



**DINK  
NATION**

More Than a Sport. It's a Vibe.



# SPONSORSHIP PROPOSAL

*JOIN THE MOVEMENT*





# DINK NATION

More Than a Sport. It's a Vibe.



# THE MOVEMENT

Pickleball isn't just growing-  
**it's exploding.**

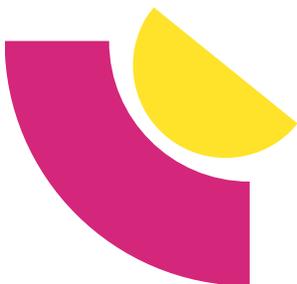
More than 20 million Americans now play, and the sport has grown **311% in just three years.** It's the fastest-growing sport in the U.S., and it's not slowing down.

But the real story isn't about numbers. **It's about people.**



That's where Dink & Dash and The Big Dink Energy Podcast come in - the culture side of the sport.

We're not teaching strategy or paddle specs. We're telling the stories, building the connections, and making pickleball feel like the community it already is.



Dink Nation is made up of Gen X and Millennials shaping modern pickleball.

They spend on paddles, apparel, courts, and travel — they don't play the game - **they live it.**

**MORE THAN A SPORT. IT'S A VIBE**

# WHY IT MATTERS



Pickleball brands already know the game is booming.

What matters now is who's earning the community's attention.

That's where we show up — inside the conversations, the laughter, and the culture that makes people fall in love with the sport.

Our sponsors aren't background logos; they're part of the experience.

# WHERE WE SHOW UP



Big Dink Energy Podcast – Equal parts comedy, chaos, and culture.



Dink & Dash App – Where players track friends, courts, and memories.



Social Media – Instagram, Facebook, TikTok, and YouTube — where the vibe lives.

**ONE COMMUNITY. ENDLESS REACH.**



# WHO YOU'LL REACH

THE PLAYERS SHAPING PICKLEBALL'S CULTURE



**AGE: 30-55**

Gen X and Millennial players  
blending work, family and fun



**60% FEMALE  
40% MALE**

Social, community-driven,  
lifestyle buyers



**INCOME  
80K-175K**

High discretionary spend  
on recreation and travel



**SUBURBAN +  
SMALL METRO**

Active in clubs, leagues and  
community courts



**WHERE CONNECTION, CULTURE + COMMERCE MEET  
ON THE COURT**



# HOW BRANDS CONNECT

WHERE YOUR MESSAGE MEETS THE MOVEMENT



## PODCAST

Story-driven shoutouts & reads that feel real



## DINK & DASH APP

The first app built around players, not just courts



## SOCIAL MEDIA

Reels, collabs, and shares that move fast and hit the heart of the pickleball culture



## GAME CHANGER NETWORK

Ambassadors, coaches, and court owners bringing your brand to life across the US

EARLY PARTNERS DON'T CHASE NUMBERS,  
THEY HELP MAKE THEM.



# JOIN DINK NATION

ONE ECOSYSTEM. ENDLESS REACH.

## FOUNDING DINK NATION SPONSOR

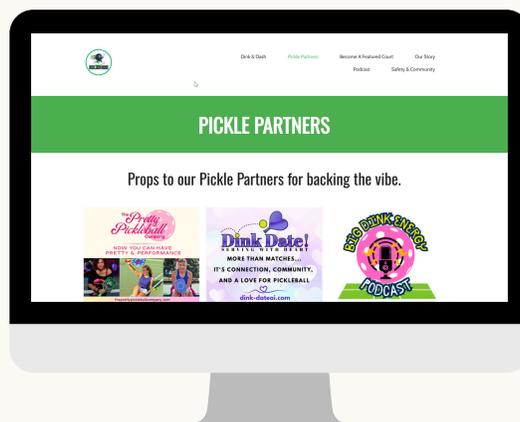
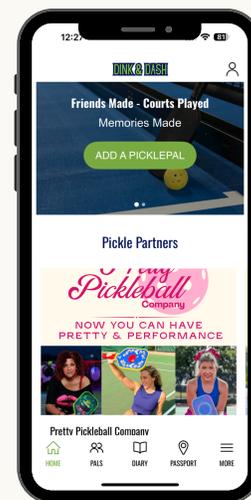
ONLY 3 AVAILABLE EVERY 6 MONTHS • THE HIGHEST LEVEL OF VISIBILITY.

Includes:

- 🎧 Rotating full-episode sponsorships on the Big Dink Energy Podcast
- 📱 Branded sponsor feature inside the Dink & Dash App (logo, story, and direct website link)
- 📸 Multiple dedicated social posts & stories shared across @dink\_and\_dash + @bigdinkenergy socials (YouTube, TikTok, Instagram, Facebook)
- 🌐 Logo + link placement on dinkanddashapp.com and bdepodcast.com
- 👉 Spotlight shared with our Game Changer network of players, coaches, and creators

For brands that want the mic, the moment, and the movement.

Price : \$3,000 | 6 month partnership



# JOIN DINK NATION

ONE ECOSYSTEM. ENDLESS REACH.

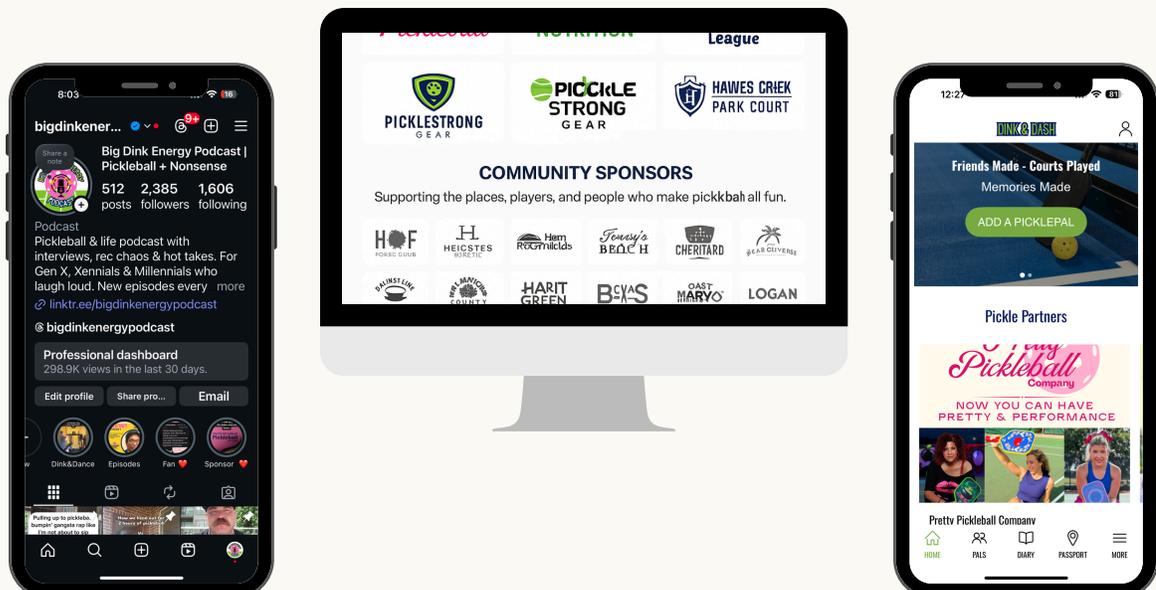
## FEATURED DINK NATION SPONSOR

5 AVAILABLE EVERY 6 MONTHS • CONSISTENT, MULTI-PLATFORM VISIBILITY.

- 🎧 Segment-level sponsorships on the Big Dink Energy Podcast
- 📱 Branded sponsor placement in the Dink & Dash App (logo, short story, direct link)
- 📸 Shared social highlights across @dink\_and\_dash + @bigdinkenergy socials (YouTube, TikTok, Instagram, Facebook)
- 🌐 Logo + link placement on dinkanddashapp.com and bdepodcast.com
- 👉 Recognition shared with our Game Changer network

For brands building reach, reputation, and relationships across pickleball.

Price : \$1,500 | 6 month partnership



# JOIN DINK NATION

ONE ECOSYSTEM. ENDLESS REACH.

## COMMUNITY DINK NATION SPONSOR

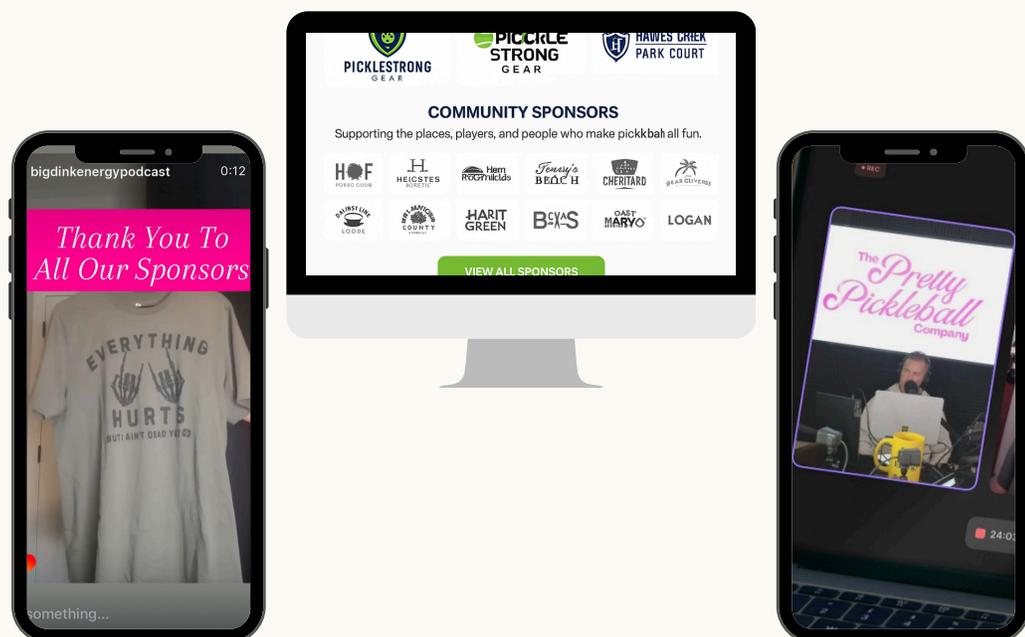
UNLIMITED AVAILABILITY • GRASSROOTS CONNECTION FOR SMALL BRANDS, AND EARLY SUPPORTERS.

Includes

- 🎙️ Group sponsor shout-out on the Big Dink Energy Podcast
- 📱 Group sponsor feature inside the Dink & Dash App (logo + short blurb)
- 📸 Group social carousel + tags across @dink\_and\_dash + @bigdinkenergypodcast (Instagram, TikTok, Facebook)
- 🌐 Community Sponsor listing on our websites, linking directly to your page or store
- 👉 Recognition shared within our Game Changer network

For brands who believe in the mission and want to grow with the movement.

Price : \$750 | 6 month partnership



# WHY NOW?

## PICKLEBALL ISN'T WAITING AND NEITHER ARE WE!

**This is your moment to be part of the story while it's still being written.**

**Dink Nation is built for the players shaping the culture — and the brands bold enough to move with it.**

**Early partners aren't buying ad space. They're earning community trust, positioning early, and being remembered as the ones who helped launch something that changed the game.**

**Ready to be part of the movement?  
Spots are limited for each 6-month cycle.  
Email: [admin@bdepodcast.com](mailto:admin@bdepodcast.com)**

**Let's build the culture together!**

**THE GAME IS GROWING. THE CULTURE IS SHIFTING. THE TIME IS NOW.**