COURTSIDE
MEDIA NETWORK

MEDIA DECK · 2026

Your brand across a network of padel courts.

Static placements on the glass, the fence and the net line at padel clubs across the UAE. Fully managed, from brief to live.

PREPARED FOR
Brands and agencies

ONLINE
www.courtsidemedianetwork.com



WHY PADEL, WHY NOW

A new advertising landscape in the UAE.

COURTS

900+

padel courts across the UAE

BRANDING SPACE

180K+ m²

of branding space

PLAYER LOYALTY

92%

of first-time players keep playing



COVERAGE

15

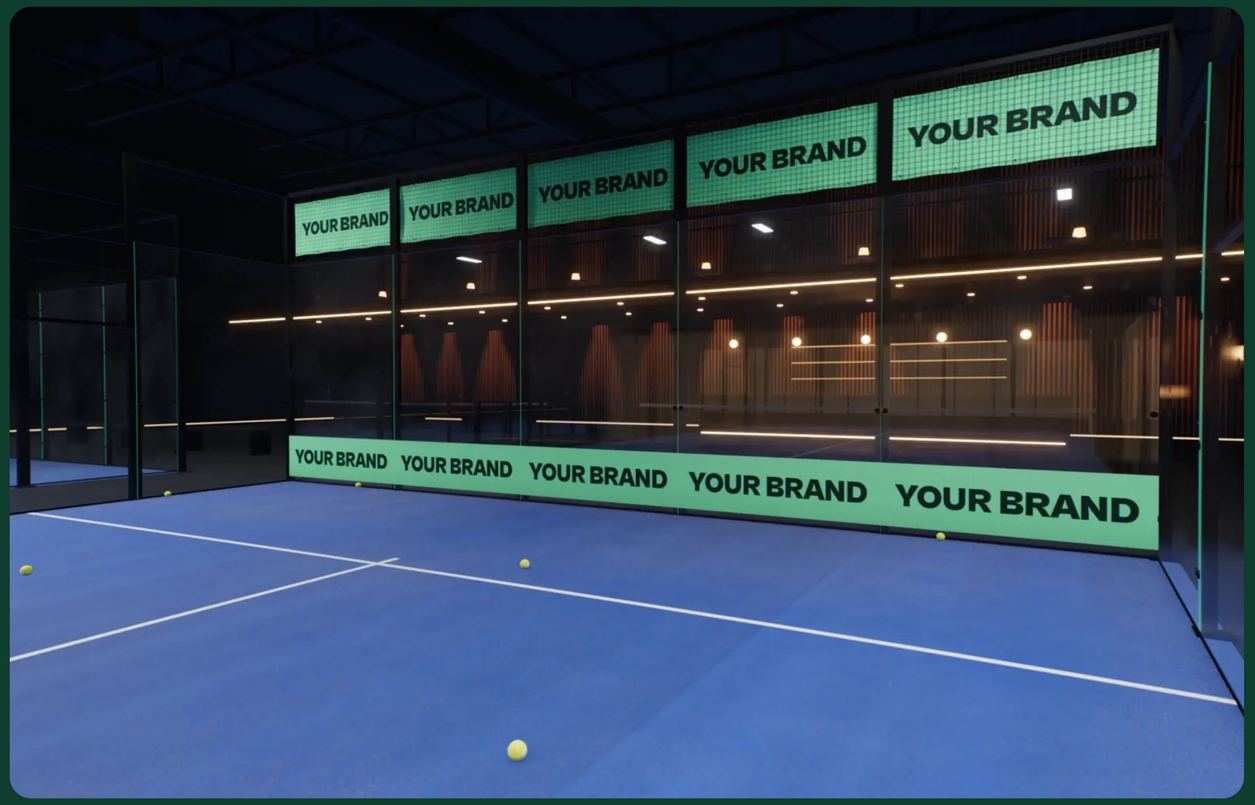
districts covered in Dubai





WHY PADEL WORKS FOR BRANDS

Your brand, in view for the whole game.



01

60–90 minutes of attention.

Players stay on court for the whole session.

02

One static placement.

Glass, fence and net line: always in view, never rotating.

03

100% share of voice.

Your brand owns its space for the whole campaign.

THE NETWORK

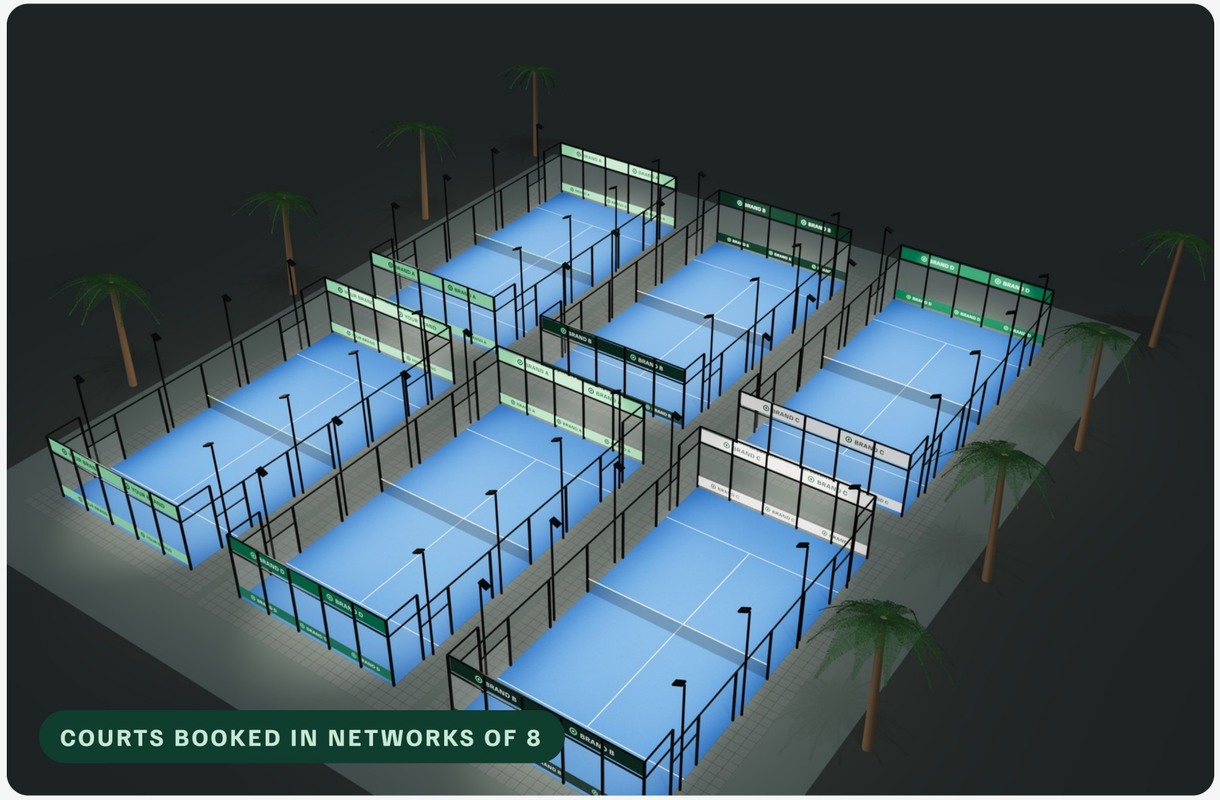
One network. One brief. One contract.

207+

exclusive courts and still growing

Brands can’t run a real campaign on a single court. They can on a network. We plan your campaign across the clubs that fit your audience and run it as one.

- Campaigns from 8 venues, at clubs across the network.
- One proposal sets the clubs, the courts and the price.
- Photo proof from every club, and a report at the end.



WHO YOU REACH

A diverse audience, on court all week long.

Professionals & entrepreneurs

Decision makers and business owners who play before and after work.

INTERESTS

Finance & investing · Cars · Tech · Travel · Luxury · Business services

Health-conscious players

Regular players who train hard and look after body and mind.

INTERESTS

Nutrition · Fitness · Wellness · Hydration · Recovery · Sportswear

Families & communities

Parents, kids and friend groups who make the club part of family life.

INTERESTS

Family days out · Education · Dining · Retail & home · Hospitality · Community events

Young players & academies

Gen Z players, juniors and academy squads chasing their next level.

INTERESTS

Sportswear · Equipment · Gaming · Music & social · Energy & snacks · Coaching

The crowd changes by the hour.

WHO'S ON COURT

Mornings

Women's groups, startup founders and flexible-hours professionals

Mid-day

Corporate teams on lunch breaks and remote workers

Evenings

After-work professionals, young social players and friend groups

Weekends

Families, junior academies, leagues and tournament players

ATTENTION

Hours of attention, not seconds.

BILLBOARD
3–5 sec

ON COURT
60–90 min

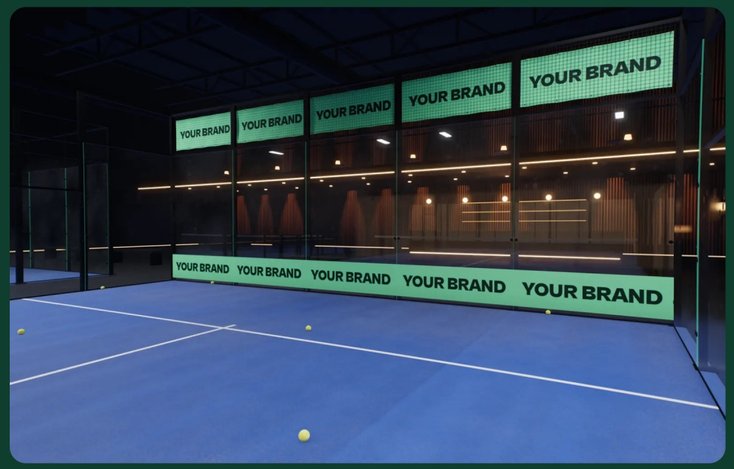
STATIC CAMPAIGN CHANNEL	VISIBILITY DURATION	AUDIENCE
Sheikh Zayed Road billboard	3–5 seconds, while driving	Drivers
Mall screens	12 seconds	Mall visitors
Single padel court sponsorship	60–90 minutes	Single padel court audience
COURTSIDE MEDIA NETWORK	**60–90 minutes** ×8 **8 courts · 8 locations · 8× the reach and visibility**	Multi-venue audience (8 courts)

Figures as published on www.courtsidemedianetwork.com.

THE INVENTORY

Every surface is yours.

The glass, the fence and the net line, together.







01 **Glass**

A brand band along the back glass, in view of every rally.

02 **Fence**

Brand panels on the fence above the back glass.

03 **Net line**

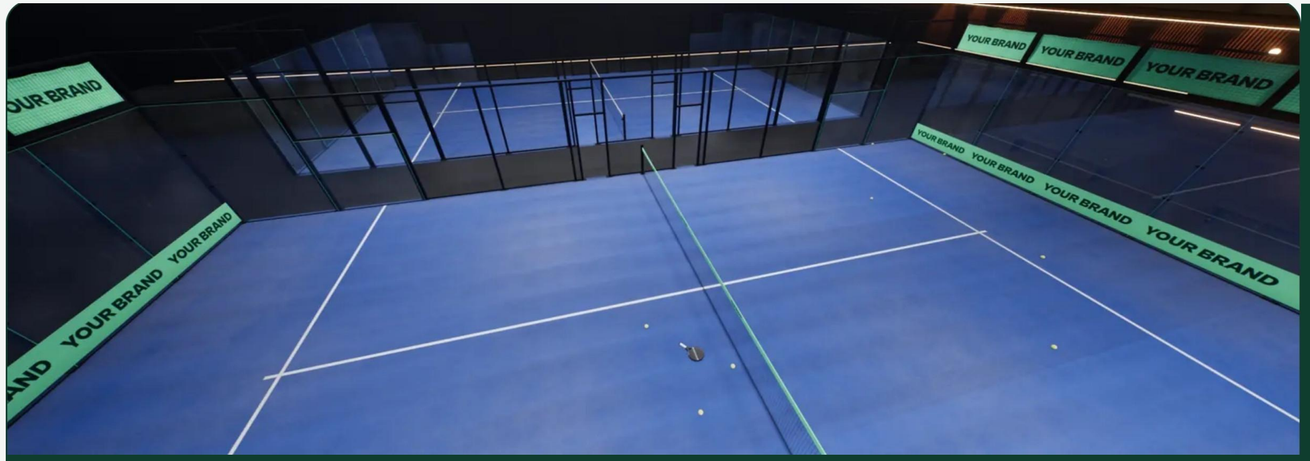
Your brand on the top tape of the net, at the centre of play.

- **One court carries all three.** Door branding is available as an add-on. No floor logos, and nothing below the net tape.

FULL COURT

Own the court. One brand.

The glass, the fence and the net line, together.



Every surface. Every rally.

One brand across every court in your campaign.

FULL COURT

Your space. All game.

Glass and fence branding

Net tape included

Door branding available as an add-on

Choose your venues with our team.

WHY COURTSIDE MEDIA NETWORK

Seen on court. Met on the ground.

01 · EXPOSURE

Always in view.

Static placements on the glass, the fence and the net line, seen for the whole 60–90 minute session.

- 100% share of voice on your courts
- Every court in your campaign, across the network
- Photo proof from every club

02 · CLUB ACTIVATIONS

Meet players where they play.

Bring your brand to life inside partner clubs and put your product in players' hands.

- Sampling and product trials
- Demo days and pop-up stands
- Branded tournaments and coaching clinics

03 · CORPORATE EVENTS

Host your own padel day.

Corporate events at partner clubs for your team, clients or customers, with your brand on court.

- Team-building and client days
- Private tournaments and leagues
- Direct interaction with your audience

WHAT SETS US APART

A network, not a court

Campaigns from 8 venues, with one brief, one contract and one invoice.

Attention that lasts

60–90 minutes a session, not 3–5 seconds on the road.

Clutter-free

One static placement, never rotating. Your space stays yours.

Fully managed

Production, install, upkeep and reporting, all handled by us.

HOW IT WORKS

Fully managed from brief to live.

You approve one proposal. We handle every club, every install and every photo proof.

01

Brief

Tell us your audience, format and dates in the **COURTSIDE MEDIA NETWORK** web app. Prefer to talk? Our team will build the campaign with you.

02

Proposal

We match venues to your brief and send one proposal: the clubs, the courts and the price.

03

Go live

We produce, print and install your artwork on every court, with photo proof from each club.

04

Review

We maintain your branding through the flight, take it down at the end and share your campaign report.

- **One contract, one invoice**
- **Photo proof from every club**
- **Campaign report at the end**

LET’S TALK

Put your brand in play.

Tell us your audience, format and dates. We come back with the clubs, the courts and one price.

Submit your brief

COURTSIDE
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