



Picklecon

PARTNERSHIPS

JULY 24 - 26, 2026

KANSAS CITY CONVENTION CENTER
KANSAS CITY, MO



Produced by Triple Crown Sports

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ABOUT US & EVENT OVERVIEW



Triple Crown Sports has been family-owned and operated by the King family since 1982. We are a premier event production company delivering elite youth and collegiate sports experiences across North America and Mexico.

We specialize in high-profile tournaments, strategic partnerships, and broadcast-ready competitions that connect brands to passionate fans & players.



PickleCon is the ultimate all-inclusive pickleball experience, uniting players, fans, and the businesses driving the sport. Each year, over 350,000 square feet are transformed into a vibrant pickleball hub featuring tournament and open play, pro-ams, exhibitions, clinics, skill challenges, a vendor village, networking opportunities, and social events. It's a space for players of all ages to dive into the excitement of pickleball—and for brands and professionals to connect, collaborate, and grow. Whether you're a family seeking fun or a business ready to shine, PickleCon is your pickleball paradise.



TARGET AUDIENCE & DEMOGRAPHICS



PickleCon Attendees: From pros and amateurs to celebrities, brands, and fans—PickleCon brings together people of all ages, interests, and skill levels



Triple Crown Database: 300k+ unique emails

- **Pickleball Email Database:** 5,000+ unique emails



Triple Crown Social: 292K followers

- **Pickleball Socials:** 2,220 followers



2025 PickleCon Event

- 2,336 unique attendees
- 37 states + Canada represented
- 55 courts
- 90 vendors
- 350k square feet





VENDOR BOOTHS



VENDOR BOOTHS

What's Included

- Booth space for all 3 event days
 - 8' pipe and drape behind, 3' on both sides
 - Corner spaces will have open side
- Court access to demo products
 - Court activations available (per hour) for a primary showcase of your product
- Storage space behind booth
- Up to 2 tables and 2 chairs available
- Logo on event website
- Included in vendor list on emails and social posts
- Event passes for staff
- Business networking opportunities available daily during the event



***Internet & Electricity:** *WiFi and electricity are purchased directly from the convention center. Access the [KC Convention Center Exhibitor Ordering Guide here»](#)*

VENDOR BOOTHS

Cost

\$1,000-\$3,000

Vendor Pricing:

- 10 x 10 booth = \$1,000
- 20 x 20 booth = \$2,000
- Premier locations = \$1,500–\$3,000 (based on size)

Vendor Add-Ons:

- Demo court activation rentals: \$100/hr
- Court sponsorships (open play, tournament, championship): \$1,500–\$3,000
- Branded event swag for first 250 attendees each day: \$2,000/day
- Company/product promotional materials on championship court seating: \$500–\$1,000 per day/event
- Event/area/experience title and or presenting sponsorships: (Price varies depending on type, see page 11)

Vendor Request Form

**Interested in joining us as a vendor for PickleCon 2026?
Fill out our Request Form and let's make it official!**



[REQUEST FORM](#)

VENDOR BOOTHS

2025 Expo Layout

**Layout will change in 2026.*





SPONSORSHIPS

FAT TIRE

Brewing Co.



SPONSORSHIPS

Title/Naming Rights Sponsor (\$20K)

The Title Sponsor becomes the face and primary brand association with PickleCon – the premier destination for pickleball athletes, fans, and brands. The title partner receives top-tier visibility across every touchpoint of the event, from name integration to media, hospitality, and year-round community engagement.

- **Event Naming Rights:** “PickleCon presented by [Partner Name]” across all event assets.
- **Logo Visibility:** Prominent placement on logo, signage, courts, and credentials.
- **Championship Court Sponsor:** Presenting partner with high-impact logo visibility across the court and event promotions.
- **Media Integration:** Inclusion in social, paid, and PR campaigns year-round.
- **Digital Exposure:** Dedicated and Inclusion in all official social and email campaigns.
- **Audience Access:** Email and CRM engagement for pre and post-event marketing.
- **Branded Content:** Custom video storytelling highlighting brand partnership.
- **On-Site Activation:** Premier booth location for high-impact fan engagement.



SPONSORSHIPS

À La Carte Sponsorships

We offer a variety of engaging sponsorship opportunities that bring brands closer to the athletes, fans, and community. Each activation offers a unique way to connect, celebrate, and elevate the event experience.

*****(Each sponsorship includes - Brand attached to marketing of event, branding onsite, company listed as partner on website, social posts, dedicated emails to database)**

- **Kickoff Party Sponsor (\$5k):** Launch the event in style as the presenting partner of the Kickoff Party, with prominent branding, on-site visibility, and recognition across event promotions.
- **Vendor Mixer Sponsor (\$5k):** Position your brand at the center of connection and collaboration with logo placement and engagement opportunities at this exclusive networking event.
- **Eatertainment Sponsor (\$5k):** Feature your brand on event tour buses with prominent signage and visibility across related materials, promotions, and experiences.
- **VIP Area on Championship Court Sponsor (\$5k):** Elevate your brand presence in our exclusive VIP section with premium signage, digital mentions, and hospitality integration.



SPONSORSHIPS

À La Carte Sponsorships (Continued)

*** (Each sponsorship includes - Brand attached to marketing of event, Branding onsite, Company listed as partner on website, social posts, dedicated emails to database)

- **Puppy Yoga Sponsor (\$2.5k):** Align your brand with wellness and feel-good moments through logo placement, on-site engagement, and media recognition at this fan-favorite event.
- **Clinics Area Sponsor (\$2.5k):** Highlight your brand's commitment to growth and development through signage, activations, and on-site visibility in the clinics area.
- **Coffee & Community Sponsor (\$2.5k):** Fuel meaningful morning conversations with vendors, clubs, and facility owners through branding and activation as the presenting partner of this relationship-driven event.
- **Farewell Festival Sponsor (\$2.5k):** Leave a lasting impression as the presenting partner of our closing celebration, featuring logo placement, on-site activation, and event-wide recognition.



SPONSORSHIPS

Digital Media Packages

1

Gold | \$3,000

- (1) Dedicated email to all attendees.
- (2) Dedicated posts on Twitter; (2) dedicated post to Facebook.
- Logo and link on “Event Partners” page.
- Logo and link included on the (1) “Support our Partners” email that goes to all attendees one week prior to the event.

2

Silver | \$1,500

- (1) Dedicated posts on Twitter; (1) dedicated post to Facebook.
- Logo and link on “Event Partners” page.
- Logo and link included on the (1) “Support our Partners” email that goes to all attendees one week prior to the event.

3

Bronze | \$500

- Logo and link on “Event Partners” page.
- Logo and link included on the (1) “Support our Partners” email that goes to all attendees one week prior to the event.



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