

12th October 2023 - Melbourne, Australia –

The National Pickleball League today announced Six Zero Pickleball, the leading, cutting-edge Pickleball equipment company in Australia, as a Major Sponsor and exclusive Pickleball Paddle Supplier.

The partnership plans to revolutionise the sport of Pickleball in Australia by combining world-class, innovative paddle technology with the pre-imminent Pickleball league & organisation in Australia. Both companies share the same overall vision - to significantly grow the total awareness, participation, and adoption of Pickleball from the ground-up.

The sponsorship between Six Zero & NPL will include Six Zero shops in all NPL Pickleball venues, a customised paddle range & sponsorship of every NPL tournament, including NPL Season 1 - the flagship professional Pickleball teams league of Australia, launching in March 2024 with \$100,000 Prize Money.

Six Zero is the current Australian market leader in premium Pickleball paddles for serious & professional players, both locally and in the biggest Pickleball market in the world – the United States. As part of this partnership – they will also produce a new, high-end entry-level paddle to cater for the hundreds of thousands of new players expected to enter the sport over the next year in Australia.

“When looking for one Pickleball equipment company to cater for NPL’s planned expansion in Australia, the only obvious choice was Six Zero Pickleball. The Six Zero brand that Dale has created is premium & high quality but most importantly, there is a truly authentic desire to see the growth of Pickleball and its players in Australia and overseas. They do everything for the right reasons while producing world-leading, innovative technology that is recognised globally. We look forward to our current & future members playing the sport with Six Zero paddles in their hands.” – Ron Shell, CEO of National Pickleball League

“Six Zero Pickleball are proud to partner with the NPL. We share the enthusiasm of the NPL to introduce the sport to new target markets with the aim of activating thousands of new players across Australia. We look forward to working with Ron and his team to elevate the sport locally and contributing positively back to our Australian base.” – Dale Young, CEO of Six Zero Pickleball

Keep an eye out for Six Zero’s Pickleball paddles to start popping up all over Melbourne, Sydney & the rest of Australia as the NPL continues its rapid Australasia expansion plans.

About National Pickleball League (NPL)

NPL is the premium pickleball organisation of Australia. The NPL brand offers Australia’s professional national league, tournaments, corporate days, school/university programs, social leagues, events & introductory Pickleball days. NPL aims to build the total number of Pickleball players in Australia via professional league pathways, marketing, content & venue investment. NPL aims to expand its product internationally in 2024.

Key Information

Website: www.nplpickleball.com.au
Instagram: [@nplpickleball](https://www.instagram.com/nplpickleball)
Facebook: [@nplpickleball](https://www.facebook.com/nplpickleball)
Twitter: [@nplpickleball](https://twitter.com/nplpickleball)

About Six Zero Pickleball

Six Zero is an Australian family owned pickleball brand that produces quality and performance equipment.

Our engineering team research and develop innovative technology to revolutionize the sport of pickleball. Our advantage as players is that we know what works on the court and we can continuously iterate and improve prototypes to ensure our production models take your game next level.

Key Information

Website: www.sixzeropickleball.com
Instagram: [@sixzeropickleball](https://www.instagram.com/sixzeropickleball)
Facebook: [@sixzeropickleball](https://www.facebook.com/sixzeropickleball)

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