

• For the Fans. For the Players. For the Game



**HEXAGON  
WORLD SERIES**

**BYBIT**

**SPONSORSHIP OPPORTUNITY**

**OFFICIAL CRYPTO**



# PADEL IS BOOMING



## GLOBAL MOMENTUM

**35M** players worldwide — and growing fast



## EXPLOSIVE GROWTH

**+17%** annual growth forecast for the coming years



## SPORT OF THE FUTURE

**BRISBANE 2032** aiming for its Olympic debut

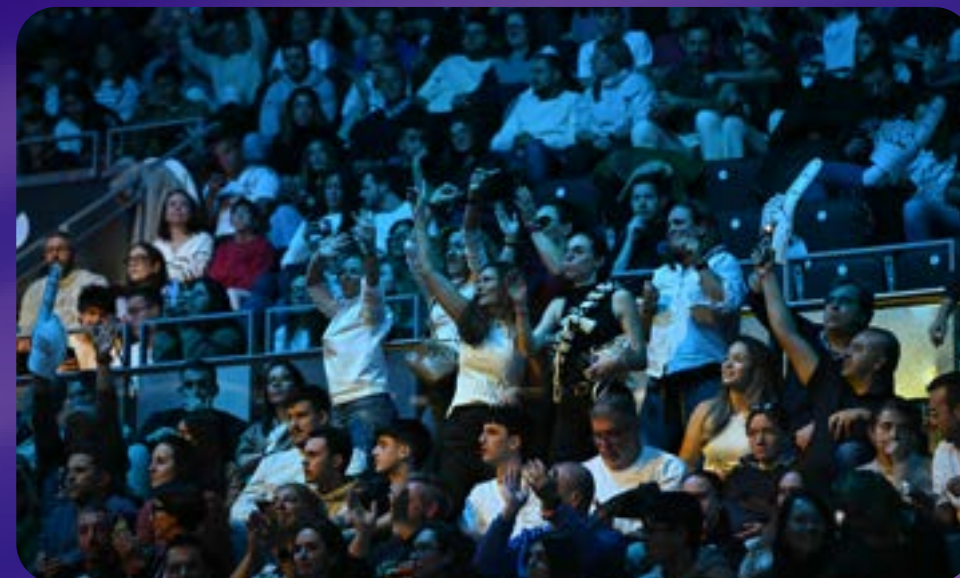
# A NEW ERA IN PADEL

- ◆ **TEAM-BASE TOURNAMENT:** 8 franchise teams
- ◆ **MIXED ROASTERS :** 2 men, 2 women, 2 Next Gen
- ◆ **CELEBRITY OWNERS:** driving prestige & excitement
- ◆ **ELITE PLAYERS:** world-class talent on every team
- ◆ **INNOVATIVE MODEL:** blends star power, investment & top-tier talent

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# OUR TEAMS & PLAYERS

# TEAM OWNERS



THE FANS



KÜN AGÜERO



PIERRE GASLY



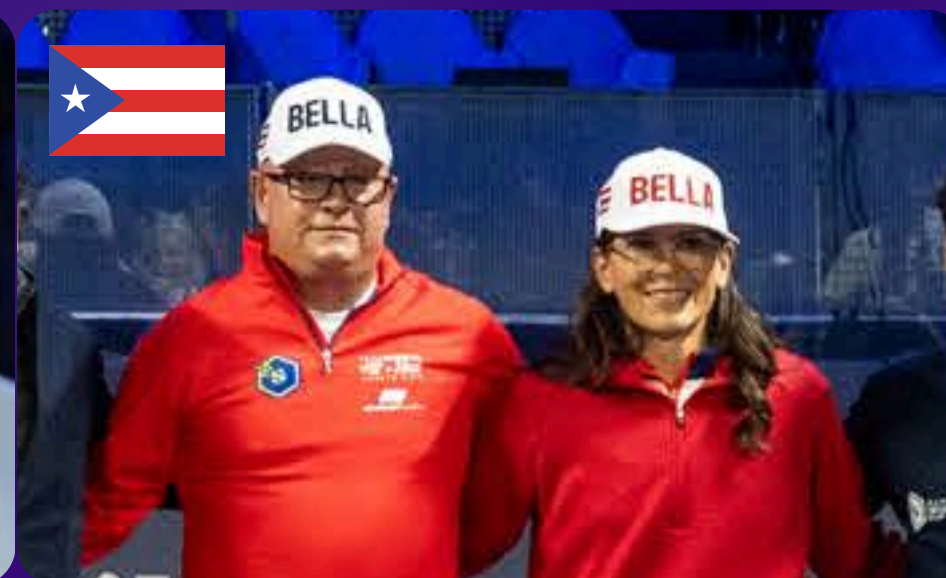
RAFA NADAL ACADEMY



ROBERT LEWANDOWSKI



EVA LONGORIA



CARLOS LÓPEZ-LAY  
MARÍA ESTEVE



ANDY MURRAY &  
ANTHONY JOSHUA

# PLAYERS



AGUSTÍN  
TAPIA



ARTURO  
COELLO



FEDE  
CHINGOTTO



RAFA NADAL  
ACADEMY TEAM ~ COX

FRANCO  
STUPACZUK

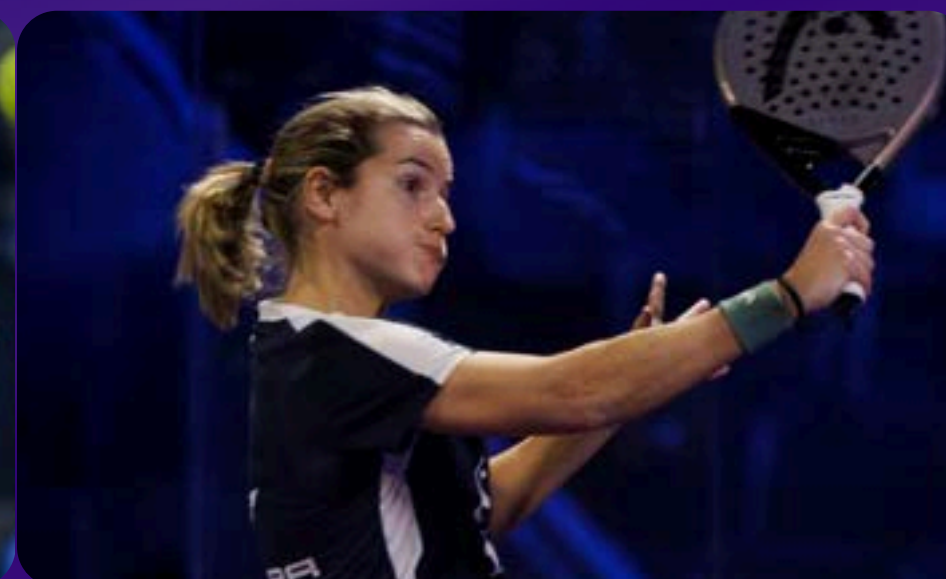


RAFA NADAL  
ACADEMY TEAM ~ COX

GEMMA  
TRIAY



DELFI  
BREA



ARI  
SÁNCHEZ



PAULA  
JOSEMARÍA

# HEXAGON CUP 2026



[CLICK TO WATCH VIDEO](#)

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# 2026 EVENT PERFORMANCE OVERVIEW

# ATTENDANCE



**37K+**  
total visitors  
(+21% vs 2025)



**3.5K+**  
VIP attendees  
(+40% vs 2025)



**20K+**  
visitors on  
**Saturday & Sunday**



**49%**  
Male ticketholders  
**vs**  
**51%**  
Female ticketholders



**60%**  
From Madrid  
40% rest of the world



**25-34**  
**Core Audience**  
40% of buyers

# BROADCAST

- ◆ **8.1M** global broadcast audience **(+75% vs 2025)**
- ◆ **6.4M** digital audience\* **(+305% vs 2025)**
- ◆ **10.8M** one-minute reach during Finals Day
- ◆ **47** broadcasters partners **(+1 partner vs 2025)**

\*Digital audience includes viewership across Hexagon and Marca YouTube channels, and SlakunTV Twitch channel

# BROADCAST MAP

## Broadcast Partners Geographical Breakdown

**NORTH AMERICA**



ESPN  
beIN SPORTS  
CBC

**LATAM & CARIBBEAN**



DIRECTV  
ESPN

**EUROPE**



TENNIS CHANNEL  
PADEL-TV  
itv SPORT

**PAN MENA**



beIN SPORTS  
mbc

**CHINA**



**INDIA**

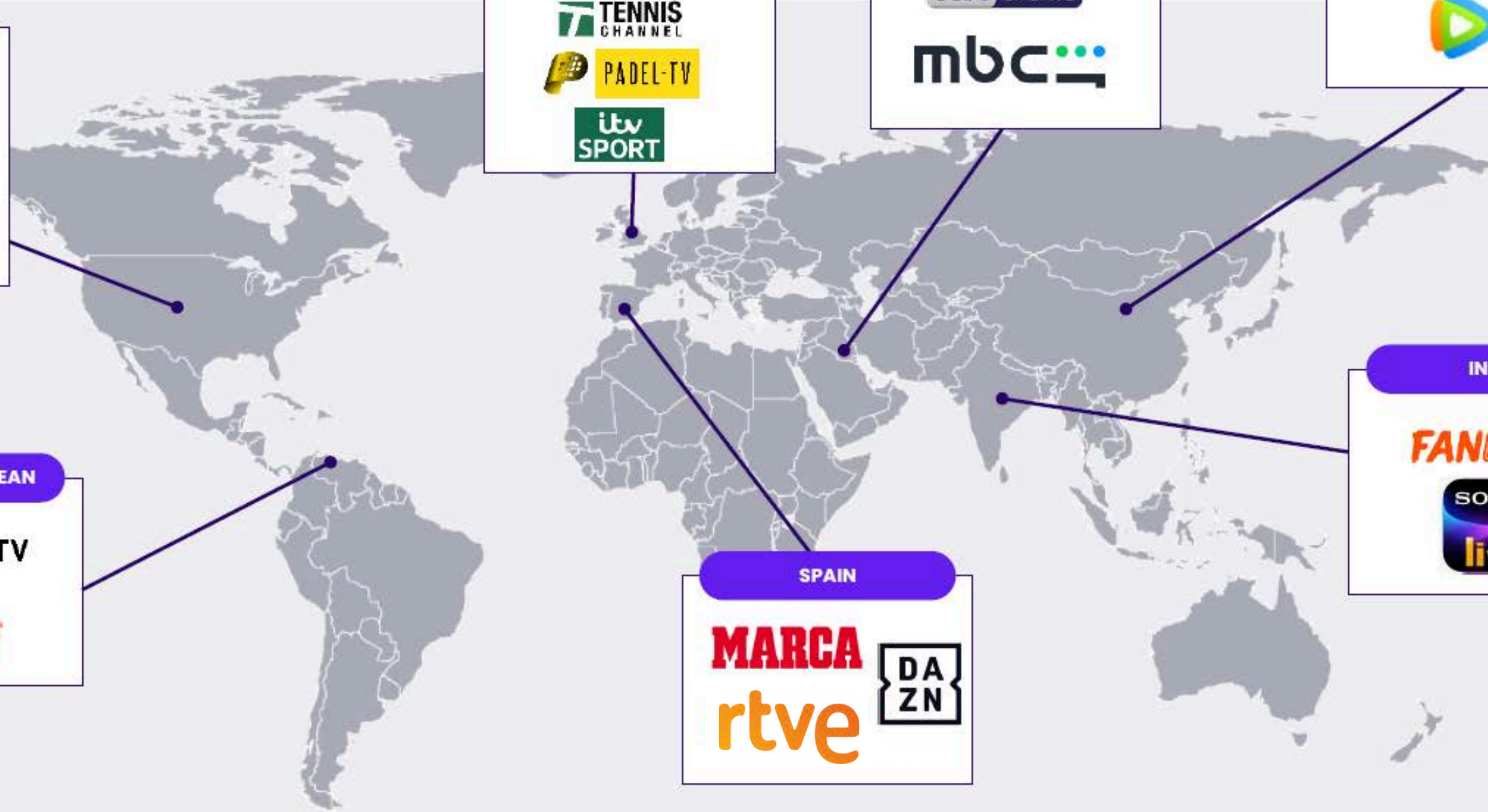


FANCODE  
SONY  
liv

**SPAIN**



MARCA  
rtve  
DAZN



# YOUTUBE

Hexagon Cup  YouTube channel

**7.6M** total views (+254% vs 2025)

**1.5M** unique viewers (+186% vs 2025)

**27 min** average watch time on YouTube (+8% vs 2025)

**6M** Youtube Shorts views (+856% vs 2025)

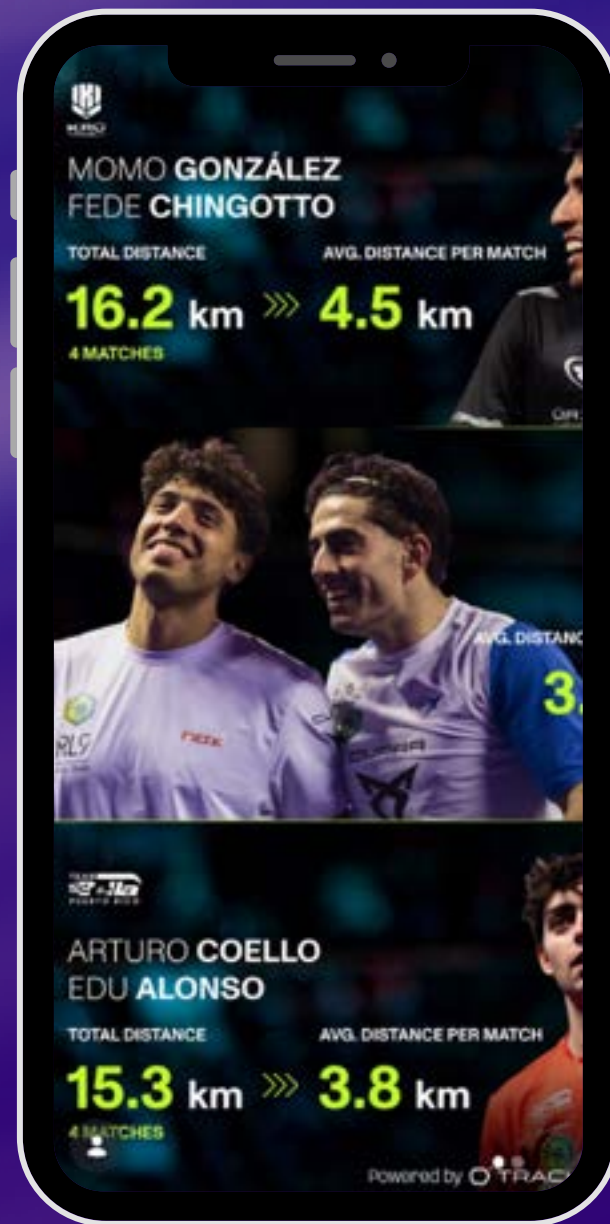
**8K** new subscribers (+26% vs 2025)

# EXAMPLES OF CONTENT

33.1M  
views



Most-watched video on a padel-focused account



Innovative match content



Branded content

# PRESS OVERVIEW



**1.41K**

Media Articles Published  
(+22% vs 2025)



**33.7M€**

AVE  
(+20% vs 2025)



**400+**

accredited journalists



# OUR PARTNERS



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# MUCH MORE THAN PADEL



**DERBI PADEL MATCH**



**ACNUR X HEXAGON**



**STARS GAME**



**NETWORKING EVENT**



**HEXAGON LEGENDS**



**AMATEUR LEAGUE**



**HEXAGON CHALLENGE  
BY LOK**



**HEXAGON NIGHTS**

## DERBI PADEL MATCH



## HEXAGON LEGENDS

Exhibition matches featuring iconic padel players, celebrating those who shaped the sport



## STARS GAME

**ACNUR 75TH  
ANNIVERSARY MATCH**

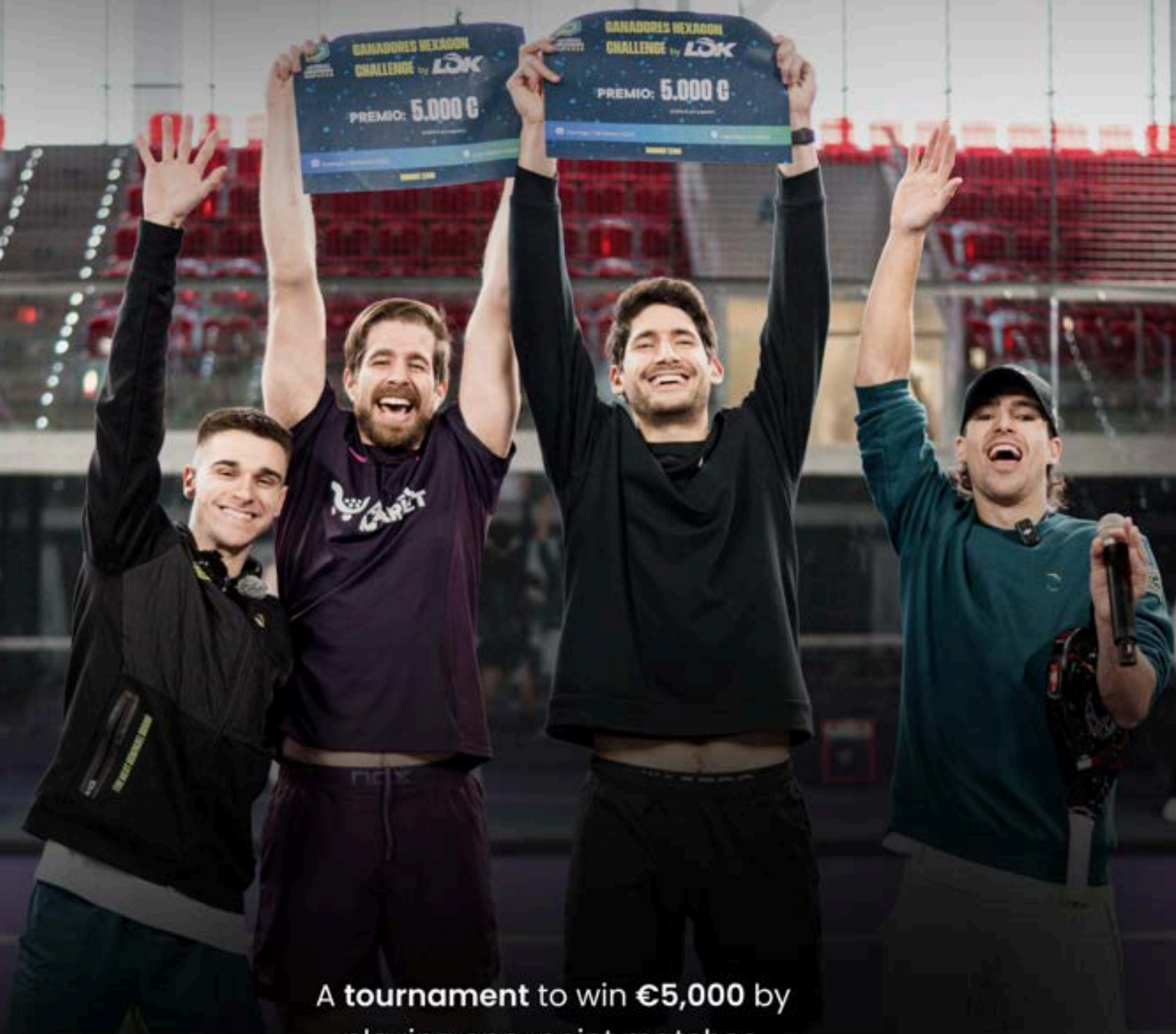
A special collaboration with ACNUR to raise awareness and drive meaningful social impact



**ACNUR PADEL CLASS**

## HEXAGON CHALLENGE

BY **LÖK**



A tournament to win €5,000 by playing one-point matches.

After padel, the experience continues with DJs, drinks and a vibrant social atmosphere



**HEXAGON NIGHTS**

## NETWORKING EVENT

An exclusive gathering connecting partners and key stakeholders



The final stage of Road to Hexagon, bringing fans closer to the Hexagon experience



## HEXAGON AMATEUR LEAGUE



# FAN ZONE



**26** stands



**10** foodtrucks

# STANDS



# OUR STANDS



# FOODTRUCKS



# OUR FOODTRUCKS

**ARMANDO**

**Reileno**

**Manolo  
Bakes**

**COZINA**

focacciamo

**CAFÉ  
Dromedario**  
DESDE 1871

**MU  
SH**

**GROSSO**

*Malvón*

*Oido Cocina*  
GOURMET

**GROSSO** **NAPOLETANO**

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# HOSPITALITY

# VIP HOSPITALITY



# VIP HOSPITALITY



# VIP COLLABORATORS



MARTIN MILLER'S  
GIN

CASA  
*Don Ramón*<sup>®</sup>

VILLA MASSA<sup>®</sup>  
DAL 1890

caldos  
GOLDO

ZOCO

MAR DE FRADES  
ALBARIÑO ATLÁNTICO

RC  
REAL CAVIAR

Schweppes<sup>®</sup>

LA DIEZ

Alquil  
ESPAÑA  
E HIJOS, S.A.  
Desde 1949

CAFÉ  
Dromedario<sup>®</sup>  
DESDE 1871

PANCRACIO  
ARTISAN CHOCOLATE

zumit  
100% FRUTA, 100% REAL

# WHAT'S NEXT

## HEXAGON WORLD SERIES

The global team circuit of professional padel

Developed with **54 and the International Padel Federation (FIP)**, the Hexagon World Series expands the Hexagon format into **multiple international events across iconic cities**

**worldwide**, establishing the first official global team circuit in the sport.



**HEXAGON  
WORLD SERIES**

**GLOBAL EVENTS**

**OFFICIAL CIRCUIT**

**TEAM RANKED COMPETITION**

# WHATS NEXT?

ORGANISATION



HEXAGON

BUSINESS LINES



HEXAGON  
WORLD SERIES



HEXAGON  
AMATEUR LEAGUE

EVENT



GENERALI  
HEXAGON  
CUP  
MADRID

2026





# SUPERCARGING TEAM PRO PADEL

EXPANDING THE REVOLUTIONARY TEAM-BASED FORMAT OF THE HEXAGON CUP,  
ADDING MULTIPLE EVENTS ANNUALLY ACROSS NEW INTERNATIONAL LOCATIONS.



## GENDER BALANCED TEAM STRUCTURE

- Consistent team brands
- Integrated & enhanced commercial structure
- Integrated player support and performance services
- Uniquely integrated men & women's competitive teams

## LONG-TERM VALUE CREATION

- World leading prize funds
- Season-long performance incentives
- Guaranteed team value
- Official team rankings governed by FIP



# VISION

*To create a world where padel is  
lived – not just played.*

# MISSION

*Hexagon World Series is leading padel's transformation from a sport  
people play into one they live by – connecting a growing global  
community to one another, and to the game.*

CREATED & POWERED BY



HEXAGON  
CUP



GOVERNED BY



INTERNATIONAL  
PADEL  
FEDERATION

BYBIT



HEXAGON  
WORLD SERIES

OFFICIAL CRYPTO

# WHY PADEL?

*The world's fastest-growing sport*

- **+26%** club openings in 2024 → 3,282 new clubs (9 per day).
- **50K+** courts worldwide (+7,000 in 2024).
- **30M** amateur players and 600K federated players across 130 countries.
- **40%** of padel players worldwide are women
- **92%** retention rate after first session → players come back.
- **87** federations across 5 continents → on track for Brisbane 2032 Olympic Games.

*Padel is not just a trend — it's a global cultural movement.*

# PADEL IN SPAIN ... AN ONGOING GROWTH STORY

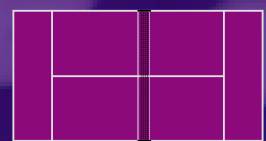
*An inclusive, social, and loyal community*



**5.5M** Amateur Players



**107K** licensed Players  **+42 % vs 2020**



**16K** courts



**4.2K** clubs



**The most practiced sport, surpassing football, in Madrid**

*Padel brings people together – a sport for everyone*

# PRE-TOURNAMENT ACTIONS

ACTIVATE BYBIT SINCE THE BEGINNING: BYBIT CARD

## PRE-TOURNAMENT

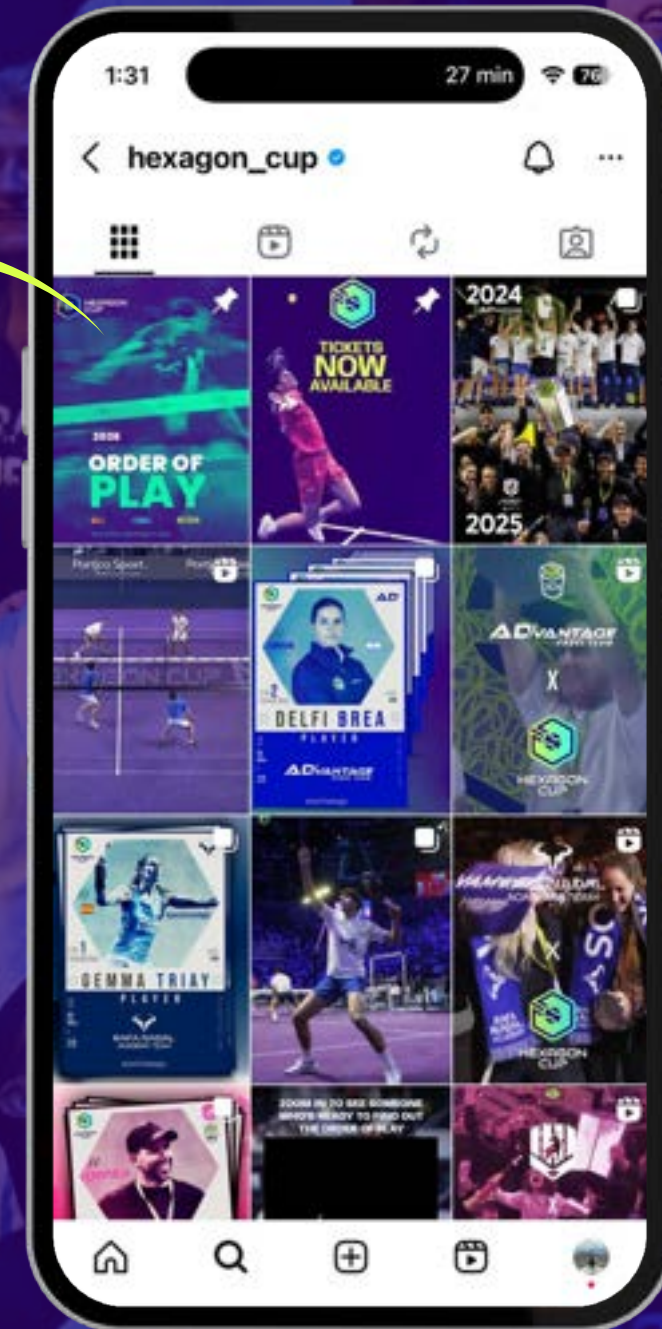
### Awareness

From ticketing launch

Download the BYBIT app, sign up, and if you buy your ticket for the Hexagon Cup 2027 using the card, we'll refund 100% of the purchase price.



UTILIZA LA **TARJETA BYBIT** DURANTE EL EVENTO Y BENEFÍCIATE DE **VENTAJAS EXCLUSIVAS**



# BYBIT × HEXAGON CUP — THE POWER OF THE CRYPTO

THE DIGITAL GAME THAT DRIVES APP DOWNLOADS AND DAILY ENGAGEMENT

DURING TOURNAMENT

## *Conversion*

2027 event

- Benefits of using the BYBIT card: Get X amount of € from your download to spend at Hexagon bars.
- Fast-track bar lanes at the event: dedicated Bybit-branded express lines, offered as an exclusive perk for attendees who download the app and use it during the event.
- Download the app, sign up, and enter the giveaway to win the official Adidas racket of the Hexagon Cup.



# BYBIT × HEXAGON CUP — THE POWER OF THE COIN

## SPECIAL MOMENT – COINT TOSS

Sponsored coin toss: Led Time, and central court screens



*Bybit brings digital innovation to the court — one flip at a time*



**BRAND PRESENCE**

UTV

BYBIT

BYBIT

BYBIT

BYBIT



WORLDWIDE

# TOBLERONE



BYBIT

VOMITORIUM

BYBIT

SALIDA

Adeslas

PHILIPS



# BRANDING IN THE VENUE



FAN ZONE



INTERVIEW PANELS/BACKDROPS



HOSPITALITY

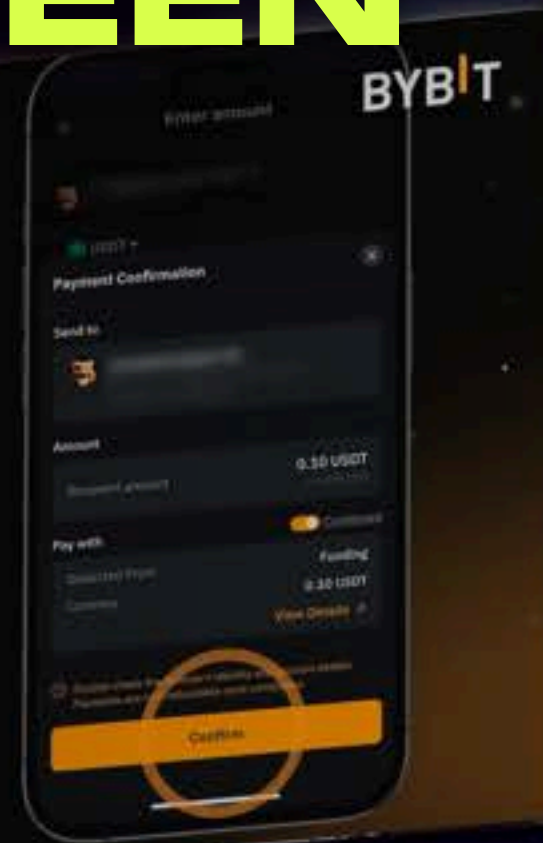


PRESS CONFERENCE

# STADIUM SCREEN

## To Send:

1. Tap "Send" in Bybit Pay
2. Enter recipient's details
3. Input amount for transfer



GIANT SCREEN ON CENTRAL COURT

# GOLD PARTNER

## DESIGNATION & EXCLUSIVITY

- Designation as "Official Partner"
- Exclusivity within the "CRYPTO" category
- Creation of lock up logo to be used in all relevant/dedicated communication material

## HOSPITALITY & TICKETING

- 1 Hospitality Box (6pax)\*
- Twenty (20) grandstand tickets\*
- Two (2) invitations to the Gala Dinner

\*All tickets and hospitality allocations are based on a per day basis and **THE BRAND** has the right to buy additional tickets at a preferential partner rate

## BRAND VISIBILITY

### ONLINE ADVERTISING

- Press release to announce the partnership
- Hexagon Cup to provide 6 pieces of social media content across all relevant social media platforms
- Logo **on the second level of sponsors pyramide** at the official Hexagon Cup website
- Right to use mutually agreed images and video content for promotional purposes
- Up to 3 Newsletters to Hexagon Cup fans data base
- Up to 3 shared campaigns in Hexagon Cup Social Media account
- Social media dynamic mutually agreed during the whole Cup
- Two influencers campaigns co-designated. One at Hexagon costs and the other at partner costs. Commitment to commonly promote it through Social Media channels.

## BRAND VISIBILITY

### OFFLINE ADVERTISING

- LED Time **TopTier** (aprox 6%)
- Vomitorium
- Brand presence in the venue
- 20 seconds promotional video to be featured on screens in the Fan Zone, Central Court and VIP Hospitality in rotation with other partners.
- Logo presence on all media backdrops (interview panels)
- Logo in the footer of the general Newsletters during the year
- Logo in welcome pack ( if applicable)
- Logo on tickets
- **Logo presence in static court toblerone**
- **Logo presence at the VIP area**
- **One broadcasting moment to be mutually defined**
- **Special branded moment: Coin Toss**

## ACTIVATION AND EXPERIENTIAL RIGHTS

- Space for a stand in the FAN ZONE together with the main sponsors
- 1 hour of activation in FAN ZONE
- 3 central court activations during the tournament
- Networking padel event participation for two(2) people
- **1 Money can't buy experience:**
  - **Seat on the Bench**
  - **Coin Toss**

## MERCHANDISING

- 4 official Hexagon padel raquets
- 20 official Hexagon balls packs
- 20 official Hexagon apparel collection
- 20 official wristbands
- 20 official raquet grips
- 4 official Hexagon Team jerseys signed by its players

# PARTNERSHIP STRUCTURE

## BRANDING ASSETS

### GOLD PACKAGE RIGHTS & BENEFITS

EXPOSURE

AFFINITY

LOYALTY

VIP CLIENTS

**FIXED FEE: 125K€**

## PERFORMANCE ASSETS

### GOLD PACKAGE RIGHTS & BENEFITS

ENGAGEMENT

ACQUISITION

CONVERSION

### VARIABLE FEE BASED ON FOLLOWING KPIs:

- Pessimistic scenario: 5% conversion rate or 1500 people: 25€ per new user with 300 guaranteed ticket allocation per day
- Moderate scenario: 10% conversion rate or 3000 people: 30€ per new user, from 1501 user onwards, with 500 guaranteed ticket allocation per day
- Optimistic scenario: more than 10%: 35€ per new user, from 3001 user onwards, with 750 guaranteed ticket allocation per day

# WHY PARTNER WITH US?



## UNMATCHED BRAND VISIBILITY

Prime exposure across TV, in-venue branding, and digital



## POWERFUL SOCIAL MEDIA REACH

Amplify your message through viral, multi-platform content



## IMMERSIVE FAN ZONE ACTIVATION

Engage through tailored, interactive experiences



## PREMIUM HOSPITALITY

Offer high-end experiences to clients and guests



## CELEBRITY & ATHLETE ASSOCIATION

Boost aspiration by linking to influential faces



## SHARED VALUES & PURPOSE

Partner with equality, inclusion, and community



• For the Fans. For the Players. For the Game

# THANK YOU



📍 Pradillo 5, 28002 Madrid

🌐 [www.hexagoncup.com](http://www.hexagoncup.com)

📷 [hexagon\\_cup](https://www.instagram.com/hexagon_cup)