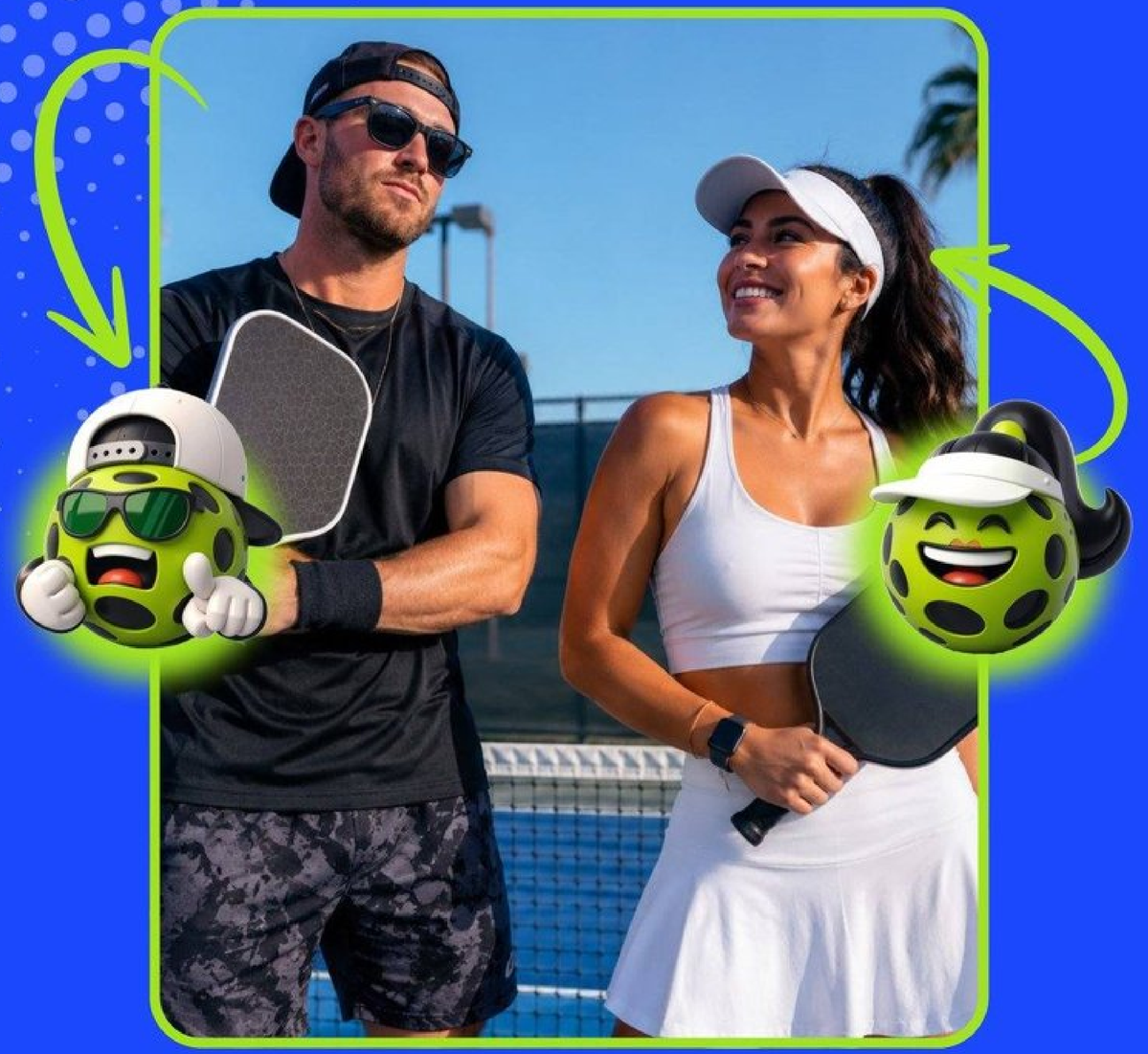

THE PERSONALITIES OF PICKLEBALL
PINK BALLS™

DinkyBalls™

The Personalities of Pickleball™

Welcome To The Dinkyverse!™

You've played with them. You've played against them. Chances are, you are one of them. The Dinky Dozen™ is our core cast of twelve original pickleball characters. Together, they inhabit the Dinkyverse™, an expanding world of products, stories, and shared experiences.



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Pickleball Is BIG!

And getting BIGGER.



24.3M
U.S. participants in 2025

5.8X
U.S. participation since 2020

7.5M
Core U.S. participants in 2025

5 YRS.
Running as America's fastest-growing sport

4.2M-24.3M
U.S. participants from 2020 to 2025

- Courts are being built
- Clubs are expanding
- Brands are entering

SOURCE: SFIA, 2026. Core: 8+ plays/year.

OUR AUDIENCE

Built Around Adult Players. Shared Across Generations.

They buy for themselves and the people they play with.



24.3M Players.
One Universal Behavior.

For yourself.
For your partner.
For your people.

PRIMARY AUDIENCE

AGES 35–54

Established adult players. Personal expression, court friendships, family play, and gifting.

SECONDARY AUDIENCE

AGES 18–34

Young adult players. Social play, humor, and individual style.

OLDER ADULT AUDIENCE

AGES 55+

Active older adults. Community, competition, and connection.

DEVELOPING AUDIENCE

AGES 6–17

Youth and family. Character discovery through shared play and age-appropriate products.

SOURCE: SFIA, 2026.
Core: 8+ plays/year.

Players Don’t Just Buy Gear.

They Buy Identity.

The Recognition

Other brands focus on play.
DinkyBalls is about you.

You know the personalities.
You’ve shared the court.
Now find yourself and your people in the Dinky Dozen.

The Connection

Characters based on real player styles



Meet The Dinky Dozen.

Twelve original pickleball personalities.



PADDY
THE AMBASSADOR



BANGER
THE WHAMM'ER SLAMM'ER



JOY
THE CHEERFUL CHAMP



BLAZE
THE SPORTY INFERNO



LEGEND
THE NOSTALGIC NOBLE



LOBBER
THE AIRBORNE ACE



SWALLZ
THE SWEATY SWATTER



WICKED
THE MENACING MASTER



COACH
THE ENDLESS EDUCATOR



WHACKO
THE "FAN"ATIC



NOO'B'
THE PLAYFUL PRODIGY



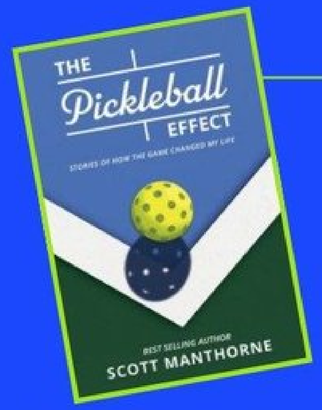
BUZZIE
THE GURU-OF-GAB

A Brand People Are Discovering.

An audience. Early customers. Licensed products on the market.

- 70% of avid players started in the last 3 years
- 67% shop without a brand in mind
- 61% follow the sport on social

That's where 18K+ DinkyBalls followers already live.



Founders Lisa and Dustin DeMeritt are featured in ***The Pickleball Effect*** by Scott Manthorne.



SOURCE: SFIA/DUPR, 2025; sportstyle/MESH01, 2023; DinkyBalls; Instagram.

The Dinkyverse Is Expanding.

Licensing in North America.

United States & Canada

Products on the Market.

- Amazon Marketplace and Store Front
- Trading Collectibles
- Magnets
- Bobbleheads

Available online and at select retailers.





Established Playing Communities

- United States: 78,000+ known pickleball courts reported in 2025
- Canada: 600+ affiliated clubs reported in 2025

SOURCE: USA Pickleball; Pickleball Canada, 2025.

Expanding Internationally.

Welcome, Global Partners.

International Opportunities

- United Kingdom
- European Union
- Norway
- Switzerland
- Turkey
- Saudi Arabia
- United Arab Emirates, including Dubai



International Momentum Is Building

- England: ~80,000 participants; 940+ places to play pickleball across the UK
- France: ~30,000 participants; 850+ clubs offering pickleball

SOURCE: FFT; Pickleball England, 2026.

Spotted, Not Invented.

Born on real courts. Created by industry pioneers and experts.

Lisa and Dustin DeMeritt built Pickles, an indoor club in Hanover, MA, with 8,000+ registered, paying players. The same personalities kept showing up on every court. They became the Dinky Dozen.





"The Dinky Dozen feels more like the beginning of a pickleball universe than just a product line."

Gordon "G.G." Gebert
Founder & CEO, National Pickleball League (NPL™)



The Team Behind The Dinkyverse.

An experienced team in branding, licensing, and product development.



Lisa DeMeritt • Co-Founder
Licensing background with Hang Ten. Leads community engagement and daily social storytelling.



Dustin DeMeritt • Co-Founder
30 years of experience in brand building and business development. Leads licensing strategy and operations.



Todd Lustgarten • Managing Partner, Westbridge Licensing
Leads global licensing representation and commercialization.



Larry Baltutis • Creative Director
Brand and creative lead for Reebok, EA SPORTS, the NFL, and Marriott.



Natasha Kaur • Co-Founder, Ventura Brand Licensing
Leads licensing development across designated international territories.



Stephane Koumba • Co-Founder, Ventura Brand Licensing
Works alongside Natasha to develop international opportunities.

You're not licensing a catalog. You're partnering with a living brand.

The Dinkyverse is ready for expansion



Recognizable Personalities:
Original characters inspired by familiar players and playing styles.

Twelve Characters:
Distinct personalities for coordinated product collections.

Creative Resources:
Character artwork, logos, production files, brand guidelines, and mockups.

Founder Collaboration:
Direct access to Lisa and Dustin for creative input and product feedback.

Launch Promotion:
Opportunities to introduce products through DinkyBalls' content and community.

Community Experience:
Insights from 35+ events and activations, with future opportunities explored together.

NOTE: Specific support and activities are agreed upon with each licensing partner.

What You're Licensing.

12 original player personalities
A fully integrated 360° marketing initiative
Supported by an experienced creative team
Ongoing design and style guide development

THE DINKY 12 DOZEN

- Apparel & Lifestyle
- Sporting Goods
- Toys, Games & Collectibles
- Gifting & Stationery
- Accessories & Wearables
- Health, Beauty & Wellness



Apparel & Lifestyle.

Concepts with character.









Everyday Apparel: *graphic tees, polos, sweatshirts*
Layers & Outerwear: *hoodies, varsity jackets, knitwear*
Lifestye Accessories: *caps, totes, and everyday bags*

IMAGES: *Illustrative product concepts*

Loungewear.

Concepts with character.







Slippers: *character and everyday styles*
Socks: *athletic, cozy, crew, and ankle*
Sleep & Loungewear: *pajamas, robes, and sweats*

IMAGES: *Illustrative product concepts*

Accessories & Wearables.

Concepts with character.





Watches: *character and brand-inspired designs*
Bracelets & Charms: *individual styles and coordinated collections*
Eyewear: *sunglasses and accessories*

IMAGES: *Illustrative product concepts*

Performance Sport.

Concepts with character.







Equipment: *paddles, bags, and covers*
Court Apparel & Accessories: *clothing, grips, and towels*
Training & Hydration: *practice aids, scorekeepers, and bottles*

IMAGES: *Illustrative product concepts*

Health, Beauty & Wellness.

Concepts with character.





Deodorant: *character-inspired sticks and body sprays*
Bath & Body: *body wash and bath accessories*
Hair Care: *shampoo and conditioner*

IMAGES: *Illustrative product concepts*



Entertainment, Party & Gifting.

Concepts with character.







Paper & Stationery: *calendars, planners, journals, and notebooks*
Gift Packaging: *wrap, bags, tissue, tags, and boxed sets*
Party: *plates, cups, napkins, decor, and balloons*

IMAGES: *Illustrative product concepts*

Backyard Play.

Concepts with character.







Equipment: *introductory paddles, balls, and portable nets*
Accessories: *bags, paddle covers, and towels*
Play & Practice: *target games, markers, and beginner aids*

IMAGES: *Illustrative product concepts*

Collectibles.

Concepts with character.







Figures: *collectible characters*
Character Ducks: *playful collectible designs*
Plush: *soft toys and oversized cushions*

IMAGES: *Illustrative product concepts*

Back To School.

Concepts with character.







School Supplies: *notebooks, rulers, and stickers*
Writing Tools: *character pens and multicolor pens*
Bags & Accessories: *pencil cases, backpacks, and bag charms*

IMAGES: *Illustrative product concepts*

Bring Your Category Into The Dinkyverse.

Create. Collaborate. Bring pickleball personalities to life.





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