

ENGLISH OPEN



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nec

Birmingham



You are invited be part of
the **BIGGEST**
indoor tournament
in the world.

**New Venue, New Playing Surface, 60 Courts,
Vendor Village and Operations Centre
make it easy for players to reach
all courts easily and quickly.**

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OPEN

11-16 AUGUST 2026

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The 2025 English OPEN had players from 8 to 80 years including our Junior, Wheelchair & Para events.



Age Breakdown: 44.5% <50/55.5% >50

<19	3.4%
19 - 39	26%
40-49	15%
50-59	25.4%
60-69	25%
70-79	5.1%
>79	0.1%
TOTAL	100%

Rating Spread: 43% Women/57% Men

3	43.63%
3.5	31.03%
4	16.81%
4.5	4.95%
5+	3.58%
TOTAL	100%

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The 2025 English OPEN had 2,345 registered players from 45 countries making it the largest indoor tournament in the World. We anticipate over 3,000 players for 2026!



Day	Wednesday	Thursday	Friday	Saturday	Sunday	Total
# Players	1270	1238	1088	1305	1081	5982
# Spectators	278	301	376	404	296	1654
Total	1548	1539	1464	1708	1377	7636
# Events	25	15	44	18	12	114

Players were from:

- | | | | | | |
|-------------|-----------|-------------|-------------|--------------|---------------|
| Afghanistan | Chile | Hungary | Netherlands | Portugal | Switzerland |
| Argentina | Denmark | India | New Zealand | Romania | Thailand |
| Australia | Egypt | Ireland | Nicuagua | Scotland | Uganda |
| Austria | England | Isle of Man | Northern | Singapore | Ukraine |
| Belgium | Finland | Italy | Irela | Slovakia | United States |
| Brazil | France | Jamaica | Peru | South Africa | Wales |
| Brunei | Germany | Lithuania | Philippines | Spain | |
| Canada | Hong Kong | Malta | Poland | Sweden | |

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English OPEN Schedule August 2026

TUE 11	MEN'S+ DOUBLES 50+, 60+, 65+, 70+, 75+, 80+	WOMEN'S DOUBLES 50+, 60+, 65+, 70+, 75+, 80+
WED 12	MIXED DOUBLES 50+, 60+, 65+, 70+, 75+, 80+	WHEELCHAIR EVENT PARA EVENT ALL AGES
THU 13	TEAM EVENT (details to be announced) ALL AGES	
FRI 14	SINGLES DAY ALL AGES	SEMINARS
SAT 15	MEN'S+ & WOMEN'S DOUBLES 15+, 35+	JUNIOR BOY'S DOUBLES JUNIOR GIRL'S DOUBLES
SUN 16	MIXED DOUBLES 15+, 35+	JUNIOR MIXED DOUBLES

The English OPEN provides age and skill events. For the table above, each age group is broken down by 3.0, 3.5, 4.0, 4.5 and Open categories.

6 full days of action.....

This year we have an additional event - the Sponsor Name Cup. You get to play 4 games either for Team A or Team B with the winning team earning a point for their team. The team with the most points at the end of the day wins the Cup. More details to be announced soon.

Join us for a series of FREE Seminars designed for players, club leaders, facility owners, and pickleball enthusiasts — covering the hottest topics shaping the future of the sport. Our first confirmed speakers: **Benjamin Zwahlen from PickleBook.**

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Exhibit at the English OPEN - Meet Your Future Customers!

The English OPEN at the NEC is going to be 50% bigger in terms of courts and more than 100% bigger in footprint. The English OPEN will be the largest indoor tournament in the world and the biggest tournament outside of the USA.

We are excited to share that we will have a dedicated Exhibition Area/Vendor Village in a central area surrounded by courts, making it the hub for players to be between matches. We hope to have key categories in the area covering pickleball equipment, wellness, accessories, holidays and court/facility development.

With thousands of visitors from over 45 countries, the English OPEN is the **must-attend event** for brands looking to:

- **Connect directly** with club leaders, players, coaches, and decision-makers.
- **Showcase products and services** to a diverse, international audience.
- **Grow your brand presence** in one of the world's fastest-growing sports.

Secure your stand now and be part of the action!

**Email sponsorship@pickleballengland.org
for more information or to reserve your space**



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Livestream Exposure

The English OPEN delivers global visibility through extensive live coverage of the tournament's show courts.

In 2025, two courts were livestreamed across the event, generating 115 hours of broadcast content and over 180,000 views from a worldwide pickleball audience. As the largest indoor pickleball tournament in the world, the English OPEN provides brands with a powerful platform to reach players, fans, clubs and industry stakeholders.

Livestream Exposure

- **Electronic Court Surrounds**
Digital advertising boards around the show courts ensure brand visibility both in-venue and on the livestream broadcast.
- **Livestream Backdrop**
Branding featured behind interviews, commentary and broadcast segments throughout the event.
- **Digital Advertising**
Sponsor digital adverts displayed during natural breaks in play, including warm-ups, changeovers and match transitions. Seen by spectators and livestream viewers.
- **Integrated Livestream Ads**
Sponsor adverts inserted directly into the livestream coverage during breaks between ads.
- **Livestream Watermark**
Premium partners can feature a subtle on-screen watermark logo throughout selected broadcast coverage.

Why It Works

- **130+ hours** of broadcast exposure
- Anticipate **250,000+ views** in 2026
- Global audience from **45+ countries**
- **The largest indoor pickleball event in the world**



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English OPEN Assets

Configure your own sponsorship package!

- Featured on **PbE English OPEN** page on website and registration website (size dependent on package)
- Featured on **PickleballENGLAND** website on the preferred partners page
- Featured on **English OPEN** player communications
- Advert in **English OPEN** programme (size dependent on package)
- Featured on medal backdrop and hanging banners (size dependent on package)
- Booth standard size or extended size
- Promotion of partnership in communication channels to members and players.
- Activation opportunities at the **English OPEN**, collaborate with **PickleballENGLAND** partnership team to define.
- Social media posts on our socials with access to metrics of those posts (# varies based on package)
- Promotion of partnership in communication channels to members, players, and media channels.
- Activation opportunities at the **English OPEN/PickleballENGLAND** collaboration and promotion, discuss with partnership team to define.
- Opportunity to have a livestreaming digital advert (frequency of airing dependent on package)
- Opportunity to feature digital ads/brand graphics on Championship Court digital court dividers
- Be the rights holder of a player specific prize: Best rally, serve, dink or player.
- Rights holder for a specific event, e.g. Mens+ OPEN, Women's Senior OPEN, etc.
- Product sampling to hundreds of active, health-conscious individuals could include leaflet distribution directing customers to stockists
- On-site engagement and branded photo opportunities with players
- Video content captured by **PickleballENGLAND** shared across social channels
- On-court branding via arena dividers
- Data capture via QR code or prize draw (with consent)
- Complimentary registration fees for players (number dependent on package).



YOU ASKED. WE DELIVERED.



Digiboards making up the court surround