

Virgin

active

PADEL

CLUB



WHAT IS PADEL?



Padel is a dynamic sport that takes the best parts of tennis and squash and creates something more – More fun, more action, more social.

Padel is a doubles or singles game played on an astro turf court that is 20 metres x 10 metres (doubles court) or 20 metres x 6 metres (singles court) and enclosed on all sides by walls. The walls enable players to play shots off the glass as long as the ball has only bounced once.

Courts can be situated either indoors or outdoors.

PADEL IN SOUTH AFRICA

- With 25 million players across 90 countries worldwide, padel is becoming one of the fastest-growing sports in South Africa
- Introduced to SA in late 2020, the sport already boasts more than 100 000 players nationwide through the Playtomic platform
- There are currently 400 courts in SA, with a capacity for 2 500
- Padel clubs now open in virtually all major cities and towns
- Vibrant tournament/league scene with significant prize money
- South Africa has hosted a leg of the global A1 Padel Tour since 2021



ABOUT

Virgin

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**PADEL
CLUB**

As Virgin Active Padel Club, we are turbo-charging our mission of creating Padel club environments where all Padel players can get fit, have fun and socialise.

OFFERINGS

1. Building and operating of padel courts and premium clubs in South Africa
2. Exclusive distributor of Adidas and Red Sport courts in South Africa.
3. Arranging leagues, tournaments, socials, mixers
4. Corporate leagues
5. All logistics related to pro shops for selling and rental of padel merchandise (bats, balls, clothing, shoes) – Distribution rights for adidas Padel in SA from 2023
6. Marketing – website, social media, ambassadors, PR, advertising, launches



COMPANY STRUCTURE



Elian Wiener

Managing Director

Elian is a serial entrepreneur. Most notably, he founded, built & sold one of Africa's largest PR agencies, to a global advertising agency.

Elian was named South Africa's Emerging Entrepreneur of the Year in 2014.

He is a certified Level 1 Padel Coach & a member of the SA Invitational team that travelled to Egypt for the 2022 Africa Championships.



Adam Fine

Director

Adam introduced the Fives Futbol model to South Africa in 2007 (whilst just 17).

In 2020, Adam was listed as one of the top 200 young South Africans (Mail & Guardian).



Ricky Lewis

Director

Ricky has a passion for building brands and has a great track record in this regard.

He is the Managing Director of Everything Padel which is responsible for the distribution of Adidas Padel in South Africa. He is also responsible for all merchandise.

LANDLORD BENEFITS



EXPOSURE

- Over 35 000 players per month across 13 current clubs
- Over 500 000 players to play at our clubs in 2024
- 125 000 matches expected at Virgin Active Padel Clubs in 2024
- Over 5000 events at Virgin Active Padel Clubs in 2024
- High visibility sites (visible from. High traffic roads, shopping malls etc)
- Over 2000 additional gym visitors per day at each Virgin Active gym venue (Point, Old Ed's, Gateway, Bedfordview, George, Centurion, Lonehill)
- Newsletter database numbers: Over 30000 Newsletter database subscribers
- Over 10 000 followers on Social media.
- Demographic split: 60/40 male/female



A photograph of a tennis court. In the upper left, a black tennis net is visible. On the blue textured court surface, three yellow-green tennis balls are scattered. To the right, the text 'OUR VENUES' is written in white, bold, sans-serif capital letters on two red rectangular banners that are slightly tilted.

OUR
VENUES

HUDDLE PARK, JOHANNESBURG



PAARDEN EILAND, CAPE TOWN



GREEN POINT, CAPE TOWN



LOURENSFORD, WINELANDS



OLD EDS, JOHANNESBURG



GATEWAY, KWAZULU NATAL



PADEL COURTS COMING SOON

LOCAL VENUES:

- CENTURION, PTA (4 Court Club)
- GEORGE, WC (3 Court Club)
- LONEHILL (4 Court indoor club)
- GREEN POINT BOWLS CLUB, CPT (4 Court Club)
- KENILWORTH, CPT (3 Court Club)

INTERNATIONAL VENUES:

-UK

- Clearview (4 indoor courts)
- Riverside (4 indoor courts)

-CANADA

- Indoor venue TBC





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PICKLEBALL



CURRENT PICKLEBALL VENUES

Point, CPT – 3 courts
Ormonde, JHB – 2 courts

UPCOMING PICKLEBALL VENUES

Huddle Park, JHB– 5 courts
Lourensford, CPT – 2 courts
Lonehill, JHB– 1 court (indoor)
Green Point, CPT – 3 courts
Groenkloof, PTA – 2 courts



**THANK
YOU!**

**FOR MORE INFO
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