



2027 PARTNERSHIPS NOW OPEN

BEAR DIGITAL CUP SERIES · SPONSORSHIP PACK 2027

YOUR BRAND ON EVERY CLUB SHIRT

Cape Town's club padel league puts your brand in front of the city's padel community all season long: on every club shirt, at every fixture, in every result and at Finals Weekend.

UP TO

480

Players wearing your logo

UP TO

540

League matches a season

UP TO

1,080

Matches in 12 months

PRIZE POOL

R180k

In every league

ABOUT THE LEAGUE

CAPE TOWN'S CLUB PADEL LEAGUE

The Bear Digital Cup Series is a club padel league, run city by city and endorsed by the SA Padel Association. Clubs select squads of 2 to 4 players in six divisions, three for men and three for women, and compete home and away through the season for the title and a share of R180,000.

6 divisions

Three for men and three for women, banded by Playtomic level.

20 clubs

Up to 20 clubs in every division, in two groups of up to 10. Every club enters a squad in all six.

120 squads

Up to 120 club squads of 2 to 4 players: up to 480 players in club kit.

Feb – Apr

The 2027 Summer League starts on 6 February, with weekly fixtures to Finals Weekend in April.

2 leagues

A summer league and a winter league every year, each with its own Finals Weekend.

R180,000

Prize money in every league, with equal prizes for men and women.

SIX DIVISIONS, EVERY LEVEL

DIVISION	MEN	WOMEN
Premier	4.5 & UP	4 & UP
Challenger	3.5 - 4.5	3 - 4
Social	2.5 - 3.5	2 - 3

Levels are Playtomic ratings, checked by Cup Series Admin and the Founder Clubs. Fair play on levels is a zero-tolerance rule, so every match is a real contest.

11 CLUBS SIGNED UP

- A Atlantic Padel – Parklands
- A Atlantic Padel – Sunningdale
- A Aura Padel Club
- E Eden Padel Club
- P Padel 365 – Century City
- P Padel 365 – Richmond Park
- P Padel X Somerset West
- R The Racket + Ball Club – Bree Street
- V VAPC – Epicentre
- V VAPC – Lourensford
- W Welgemoed Padel

The first 10 clubs to enter are Founder Clubs, a title they keep for good. 9 of 20 places are still open, and club entries close on 30 November 2026.

— WHY SPONSOR THE CUP SERIES

A SEASON-LONG PARTNERSHIP WITH A SPORT THAT'S BOOMING



A SPORT ON THE RISE

Padel is booming across Cape Town and the Western Cape, with new courts opening and a club scene that's growing fast.



AN AUDIENCE BRANDS WANT

Padel players are active, social, urban professionals: the audience premium brands want to reach.



A SEASON, NOT A DAY

Weekly fixtures from February to Finals Weekend in April keep your brand in front of players and supporters for months, not hours.



ON EVERY CLUB SHIRT

League partners appear on the official kit of every club, in every division, at every fixture.



ONLINE AS WELL AS ON COURT

Your brand on cupseries.co.za, alongside the results and league tables, and across our social media all season.



BUILT TO GROW

A winter league follows the summer league every year, and junior leagues and new cities are next, so partners who join now grow with the league.

ONLY FOUR LEAGUE PARTNERS

One each of Platinum, Gold, Silver and Bronze, plus six division naming rights. With only four league partners on every club shirt, your brand stands out instead of getting lost in a crowd.

— YOUR REACH

YOUR BRAND, SEEN ALL SEASON

UP TO

480**PLAYERS WEARING YOUR LOGO**

20 clubs, 24 players each, all in official club kit.

UP TO

540**LEAGUE MATCHES A SEASON**

Six divisions, every match played in club kit.

UP TO

1,080**MATCHES IN 12 MONTHS**

540 in summer and 540 in winter: your shirt spot runs both leagues.

UP TO

20**HOME VENUES**

Fixtures at clubs across Cape Town, in front of members and supporters.

ON COURT AND ONLINE

League partners are on cupseries.co.za all season, alongside fixtures, results, league tables and every club's page, and across our social media.

COMING SOON

A Cup Series YouTube channel, with matches streamed from clubs that have PUSHIT cameras, plus interviews with players and club owners, and club tours.

PARTNER WITH THE LEAGUE

ONLY FOUR LEAGUE PARTNERSHIPS AVAILABLE

One of each. Put your brand on every club shirt in Cape Town's club padel league, on the kit of up to 480 players, across up to 540 league matches.

BRONZE Shirt spot: left sleeve R60,000 per year ✓ Your logo on the sleeve of every club shirt ✓ Logo on the Cup Series Sponsors page ✓ Social media welcome announcement ✓ Official Cup Series sponsor title	SILVER Shirt spot: back, below the Gold spot R75,000 per year ✓ Your logo on the back of every club shirt ✓ Logo on the Cup Series Sponsors page ✓ Social media welcome announcement and mentions through the season ✓ Official Cup Series sponsor title	GOLD Shirt spot: upper back, under the player name R90,000 per year ✓ Your logo across the upper back of every club shirt ✓ Logo on the Sponsors page and homepage ✓ Featured social media mentions through the season ✓ Official Cup Series sponsor title	TOP PACKAGE PLATINUM Shirt spot: mid front, the biggest league spot R180,000 per year ✓ Your logo large across the front of every club shirt ✓ Premium placement on the Sponsors page and homepage ✓ Featured social media partner, with weekly mentions ✓ Announced at Finals Weekend ✓ Official Cup Series sponsor title
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RESERVED HEADLINE Nationwide headline & title sponsor R500,000 per year Reserved by Bear Digital, still available. Want the title? Talk to us.	✓ The only nationwide sponsor: every league in every city ✓ Every league carries your name: the [Your Brand] Cup Series ✓ Your name in the Cup Series logo across the website ✓ Your name in the Cup Series logo on every club shirt ✓ Weekly social media mentions ✓ Activation stations at events and Finals Weekend ✓ Top billing on the Sponsors page and homepage ✓ Presents the trophies at Finals Weekend
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Shirt spots run for 12 months. Your logo is printed on the kit, so it stays on for both the summer and winter leagues in that time. Custom packages are also available.

ON THE KIT

WHERE YOUR LOGO GOES

Every club shirt has nine sponsor spots, plus the club's own logo on the right chest. The five league spots are in the same place on every club's shirt, in every division. The other four belong to each club for its own sponsors.



PLATINUM

Mid front

GOLD

Upper back, under the player name

SILVER

Back, below the Gold spot

BRONZE

Left sleeve

CUP SERIES

Left chest

CLUB SPOTS

Right sleeve, lower front and two on the lower back

The front is shown as you face the player, so the left sleeve and left chest appear on the right. The club's own logo goes on the right chest. Illustration only: final logo sizes are set with Nordee, our official kit partner, and each club chooses its own kit colours. Club kit is made before the season starts on 6 February 2027.

SAME SPOT, EVERY CLUB

The five league spots sit in the same place on every club's shirt, in all six divisions.

ON FOR 12 MONTHS

Your logo is printed on the kit, so it stays on for both the summer and winter leagues.

MADE BY NORDEE

Every club's kit is designed and made by Nordee, the Cup Series' official kit partner.

ALSO AVAILABLE

DIVISION NAMING RIGHTS

Put your name on a division for 12 months, for example "The [Your Brand] Men's Premier". Sponsor one division or several. Six available.

MEN'S OR WOMEN'S

PREMIER

R15,000

per division, per year

MEN'S OR WOMEN'S

CHALLENGER

R10,000

per division, per year

MEN'S OR WOMEN'S

SOCIAL

R7,500

per division, per year

YOUR
LOGO

THE [YOUR BRAND] MEN'S PREMIER

4.5 & up · The top level. High intensity, serious competition.

#	CLUB	P	W	L	GF	GA	GD	PTS
1	Aura Padel Club	0	0	0	0	0	0	0
2	Padel X Somerset West	0	0	0	0	0	0	0
3	The Racket + Ball Club – Bree Street	0	0	0	0	0	0	0
4	VAPC – Lourensford	0	0	0	0	0	0	0
5	Welgemoed Padel	0	0	0	0	0	0	0

Example only: this is how a named division looks on the cupseries.co.za league tables, with your logo and business name at the top of the table all season long. The same works for any of the six divisions.

WHAT'S INCLUDED

- ✓ Your name on the division for 12 months, across the summer and winter leagues
- ✓ Your logo and business name at the top of the division's league table on cupseries.co.za, all season long
- ✓ One division or several: six are available

CUSTOM PACKAGES

Want something different? Combine a league spot with naming rights, or tell us what you want to achieve and we'll put together the right package.

OUR PARTNERS

THE BRANDS ALREADY BEHIND THE CUP SERIES



HEADLINE & TITLE SPONSOR

Digital marketing that drives results: data-driven strategies, real growth. beardigital.co.za



OFFICIAL KIT

Every club's playing kit is designed and made by Nordee, and Nordee powers the official club merchandise range for supporters. nordee.co.za

SA PADEL ASSOCIATION

ENDORSED LEAGUE

The Bear Digital Cup Series is endorsed by the SA Padel Association (SAPA). sapadel.co.za

HOW IT WORKS

01

CHOOSE YOUR PACKAGE

A Platinum, Gold, Silver or Bronze league spot, or naming rights for a division. Custom packages are also available.

02

GET ON THE KIT

Your logo goes on every club's shirt before the season starts on 6 February 2027.

03

ENJOY THE SEASON

Weekly fixtures from February, and Finals Weekend in April.

BOOK YOUR SPOT

Talk to us early: club kit is made before the season starts, so the sooner the better. Tell us about your brand and what you want to achieve, and we'll put together the right package.

sponsor@cupseries.co.zacupseries.co.za/cape-town/sponsors

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