

DINKYBALLS™



THE PERSONALITIES OF PICKLEBALL

Which DinkyBalls Are You?

12 distinctive personalities creating opportunities for character choice, collectability, gifting, and repeat purchase. **Take the quiz to find out!**



Every player knows them. Most players are them.

WHY DINKYBALLS, WHY NOW?

Most brands chasing pickleball are chasing performance. The identity lane is still wide open. DinkyBalls grew from a real 8,000-member community, not a boardroom, and is first to claim it.

BORN OF AN
8000
MEMBER COMMUNITY

Global Growth:

24.3M

Players in the U.S., up 171% in 3 years

\$2.6B

Global market by 2026

#1

Sport in America, 5 consecutive years.

EMEA Growth:

79%

UK pickleball membership growth, 2025

\$400M+

added to Europe market by 2029

78

countries now playing, up 2x in 5 yrs



Brand Performance:

90%

Players in the U.S., up 171% in 3 years

\$0

Paid acquisition costs

\$40

AOV. 57% margin on product sales

LICENSING CATEGORIES

- Sporting Goods
- Apparel
- Accessories
- Bags & Travel
- Gifts & Novelty
- Collectibles
- Publishing
- Games
- Home & Lifestyle

THE PROOF

These characters were spotted, in real life, years before a single character was ever licensed.

NOW SEEKING



EMEA LICENSING PARTNERS
SELECT CATEGORIES & TERRITORIES AVAILABLE

CONTACT US

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