

AUGUST 2025

**PREMIER
PICKLEBALL
LEAGUE**

**SPONSORSHIP
PROPOSAL**

KUALA LUMPUR . JOHOR . PENANG





SPONSORSHIP PROPOSAL

Mission

To deliver a high-impact sports platform that connects brands with passionate communities, promoting healthy lifestyles and creating nationwide excitement through professional pickleball.

Vision

To be Malaysia's most valuable and visible pickleball league — offering sponsors unmatched reach, authentic engagement, and premium exposure across media, grassroots, and national stages.



SPONSORSHIP PROPOSAL

Tournament Overview

The Premier Pickleball League is Malaysia's first and only professional competitive club based pickleball league, designed to showcase top-tier talent in an exciting and dynamic format.

This tournament presents a unique opportunity for brands to align with the fastest-growing sport in Malaysia, reaching a dedicated and expanding audience of athletes, enthusiasts, and sports fans.

Format

League-based competition spanning 3 months

Significance

The first and only professional pickleball league in Malaysia

Objective

To establish a premier platform for elite players, elevating the sport's visibility and competitiveness

Prize Pool

RM300,000.00

TOP Player Engagement

Pre League

- **Press Conference**
- **Teaser Campaign**
- **Social Media Promotion**
- **Community Engagement**

During League

- **Astro Arena Broadcast**
- **Astro SOOKA**
(Live Sport App Streaming)
- **Hightlight Segments**
- **Weekly Match Highlights**
- **MVP of the Week**
- **On Ground Show Element**
- **Interactive Social Element**
- **Voting Polls**

Post League

- **Video Recap**
- **Champion Documentary**
- **Player Ambassador**
- **Events for Social Content**
- **Trophy Tour**
- **Teaser for Next Season**

Sports Tourism Catalyst

Content as Tourism Asset

- Behind-the-scenes content, player vlogs, and city features will be part of league's media plan
- Allows states or tourism partners to feature destinations
- Social media activation: #PPLinPenang

1 Million+

Astro Sooka Mobile & Smart TV platform reach

- Digital impressions (FB, IG, Tiktok)
- Tourism spots features in travel vlogs & player content
- Astro Arena > 5million household reach
- Players Trophy tour during Post league

2 Million

Tourism Spent

- Each sports tourist spends RM350–RM500/weekend
- Boosts F&B, hotels, transport, retail sectors
- League offers direct alignment with MOTAC's "Cuti-cuti Malaysia" and "Tourism Through Sports" Initiative

Sports Tourism Catalyst

80,000

**Active pickleball players
across Malaysia**

- PPL offers a competitive & spectator-driven platform
- Sparks inter-state travel & fan movement
- Converts hobbyists into tourism drivers

Estimate
2,400

**Youth participants
across Malaysia**

- Community Engagement Impact
- 24 community clinics across 12 venues, target youth groups
- Sparks inter-state travel & fan movement
- Converts hobbyists into tourism drivers

7,000

**Domestic sport tourists
throughout the season**

- PPL offers a competitive & spectator-driven platform
- Sparks inter-state travel & fan movement
- Converts hobbyists into tourism drivers

WHY Sponsor

Leverage Athlete Influence

Collaborate with top-ranked pickleball players to boost brand visibility, increase media exposure, and attract loyal sports fans as potential customers.

Exclusive Access & Hospitality

Sponsors receive match tickets and VIP access, ideal for organizing private events and further elevating brand prestige.

Targeted Marketing & Loyalty Programs

Customize campaigns to reward existing customers, strengthen brand loyalty, and build closer relationships with business partners.

Connect Through a Global Athlete Network

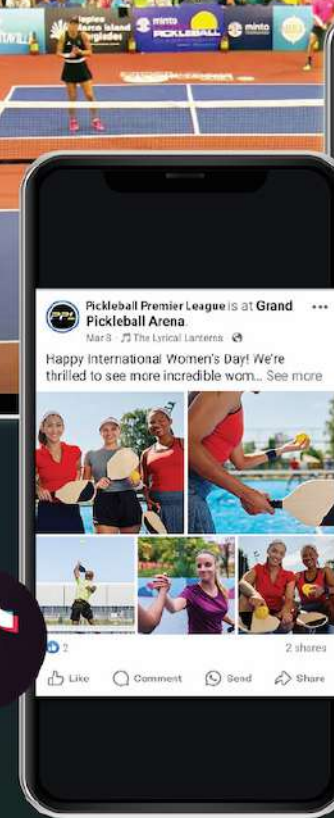
Tap into an expanding ecosystem of professional players, clubs, and tournaments—building long-term brand associations in the sports industry.



WHY Sponsor

These multi-channel marketing efforts ensure widespread exposure, creating valuable engagement opportunities for sponsors such as:

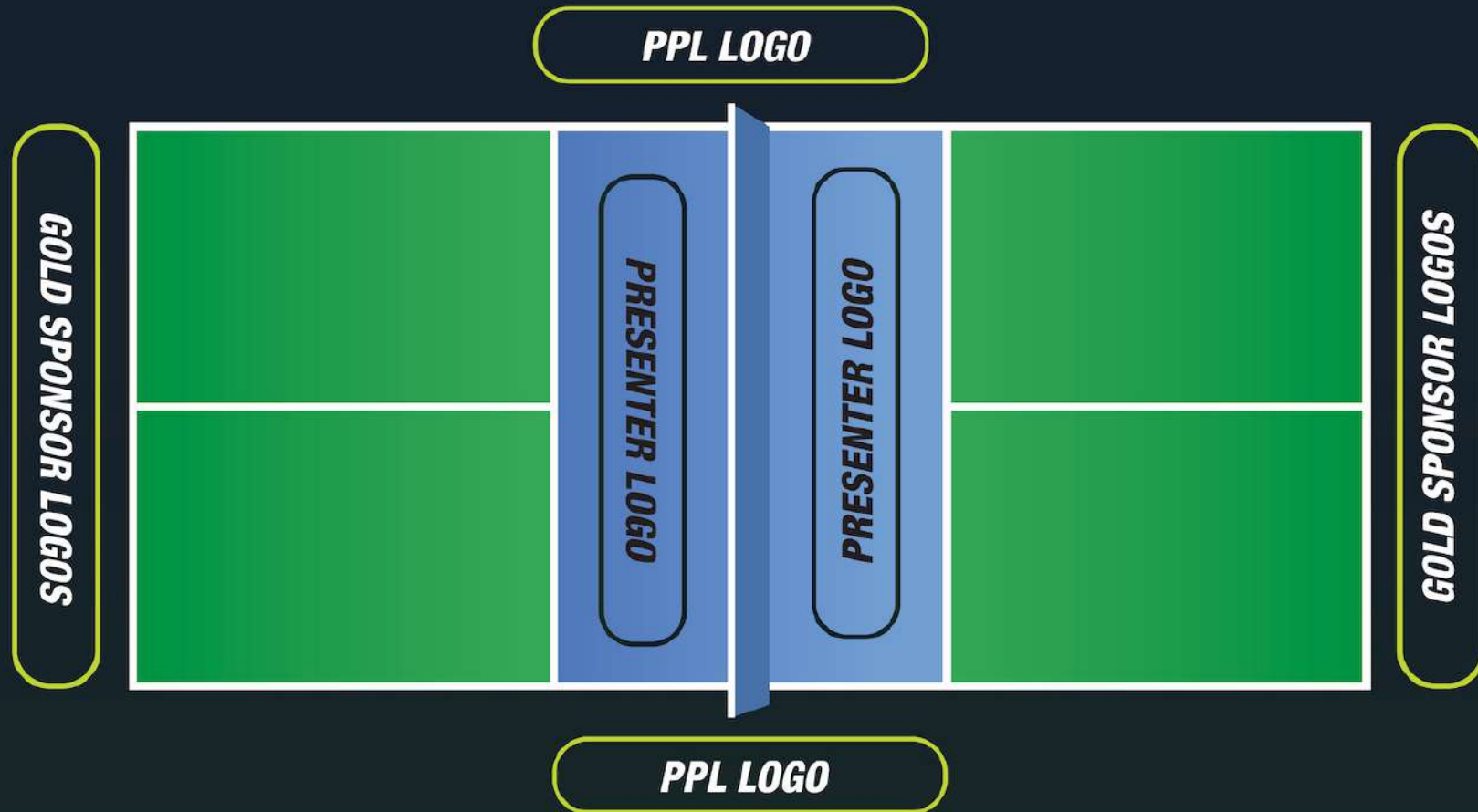
- **Social Media Exposure**
- **National & Cross-Platform Reach**
- **Featured Content & Campaigns**
- **Marketing & Content Strategy**
- **Booth & On-Ground Brand Activation**
- **Reaching Millions of Mobile-First viewers across Malaysia through Astro Arena 802 & Sooka**



Sponsor Placement Logo



Sponsor Placement Logo



Sponsor Tiers & Benefits

PRESENTER

RM 450K

Exclusive 1 slot

GOLD

RM 150K

Limited 4 slots

Sponsor Tiers & Benefits

PRESENTER RM 450,000.00 X 1 SLOT

Prime Logo Placement on Jersey	Front Prime Area RM 10,000 X 13 = RM 130,000.00
Event Space & Location	2nos. 10' x 10' RM 12,000 X 13 = RM 156,000.00
Press Conference Tickets	RM 6,000.00
Printed Branding on Events Collaterals	RM 8,000 X 13 = RM 104,000.00
Online Exposure	RM 195,000.00
Social Media Digital Content	RM 40,000.00

Sponsor Tiers & Benefits

PRESENTER RM 450,000.00 X 1 SLOT

Press Release Mentions	RM 3,000.00
Astro Sports Arena Airtime Inclusion (Premium Feature)	RM 1,700,000.00
TELEVISION Live Broadcast (6pm-10pm) Repeat (Opening & Closing) In Match Exposure Brand Transition / 2-3 sec logo bug Bumper 5 sec before / after commercial break Sponsor drop down (5 sec) scoring In-Match Branding Branded Promo Arena 801 Arena 802 30 sec Play of the Day	RM 50,400.00 RM 36,000.00 RM 151,200.00 RM 126,000.00 RM 151,200.00 RM 201,600.00 RM 360,000.00 RM 360,000.00 RM 100,800.00
DIGITAL 30 SEC Play of the Day on Astro Arena / Facebook	RM 64,800.00
RADIO 30 sec Recorded Promo on Hitz FM	RM 54,864.00
VIP Hospitality access (Opening ceremony , Finals & Championship)	Opening ceremony, Award presenter for finals
Main Cup Trophy Name Crafted	Included

TOTAL VALUATION : RM 2,334,000.00

Sponsor Tiers & Benefits

GOLD RM 150,000.00 X 4 SLOTS

Prime Logo Placement on Jersey	Arms & Upper Back Placement RM 2,400 X 13 = RM 31,200.00
Event Space & Location	10' x 10' RM 6,000 X 13 = RM 78,000.00
Press Conference Tickets	RM 2,000.00
Printed Branding on Events Collaterals	RM 3,500 X 13 = RM 45,500.00
Online Exposure	RM 65,000.00
Social Media Digital Content	RM 30,000.00

Sponsor Tiers & Benefits

GOLD RM 150,000.00 X 4 SLOTS

Press Release Mentions	RM 1,000.00
Astro Sports Arena Airtime Inclusion (Premium Feature)	RM 280,000.00
TELEVISION Live Broadcast (6pm-10pm) Repeat (Opening & Closing) In Match Exposure Brand Transition / 2-3 sec logo bug Bumper 5 sec before / after commercial break Sponsor drop down (5 sec) scoring In-Match Branding Branded Promo Arena 801 Arena 802 30 sec Play of the Day	 RM 8,400.00 RM 6,000.00 RM 25,200.00 RM 21,000.00 RM 25,200.00 RM 33,600.00 RM 60,000.00 RM 60,000.00 RM 16,800.00
DIGITAL 30 SEC Play of the Day on Astro Arena / Facebook	 RM 10,800.00
RADIO 30 sec Recorded Promo on Hitz FM	 RM 9,144.00
VIP Hospitality access (Opening ceremony , Finals & Championship)	Award Presenter for Semi Finals , MVP

TOTAL VALUATION : RM 532,700.00



JOIN US IN MAKING HISTORY!

Be part of Malaysia's Premier Pickleball League
and elevate your brand with unmatched exposure,
elite player engagement, and high-impact marketing opportunities.

Contact us :
+6012-3777963