



CAROLINA HOGS

PARTNERSHIP OPPORTUNITIES

2026 Major League Pickleball Season

The Partnership Opportunity



Authentic Carolina roots. **National MLP exposure.** Real community connection.

LOCAL COMMUNITY

Deep roots in the Carolina pickleball scene, centered at Pin Point Raleigh.

NATIONAL EXPOSURE

Aligned with MLP's national broadcast, streaming, and event footprint.

AUTHENTIC CONNECTION

Real relationships with families, youth athletes, and local fans — not just a logo.

BRAND ACTIVATION

On-uniform branding, event presence, and content across every Hogs appearance.

WHAT YOU GET

On-uniform branding, event presence, and content across the season.

WHO YOU REACH

Local Carolina families, youth athletes, and a national MLP fanbase.

WHY IT MATTERS

Community equity plus scalable national visibility, in one partnership.



Major League Pickleball at a Glance

23

CO-ED TEAMS

in major U.S. markets

150+

PRO ATHLETES

on exclusive contracts

13

EVENT WEEKENDS

across the 2026 season

277

BROADCAST HOURS

national TV & streaming, 2025

ESPN

FS1

TENNIS CHANNEL

AXS

YOUTUBE

PICKLEBALLTV

BUILT FOR TODAY'S FAN Men and women compete side-by-side with equal playing time and equal visibility — a modern league for values-driven brands.

Source: 2025 MLP broadcast distribution & 2026 season structure / internal league reporting.



The Stars of Major League Pickleball



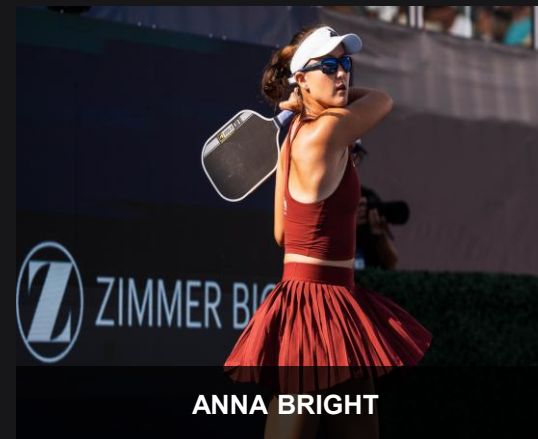
BEN JOHNS World #1 Men's Player



CATHERINE PARENTEAU



JACK SOCK



ANNA BRIGHT



TYSON MCGUFFIN

150+ professionals on exclusive MLP contracts — star power your brand stands next to.

WHY THE HOGS

Why the Carolina Hogs



Local Carolina identity.

National MLP exposure.

PREMIER LEVEL TEAM

Competing against the world's best across MLP's full national season.

ROOTED IN RALEIGH

Home base at Pin Point Indoor Pickleball and Golf — the hub of a fast-growing Carolina pickleball community.

A NAME THAT TRAVELS

National exposure through uniforms, broadcasts, social media, and events at every stop.

WHY THE HOGS



Jr Carolina Hogs & Community Reach

Junior MLP is Major League Pickleball's competitive youth league for ages 8–18: young athletes are drafted, represent clubs, and play coed team matches that mirror the pro MLP format. MiLP Regional Showdowns bring amateur team play to MLP event weekends — city-vs-city competition on the sport's biggest stage.

50+

KIDS IN THE ACADEMY

12

JR TEAM ROSTER

2

COACHES

5

EVENTS IN 2026

A FAMILY-FRIENDLY COMMUNITY

Home of the Jr Carolina Hogs Elite Academy. Tournaments draw 350–500+ players, weekly leagues bring 250+ recurring regulars, and corporate and private events host 30–300+ guests.

YOUR BRAND, NEXT GEN

Hogs sponsors appear on Jr Carolina Hogs jerseys too — putting your brand in front of the families raising the next generation of Carolina pickleball players.

700+

ACTIVE MEMBERS

2,500–3,000+

WEEKLY VISITORS

30,000+

EMAIL DATABASE

10.5K+

INSTAGRAM FOLLOWERS

1,500–2,000+

MONTHLY EVENT PARTICIPANTS

ORGANIC SOCIAL MOMENTUM Instagram reached 36,500+ unique accounts with 80,000+ views in the last 30 days — all organic, +473% reach growth.



2026 National Schedule: 13 Event Weekends

MAY	JUNE	JULY	AUGUST
22–25 Dallas, TX	4–7 St. Louis, MO	8–12 Grand Rapids, MI	6–9 Dallas, TX
28–31 Columbus, OH	11–14 Austin, TX	16–19 Newport Beach, CA	13–16 San Diego, CA
	18–21 St. Petersburg, FL	23–26 Chicago, IL	28–30 New York, NY
	25–28 New York, NY	30–Aug 2 Walt Disney World, FL	

SPONSOR TAKEAWAY Your branding travels with the team — uniforms, broadcasts, photography, social content, and appearances at every stop.



Premium On-Uniform Branding

FRONT JERSEY

Highest visibility — center chest, on camera every rally.

BACK JERSEY

Large-format exposure on broadcast, photos, and courtside.

SHORTS

Accessible entry point with repeated on-court exposure.

SLEEVES

Two placements — sharp, visible accents on every swing.





Partnership Packages & Pricing

	MOST VISIBILITY FRONT JERSEY \$30,000	BACK JERSEY	SHORTS	SLEEVE
Logo placement	Front of jersey	Back of jersey	Shorts	Jersey sleeve
Social posts / tournament	2	2	1	1
Jr Hogs jersey inclusion	✓	✓	✓	✓
Pin Point & community presence	✓	✓	✓	✓
Signed merchandise	✓	✓	✓	✓
Post-season reporting	✓	✓	✓	✓
Category exclusivity	Available*	Available*	Available*	Available*

*Category exclusivity available for select partners, subject to approval. • Sleeve pricing is per sleeve; two sleeve placements available.

PLUS MiLP Regional Showdowns bring amateur team play to MLP event weekends — expanding the on-site audience at every stop.



What Every Partner Receives

ON-UNIFORM VISIBILITY

National visibility in every match, all 6 Hogs events

BROADCAST EXPOSURE

Streamed & televised match visibility, subject to coverage

DEDICATED SOCIAL CONTENT

Sponsored posts on LinkedIn & Instagram each tournament

JR HOGS INCLUSION

Logo placement on Jr Carolina Hogs academy jerseys

COMMUNITY PRESENCE

Brand presence at Pin Point Raleigh and community events

SIGNED MERCHANDISE

Signed team jersey and merchandise package

POST-SEASON REPORTING

Recap with photos, social performance, and exposure summary

CATEGORY EXCLUSIVITY

Available for select partners, subject to approval



Custom Partnership Opportunities

Every partnership can be tailored beyond jersey placement. Build a program around what your brand needs:

Local Pin Point activations

Community events

Youth programming

Player appearances

Social & digital content

Hospitality

Product integration

Category-specific concepts

LET'S BUILD IT TOGETHER Tell us your goals and category — we'll shape the right mix of assets around your brand.

Build Your Brand with the Carolina Hogs

Partner with one of Major League Pickleball's premier teams and reach fans across live events, broadcast, social, and the Carolina pickleball community.

NEXT STEP Schedule a 20-minute call to review available placements, confirm category fit, and build the right package for your brand.

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CAROLINA HOGS

PICKLEBALL.COM