to be concentrated in one app instead of scattered across a country.

SEGMENTS WE CAN TARGET SEPARATELY

Social beginners (level 0–1.5, 44% of rated players) · **Regular league players** (2–3.5) · **Competitors** (4+, tournament entrants). Events, communities and tournaments can each be sponsored against a specific band.

SOURCE · THE PADEL SOCIETY + OPENRALLY SHARED DATABASE, DECLARED NATIONALITY, AUG 2026

TAKEAWAY Two thirds international, and paying premium prices to play — concentrated in one app instead of scattered across a country.

Four in ten active players are women.

A split almost no racket sport in the region can offer. Figures are **combined across The Padel Society and OpenRally**, which share one player database — the same person, the same profile, in both.

GENDER OF ACTIVE PLAYERS



MENWOMEN

3,637

Active players

JOINED AND STAYED IN AN EVENT

17,082

Registered players

39% WOMEN ACROSS THE FULL BASE

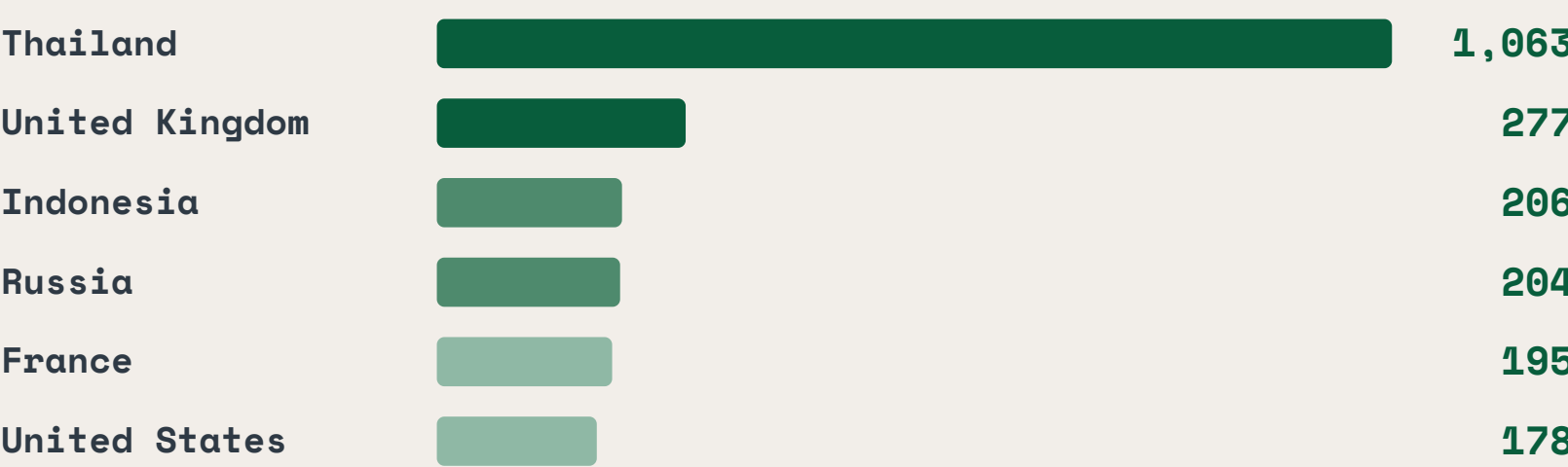
35

Median age

80% SIT IN THE 25-44 BAND

SOURCE · THE PADEL SOCIETY + OPENRALLY SHARED DATABASE, 17 AUG 2026 · GENDER SHARES ARE OF THE 3,476 ACTIVE PLAYERS WHO DECLARED ONE

WHERE ACTIVE PLAYERS ARE FROM



WHAT THAT MEANS FOR A BRAND

71% of active players are not Thai nationals. A single placement reaches a Bangkok resident, a London expat and a visiting European in the same week — and reaches a near-even gender split while doing it.

SOURCE · DECLARED NATIONALITY, ACTIVE PLAYERS, AUG 2026

TAKEAWAY 60 / 40 men to women, 71% international, median age 35 — a premium audience most regional sponsorships cannot reach.

The Padel Society is a social network that happens to book courts.

Padel is a four-player sport — you cannot play it alone. The social layer is not a feature on the side, it is **the reason players open the app**: it is how a beginner finds their first game, how a newcomer to the city finds a group, and how everyone else fills a court on a Tuesday night.

PILLAR 01

Communities

50+ owner-run groups with their own chats, events and galleries. Where first-timers and beginners are absorbed into the game instead of bouncing off it.

5,700+ members · 1,700+ posts

PILLAR 02

Bookings & open matches

Live court availability across the network, plus open matches a player can join solo — the mechanism that turns a stranger into a fourth player.

70,000+ bookings · 4,644 open matches

PILLAR 03

Rackets & gear

Players declare the racket they own on their own profile, then compare, recommend and upgrade. First-party equipment data, volunteered.

1,699 declared rackets · 20+ brands

PILLAR 04

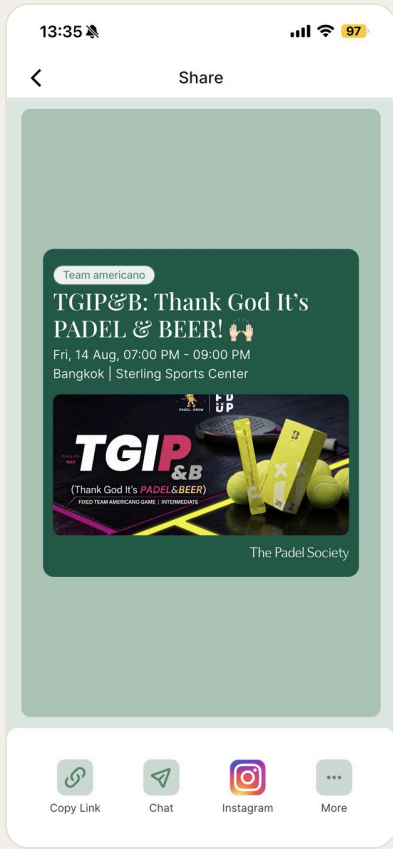
Competitions

Leagues, cups and tournaments, run in-house and on **OpenRally** — the same player, the same profile, the same level, carried straight through from the social side into competition.

~60 events a week · 150+ tournaments in 2027

Communities are where the network talks to itself.

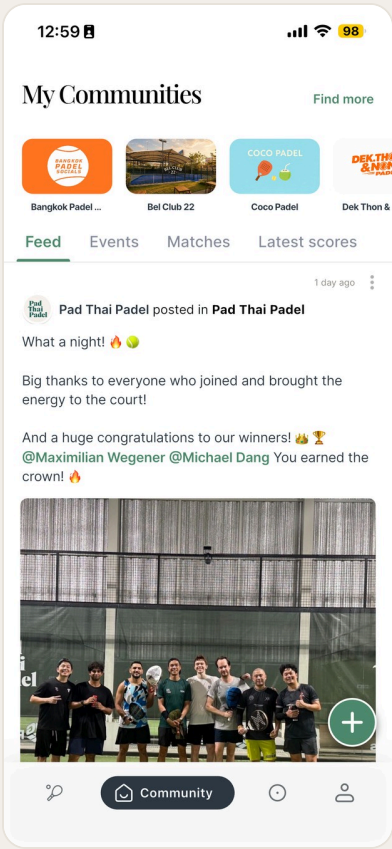
Owner-run groups with their own chats, galleries and events — the first place a beginner lands, and the reason they come back.



SHARING

Events and communities, shareable anywhere

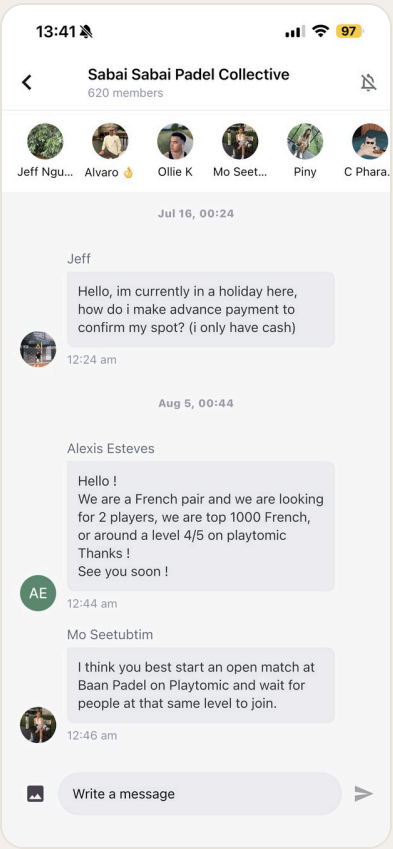
Every event and every community generates a branded card that goes out to WhatsApp, Instagram or a plain link — carrying your mark outside our own audience.



COMMUNITIES

Club and independent, side by side

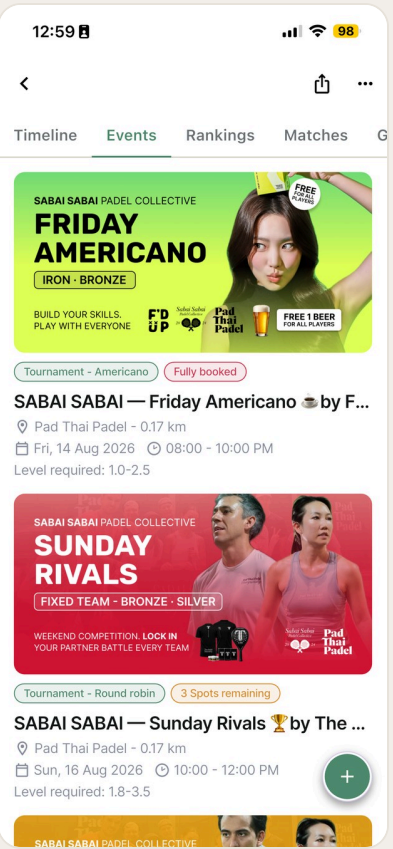
Clubs run their own communities and independent organisers run theirs — on the same platform, working together and putting on events across a range of clubs.



CHATS

620 members in one chat alone

Players asking how to pay, who to partner with, where to play tonight. Offers and codes spread player-to-player instead of being pushed at them.



EVENT LISTINGS

Every event listed, and filterable

By location, level, gender and format, with live capacity on each. Note the artwork: sponsors are already on these posters.

TAKEAWAY The point is not the chat. It is that club communities and independent ones co-exist on one platform — and one partnership reaches both.

Real owners. Real results.

Every community started with one event a week. These four are what they turned into — and a sponsor can back one of them outright.

COMMUNITY	EVENTS THIS YEAR	FILL RATE	WAITLISTED
Sabai Sabai Thailand’s biggest padel community — from one event a week to two every day	144	98.9%	596
PADEL&BREW Competitive padel with a social edge — the highest waitlist in the network	103	98.3%	684
Padel Pa Bangkok’s rising community — consistently sold out, waitlist growing fast	139	96.2%	171
Deuce Padel Bangkok’s competitive community — co-owned and already Dunlop-sponsored	102	96.5%	43

WHAT A COMMUNITY SPONSORSHIP IS

Your brand on one community’s events, kit, chat and posters for a season — the cheapest way into this audience, and the one with the warmest reception.

WHY THE FILL RATE MATTERS

At 96–99% sold out, nobody is looking at an empty court. Every activation happens in a full room, in front of players who had to book ahead.

WHY THE WAITLIST MATTERS

1,494 people across these four alone wanted in and could not get a spot. That is demand we can point at a sponsored event the moment one exists.

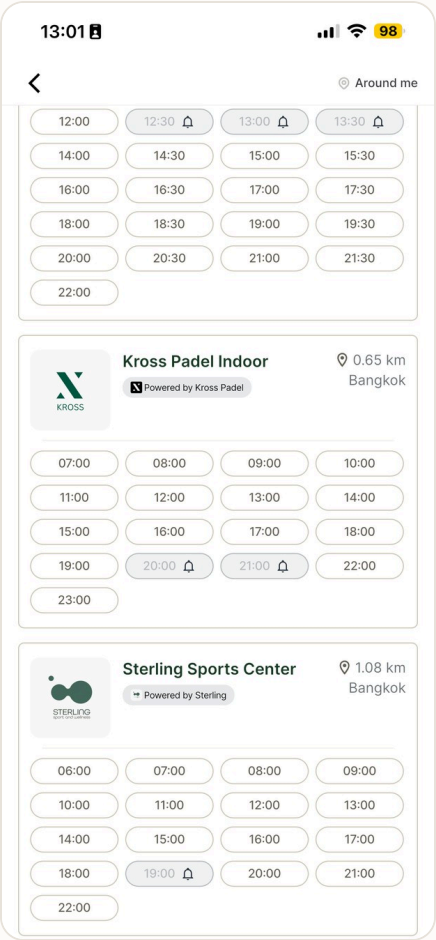
TAKEAWAY A 98.9% fill rate is not reach. It is a room full of people who planned their week around being there.

How a stranger becomes your fourth player.

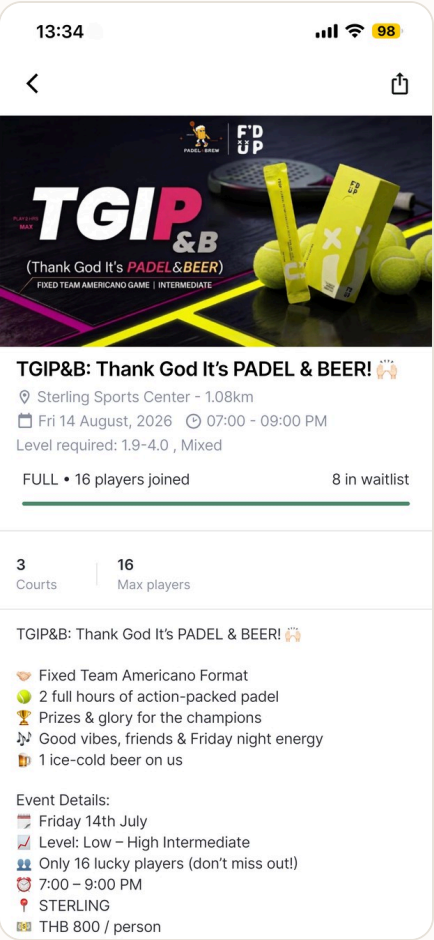
Padel needs four. These are the screens that find the other three — and every one of them is a placement.



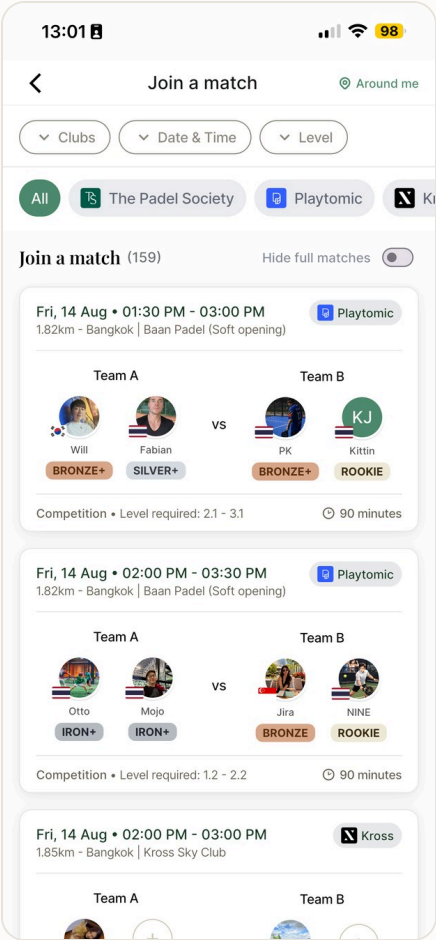
SPLASH
First screen, every session
A full-screen brand slot on every single app open, before a player does anything else. Tactical holds it today.



BOOKING
70,000+ times and counting
Live availability across every partner club in the city, in one list. The highest-attention transactional moment in the app.



EVENTS
Every event is a poster, and every one is shareable
Full-width artwork on all ~60 events a week. This one: full at 16 players with 8 more waiting. Demand runs ahead of supply.



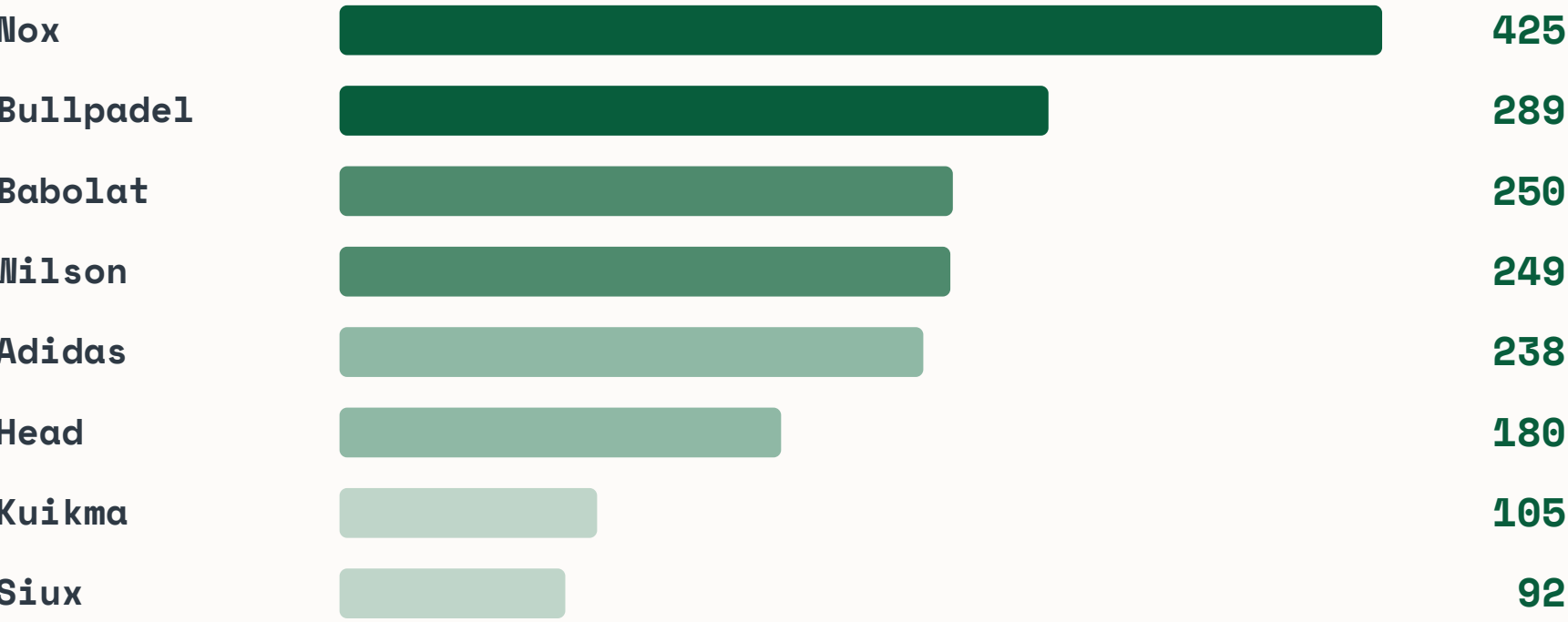
OPEN MATCHES
159 live, ours and everyone else's
We publish third-party matches too — Playtomic, Kross and more — so the feed is the whole city, not just our clubs.

TAKEAWAY Four screens, all of them functional. Nobody scrolls past the screen that gets them on court.

First-party data no media buy can sell you.

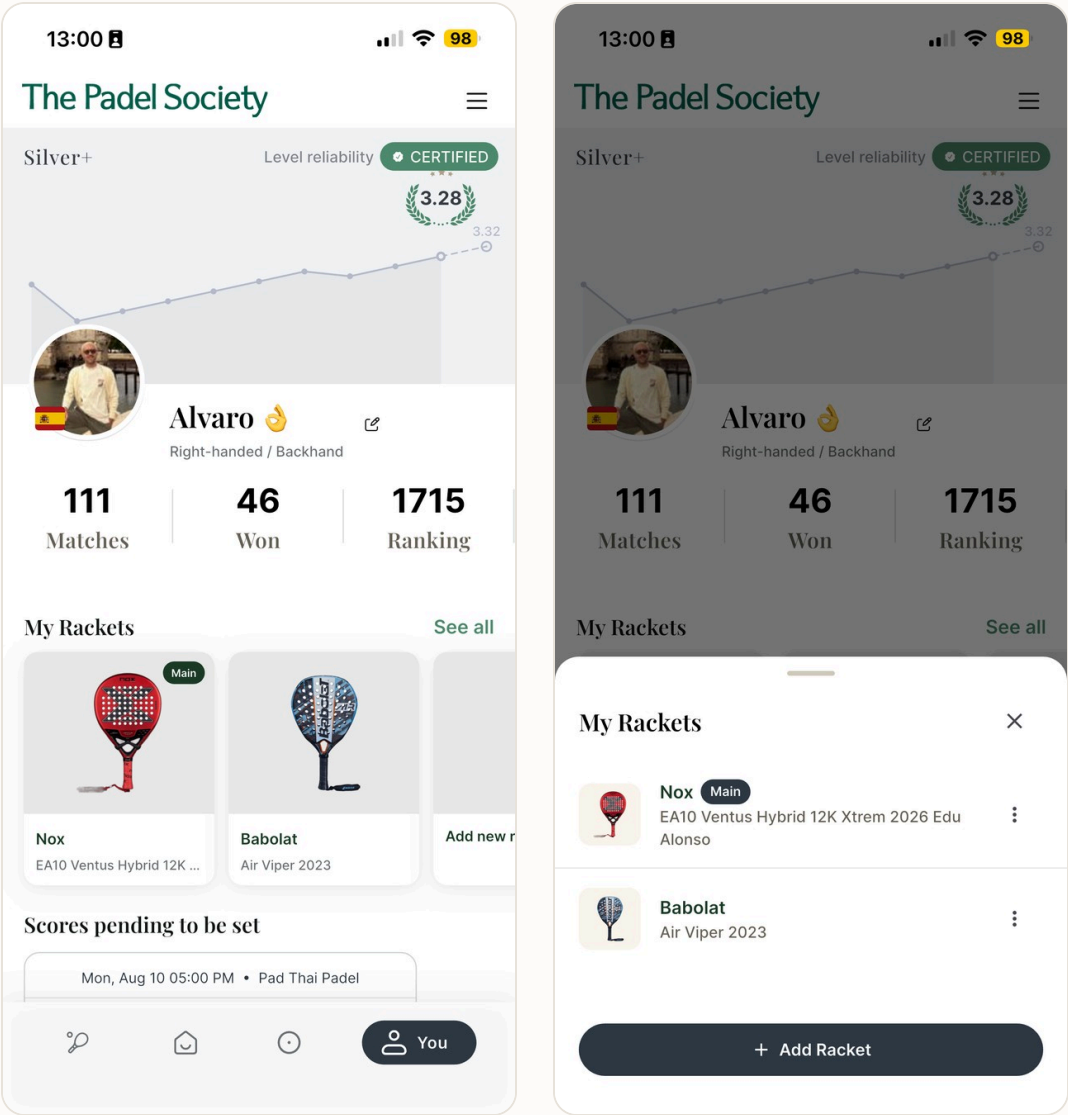
1,699 players have told us the exact racket they own — brand and model, declared on their own profile.

Declared rackets by brand. Catalogue of 1,380 models across 20+ brands.



SOURCE · THE PADEL SOCIETY PLATFORM DATABASE, PLAYER-DECLARED RACKETS, AUG 2026

No other channel in this market can tell an equipment brand which racket a player owns today.



THE EQUIPMENT SLOT

“My Rackets” sits on the player profile next to matches, wins and ranking. An equipment sponsor can own the racket finder, the recommendation, the demo-day events and the upgrade prompt.

TAKEAWAY Declared gear is first-party data. For a racket, apparel or footwear brand this is the whole pitch.

We do not book tournaments. We run them.

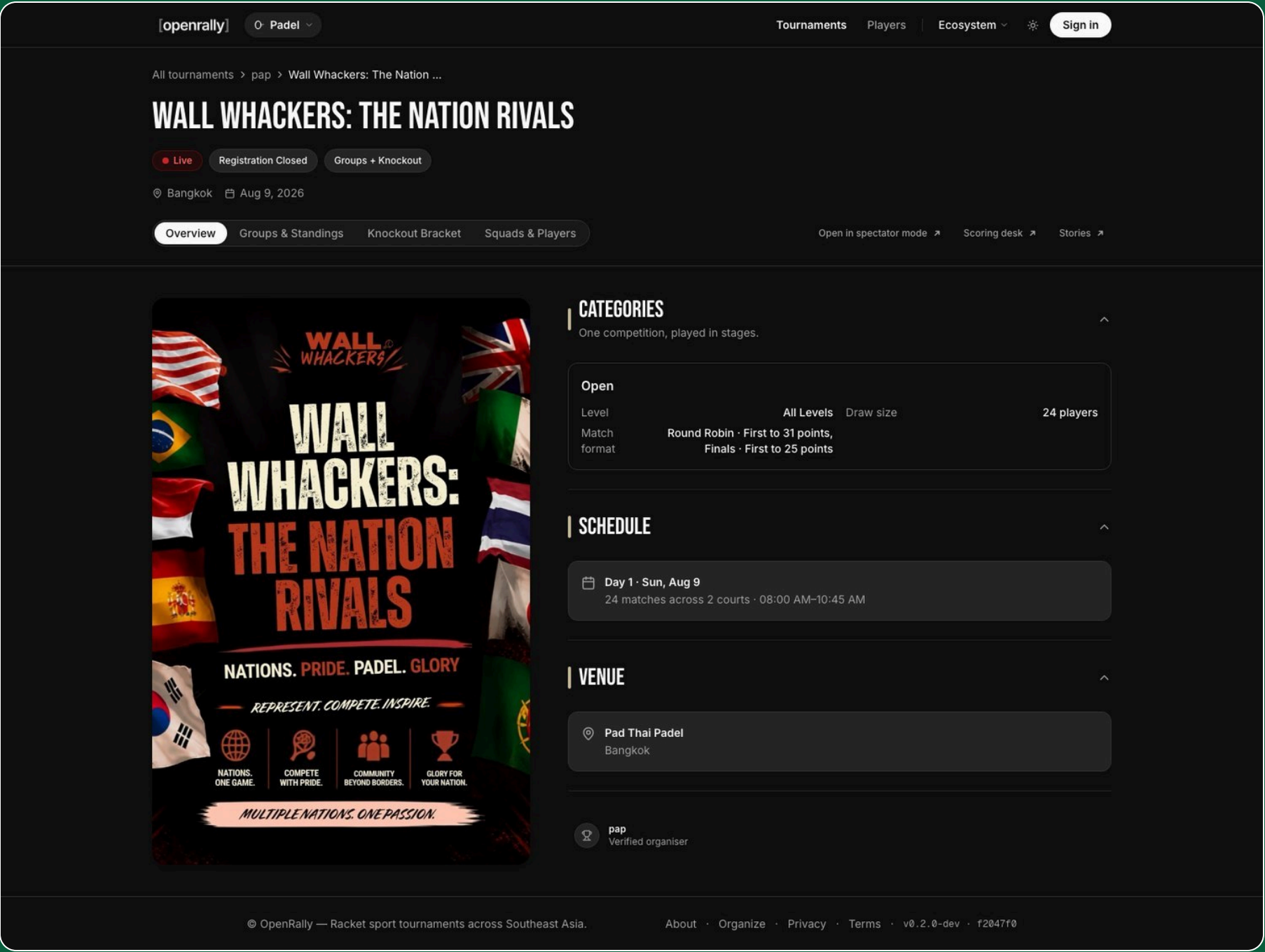
Our own tournament engine: draws, groups, live standings, knockout brackets, order of play, a scoring desk for the organiser and spectator mode for everyone else.

WHY IT MATTERS TO A SPONSOR

- Because we own the software, a tournament is **not a logo on a banner**
- **Naming rights** on the tournament itself
- “Powered by” on **every page** of the event
- **Presenting rights on the draw** and the order of play
- The live standings players refresh between games
- The **podium graphic** every finalist posts

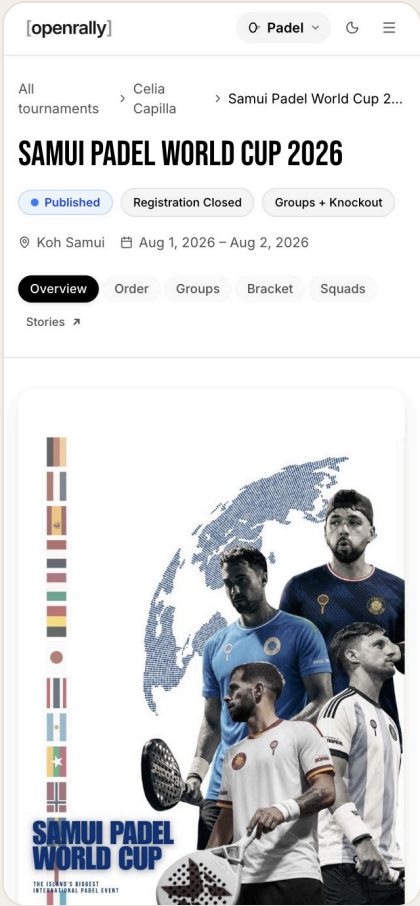
AND WE ARE OPENING IT UP

- Courts, availability and bookings published as an **open standard**
- Free for any club system or booking app to adopt — and not only for padel
- Every platform that plugs in makes the network a partner reaches bigger — `docs.openrally.co`



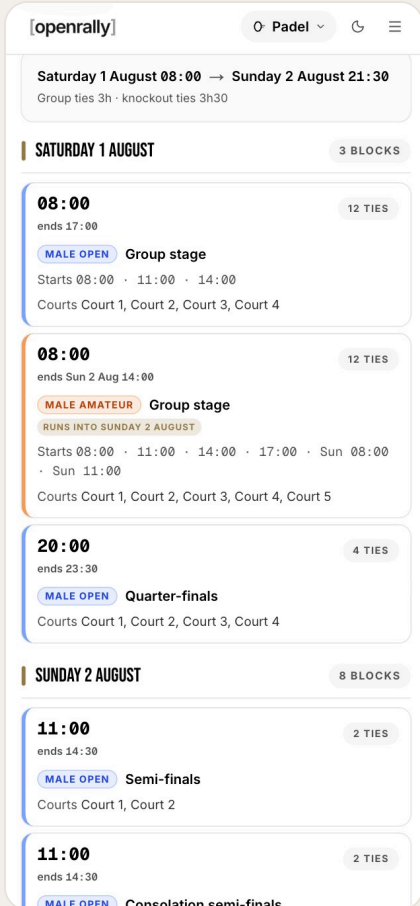
TAKEAWAY Tournament day is the one day a player opens the same page fifteen times. We own that page.

Every screen a tournament needs, and a sponsor sits on all of them.



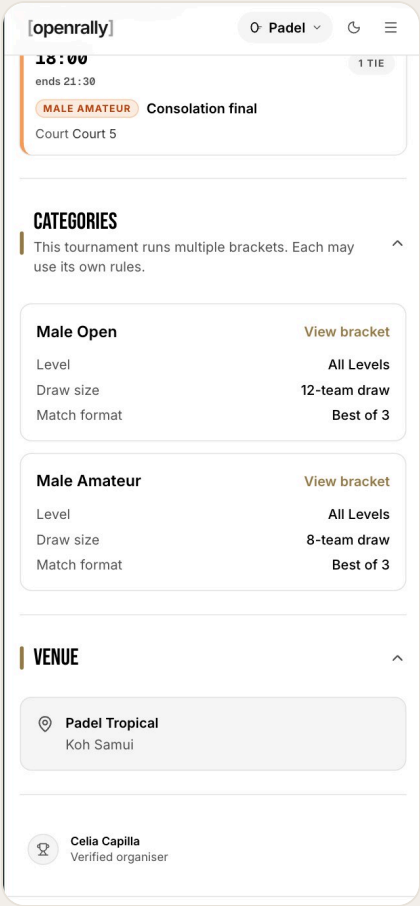
OVERVIEW

The tournament’s home page
Poster, dates, venue and format, with Overview, Order, Groups, Bracket, Squads and Stories all in one place.



ORDER OF PLAY

Checked all day, by everyone
Blocks, tie counts, start times and court allocation across a two-day draw. This is the page players refresh between matches.



CATEGORIES

Multiple brackets, one event
Open and Amateur draws side by side, each with its own size, level band and match format — so a category sponsor can own one division.

ORGANISERS

Verified organisers run it themselves

Promoters publish and run their own events on our engine — which is how the calendar scales past our own clubs.

WHAT A SPONSOR GETS

Naming on the tournament · “powered by” on every one of these pages · presenting rights on the draw · the podium graphic every finalist posts · the poster on the overview.

TAKEAWAY We are not selling a logo on a poster. We are selling the software an entire tournament weekend runs on.

SAMUI PADEL WORLD CUP 2026

An international event, run end to end on our engine.

2

DAYS · 1-2 AUGUST

5

COURTS IN PLAY

11

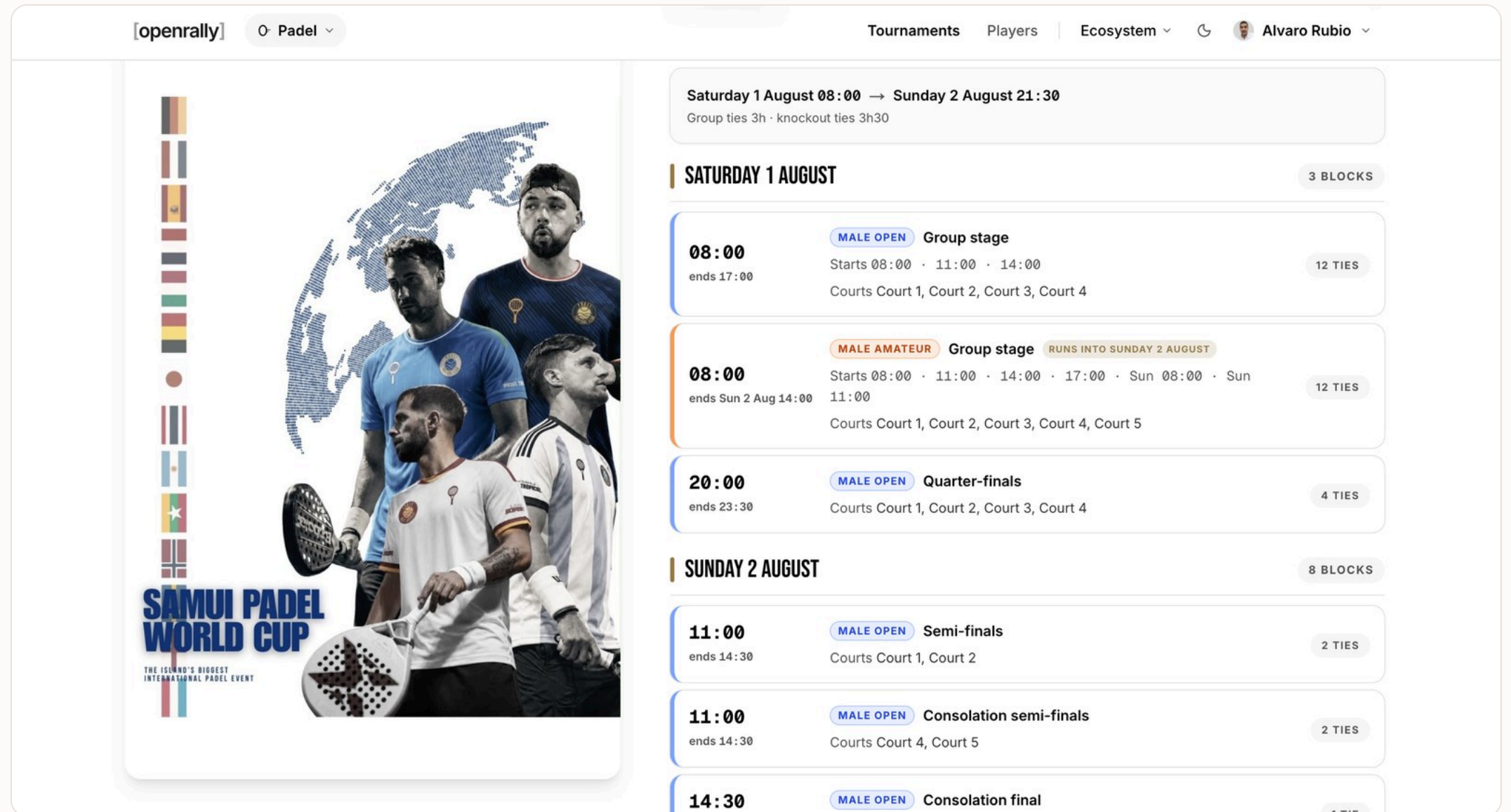
BLOCKS OF TIES

2

DRAWS – OPEN AND AMATEUR

WHY IT MATTERS

Groups into knockout, twenty flags on the poster, an outside promoter in the organiser seat, and every player checking the same page all weekend. A sponsor owns the poster, the draw, the order of play and the podium — for two solid days.



The poster, the schedule and the draw on one page — and every competitor sits in a searchable directory with a World Padel Ranking and a tier from Bronze to Elite+: Spain, South Africa, Italy, Lithuania, India, Great Britain, Russia.

TAKEAWAY Outside promoters bring their events to us. That is the difference between a media channel and infrastructure.

Three hundred players, thirty recurring tournaments, and 2027 already booked.

RUN SO FAR · SINCE LAUNCH 2026

300+

PLAYERS COMPETED

30+

RECURRING TOURNAMENTS

RUN FOR OUTSIDE PROMOTERS

Nox Challenger · Koh Samui Padel World Cup · Wall Whackers: The Nation Rivals

Outside organisers chose our engine over their own tooling.

LEAGUES, NOT JUST ONE-OFFS

The **Pad Thai Padel Championship** has run three seasons and continues — a season-long league, not a weekend. Season formats give a sponsor months of presence instead of a single day.

COMMITTED · 2027

Singha Tour — national circuit	15
In-house tournaments, two a week	100+
Circuits and collabs with other organisers	40+
Leagues — Pad Thai Championship and others	Season-long
Koh Samui series · community mini-tournaments	Ongoing

Tournament days on the calendar150+

IN CONVERSATION

Tatler and other major regional promoters are in talks to run their events on OpenRally — nothing signed yet.

TAKEAWAY A 2027 tournament sponsor buys a calendar, not a maybe — and gets in before the Singha Tour resets the price.

The events brands already show up to.

EXAMPLE · ONE SEASON ACROSS THE NETWORK

3

SEASONS RUN, AND CONTINUING

\$400k

TOTAL PRIZE POOL · \$160K CASH

7

DIVISIONS — 4 MEN, 1 WOMEN, 2 MIXED

300+

AT FINALS DAY

FOUR BRANDS IN ONE WELCOME PACK

One season’s player welcome pack carried performance apparel by **1ND**, a cooling fan by **Simplus**, muscle relief by **Siang Pure** and a branded tumbler by **Civago** — handed to every registered player over a two-month run. One example of many.

AND ACROSS THE REST OF THE CALENDAR

Community Cups that put every community in one venue on one day · the Nox Cup · Wall Whackers international team events · weekly Americanos and Rivals nights across the network.

REAL EVENT ARTWORK, RUNNING NOW



Every one of these is a live event page in the app. Look at the artwork: **F'D UP**, **Padel & Brew** and a free beer for every player are already on the poster. That slot is what a category sponsor buys.

TAKEAWAY Events are where a brand gets touched, tasted and photographed — and we run one almost every day.

Brands are already in the ecosystem.

LIVE NOW



Tactical, on the app splash screen

Technical sponsor of The Padel Society — a full-screen slot on the first screen of every session. That is the whole deal: no on-court rights, no events. The current term ends in December 2026, so the slot is open for 2027.

CHAMPIONSHIP HISTORY

Wilson · Aperol · ALO · Singha · Dunlop
· F'D UP · LUMI

Our communities bring their own sponsors — and on top of that we connect your brand to those communities to run activations. These are brands we have already collaborated with, across Championship seasons and community events.

KEY PARTNER



Premier Padel Dubai P1

Through Gallop, The Padel Society sponsors Premier Padel's Dubai P1 — visibility on the professional tour, and the reason both platforms land in Dubai in 2027.

And the platform underneath it holds up.

INTEGRATED BOOKING PLATFORMS

Playtomic · Matchi · Setpoint · Taykus · Book&Go · Jungle Padel · Island Padel. We aggregate them all — which is why we are platform-agnostic and clubs do not have to choose.

LEVEL SYSTEM

Every player carries a level and a ranking, connected to World Padel Rankings — one level that means the same in Bangkok and in Bali.

POSITION

A community app and a tournament engine, connected and running padel activity at the same time. Number one in Thailand by active users, and the only one across both Thailand and Indonesia.

OWNERSHIP

TPS and OpenRally are partnered with Gallop — a **sports investment company** with a global brand network, giving partners a route well past Southeast Asia.

TAKEAWAY Aggregated, not walled off — one level system, both markets, and a partner behind it with reach past Southeast Asia.

PARTNERSHIP

Categories

Three official categories, then a set of lighter ways in. Every package is finalised as a custom proposal built around the brand’s needs and priorities — these are the shapes, not a fixed menu.

Main Sponsor	One brand, the whole ecosystem — both apps, every tournament, every market.	
Category Sponsor	One brand per category — rackets, apparel, footwear, drinks, recovery or nutrition.	
Activation Sponsor	Per event or per tournament. On-court, on the poster, in players’ hands.	
Community Sponsor	Back a single community and own its chat, its events and its kit.	
Market Launch Partner - In-kind	Enter Bali or Dubai with us at launch, or contribute product against any package.	

TAKEAWAY

Three official categories cover the ecosystem. The lighter ones are how most partners start.

PARTNERSHIP · OPTION 1

Main Sponsor

One brand across The Padel Society and OpenRally, in every market we operate. Exclusive — only one is sold.

RIGHTS

- **Naming rights** on The Padel Society Championship
- **Full category exclusivity** across both platforms
- “Powered by” on **every OpenRally tournament** page
- Presence at **every event** in the territory — ~60 a week
- Right to activate on court at any event on the calendar

DATA & REPORTING

- Quarterly reporting pack, counted like a media buy
- First-party audience read: level, nationality, gear, frequency
- Post-event galleries and share-card performance

BRAND PRESENCE

- **Splash screen** on every app open, before anything else
- Home-screen slot in The Padel Society app
- Brand on **every event poster** players register through
- Branded **share cards** into WhatsApp and Instagram
- Podium and prize-table presence at every tournament
- Community perks and discount codes across 50+ communities
- Logo on the scoring desk and spectator mode

PARTNERSHIP • OPTION 2

Category Sponsor

One brand per category — rackets, apparel, footwear, drinks, recovery or nutrition. Exclusive within your category.

RIGHTS

- **Category exclusivity** across app and events
- The **gear slot on the player profile** — the racket finder, the recommendation and the upgrade prompt
- A **sponsored division** or event series in your name
- Sampling rights at every event in the category
- Demo days run against the 1,699 declared-racket players

DATA & REPORTING

- Which brands your audience owns today, and what they switch to
- Half-yearly reporting pack

BRAND PRESENCE

- Brand on the **equipment surfaces** of the app
- Event-page artwork on every event in your series
- On-court branding at all category events
- Prize table and podium at the sponsored division
- Named in the community chats running your series
- Post-event gallery and share cards

PARTNERSHIP · OPTION 3

Activation Sponsor

Per event or per tournament, with no exclusivity. The way most partners start before moving up a category.

RIGHTS

- Pick the events; we run them **across every market**, not one city
- **Tournament presenting** — naming, “powered by”, the podium
- Sampling and product trial before and after play
- A branded prize table, handed over on court

DATA & REPORTING

- Post-event report: registrations, attendance, reach
- The photography afterwards, and the numbers behind it

BRAND PRESENCE

- **On-court branding** — court, net and fence
- Event-page artwork on the poster every player registers through
- Named in the event listing and its reminder notifications
- Post-event gallery and branded share cards

HOW IT IS PRICED

On the formats you choose and how many events they run across. Costed in the proposal, so a single tournament and a season-long series are both possible.

BEYOND THE THREE OFFICIAL CATEGORIES

Also available

Lighter ways in, and the levers that sit alongside any of the three categories above.

COMMUNITY SPONSORSHIP

Back one community

- Own its chat, its events and its kit for a season
- Coco Padel, Social Rally, Pattaya Padel and 47 more
- 620 members in one chat alone

MARKET LAUNCH PARTNER

Arrive with us

- Come into Bali or Dubai with us at launch
- Be the brand present from day one in a new market
- Launch-market terms are negotiable

IN-KIND CONTRIBUTION

Product, not only cash

- Up to **30%** of any package in product, prizes or services
- Minimum 70% cash
- Stacks on top of any of the three categories

TAKEAWAY Every package is finalised as a custom proposal, built around the brand’s needs and priorities.

On the screen a player opens.

Seven placements inside The Padel Society app — every one of them countable.

IN THE APP

20,000 players on The Padel Society. Opened before and after every session, and again between matches.

PLACEMENT	REACH TODAY	MAIN	CATEGORY	ACTIVATION
Home screen slot	Every session open	✓	—	—
Booking & confirmation flow	70,000+ bookings	✓	—	—
Event page artwork	~60 a week	✓	✓	✓
Open match cards	159 live · 4,644 posted	✓	✓	—
Profile racket & gear slot	1,699 declared	✓	✓	—
Share cards to WhatsApp & Instagram	Every match & event	✓	✓	✓
Community chats & perk drops	50+ chats · 5,700+ members	✓	✓	—

And on the court a player stands on.

Four placements out in the room, where a brand gets touched, tasted and photographed.

ON THE GROUND

~60 events a week across the network, plus every tournament and league on the 2027 calendar.

PLACEMENT	REACH TODAY	MAIN	CATEGORY	ACTIVATION
Tournaments — “powered by”, draw, podium	25+ run · 150+ in 2027	✓	✓	✓
Leagues & Championship — season naming	3 seasons · 300+ at finals	✓	✓	—
Social events — court branding, sampling, prizes	~60 a week	✓	✓	✓
Post-event gallery & report	1,700+ posts	✓	✓	✓

One price. The whole ecosystem.

Prices sit on each category slide. What sits here is the **à la carte menu** for a brand that wants presence without exclusivity — and what the top package actually returns.

WHAT \$45,000 ACTUALLY BUYS

117,000

BRANDED MOMENTS A YEAR

\$0.38

PER BRANDED MOMENT

Bookings, match results and event registrations across both platforms at the 2026 run rate — each one a screen the Main Sponsor is on. **2,000 players reached every week.**

TERM

12 months, aligned to the season. Multi-year and launch-market terms are negotiable. All figures in USD. Thailand and Indonesia today; the UAE joins in 2027 at no further cost.

ACTIVATION · ALL LOCATIONS

For a brand that wants presence without the exclusivity. Pick the formats; we run them across every market, not one city.

ACTIVATION	WHAT IT IS
On-court branding	Court, net and fence branding at the events you pick
Sampling & product trial	Product in players’ hands before and after they play
Branded prize table	Your product as the prize, handed over on court
Event-page artwork	Your brand on the poster every player registers through
Sponsored division	Own a category or a level band across a whole series
Tournament presenting	One tournament: naming, “powered by”, the podium
Community takeover	Back one community for a season — chat, kit and events
Gallery & report	The photography afterwards, and the numbers behind it

Priced on the formats you choose and how many events they run across. Costed in the proposal.

The Padel Society | [openrally]

Thank you.

Let's put your brand where padel actually happens.

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