

**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.

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## ***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**

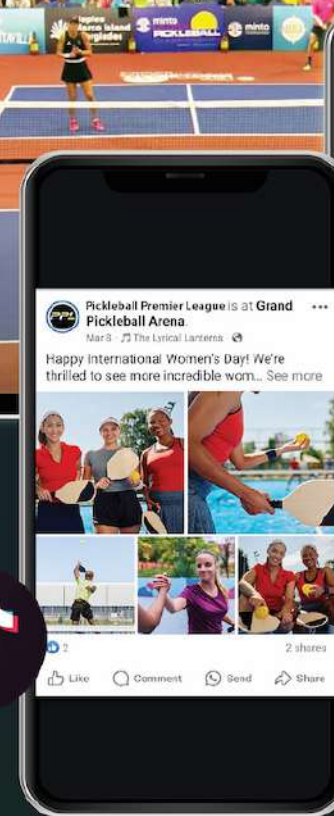
Tap into an expanding ecosystem of professional players, clubs, and tournaments—building long-term brand associations in the sports industry.



# 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**





## **SPONSORSHIP PROPOSAL**

### **Sponsor Tiers & Benefits**

**SILVER RM 25,000.00 X 6 SLOTS**

<b>Event Space &amp; Location</b>	Shared Booth at RM 1,500 X 13 = RM 19,500.00
<b>Press Conference Tickets</b>	RM 800.00
<b>Printed Branding on Events Collaterals</b>	RM 1,500 X 13 = RM 19,500.00
<b>Online Exposure</b>	RM 26,000.00
<b>Social Media Digital Content</b>	RM 20,000.00

**TOTAL VALUATION : RM 85,800.00**



***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**