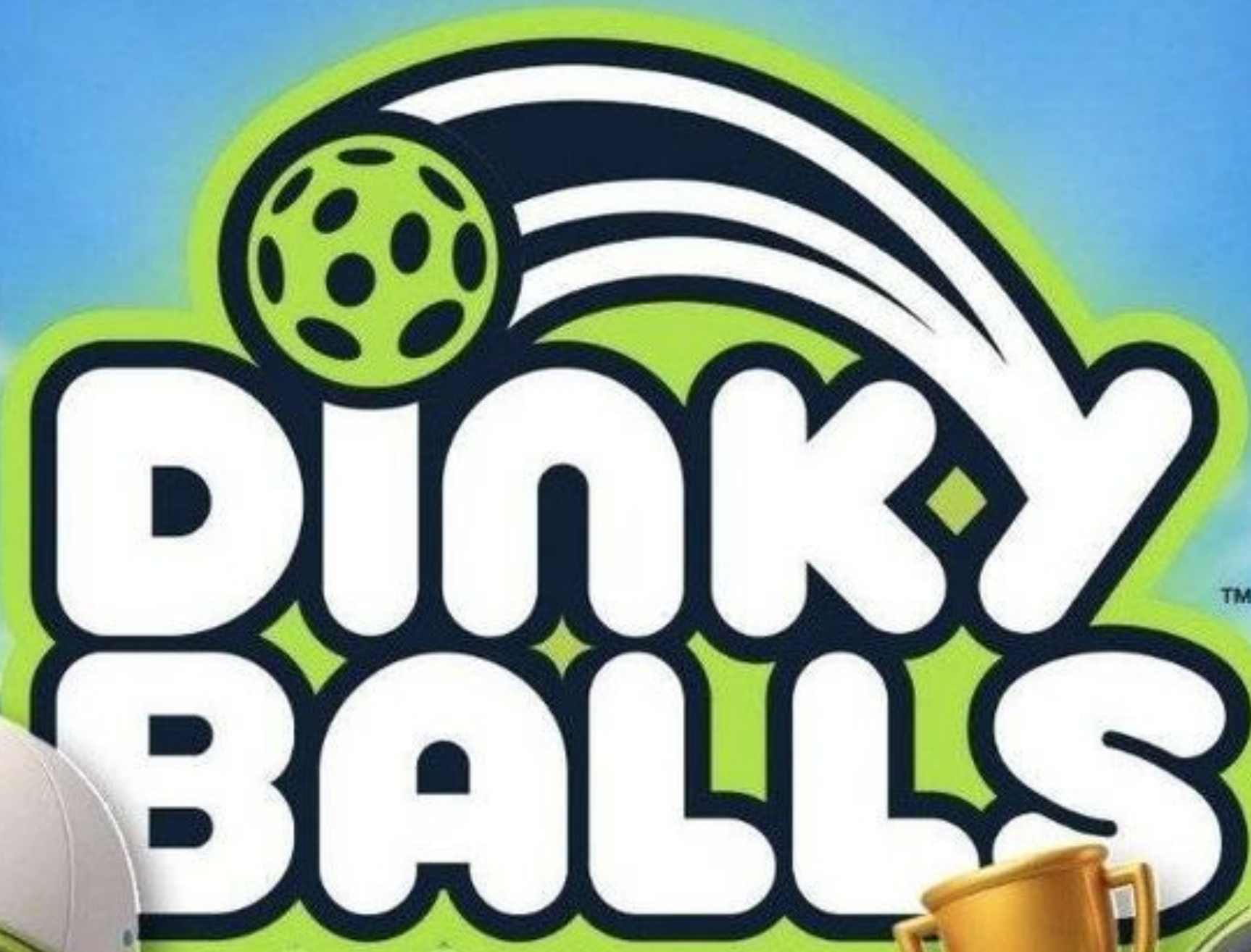




BRAND LICENSING OPPORTUNITIES 2026



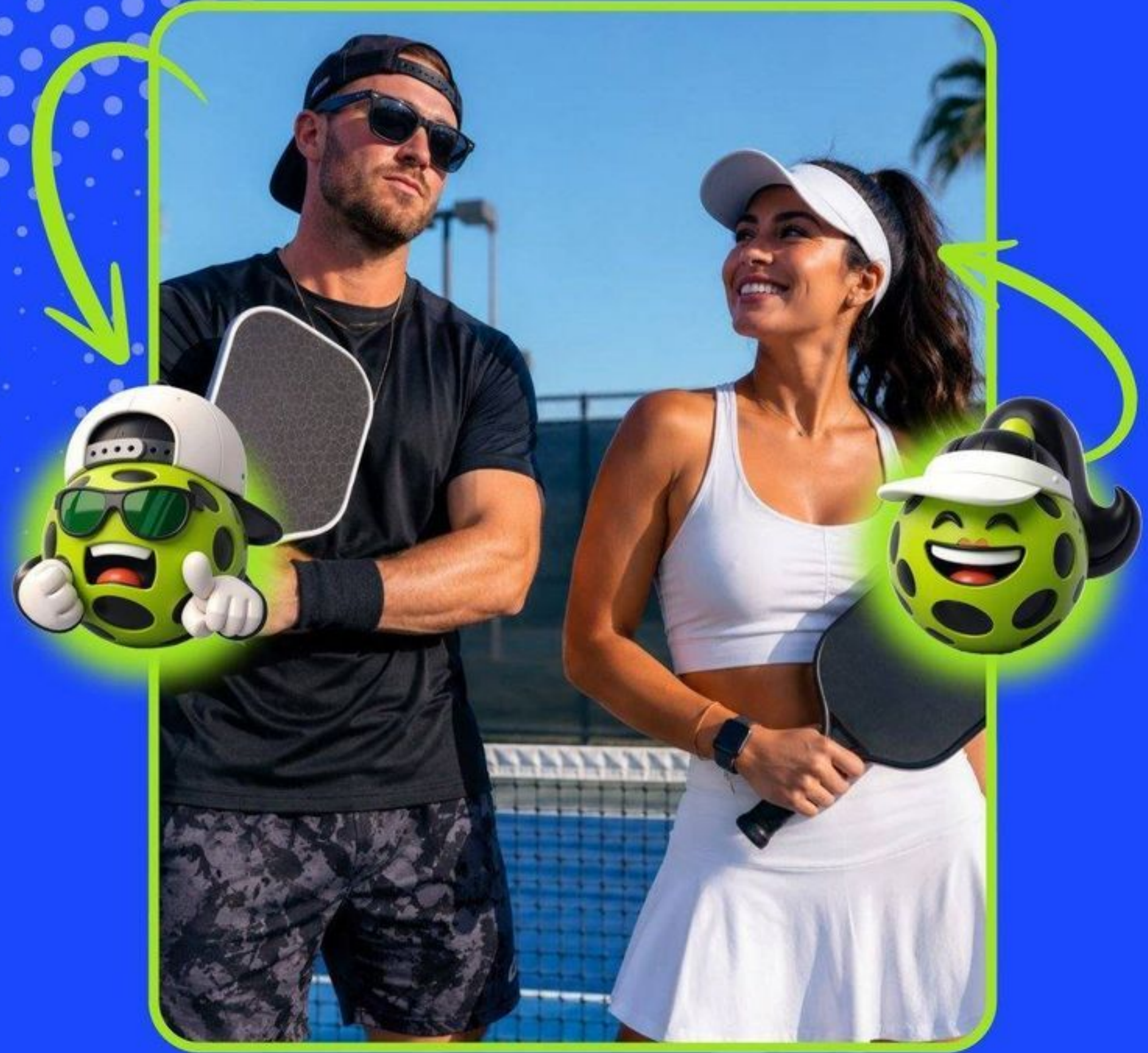
CONFIDENTIAL

# 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.



# 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

## 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



INTENSE



OLD PRO



CRAFTY



FRIENDLY



HUSTLER



HELPFUL

# 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

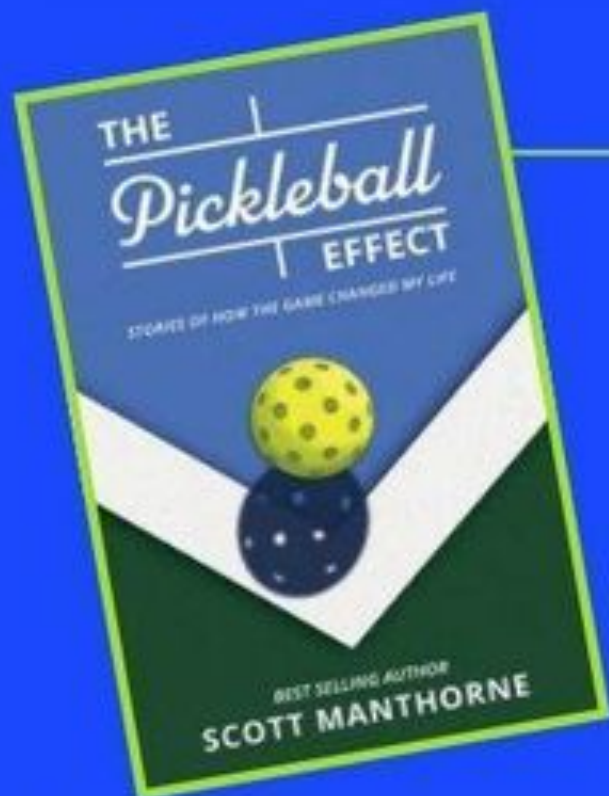
# A Brand People Are Discovering.

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.



# 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

# 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

# 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.

# What You're Licensing.

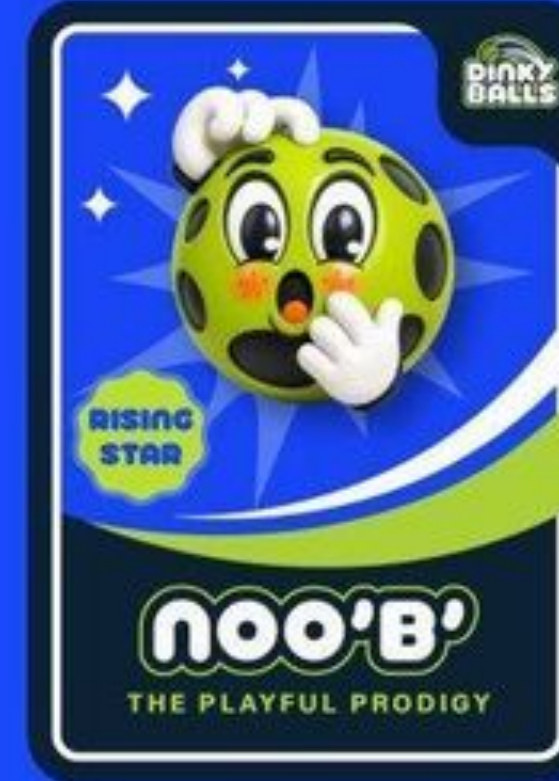
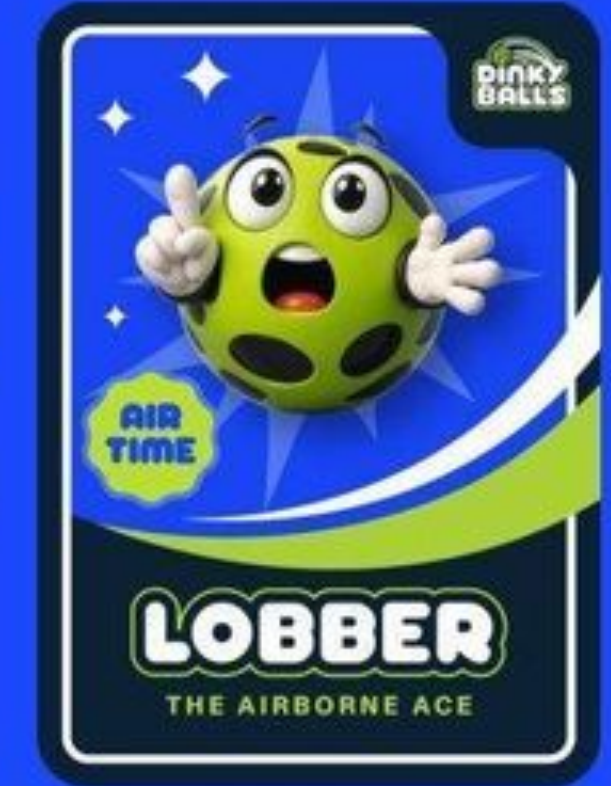
12 original player personalities

A fully integrated 360° marketing initiative

Supported by an experienced creative team

Ongoing design and style guide development

- ▲ 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

**Lifestyle 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



DB

# 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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