



Premium. Targeted. Unavoidable.

ABOUT US

Who **We** Are

Lebanon's first digital advertising network inside
premium padel venues.

We install **4K LED screens** in strategic locations
and stream dynamic digital ads for businesses
targeting a **high-value**, engaged audience.

Our **Mission**

Transform high-attention environments into premium
media channels, giving brands the stage they truly
deserve.



Built by Business Owners. For Business Owners.

As owners of a contracting company,
we needed to reach clients who value high quality projects.

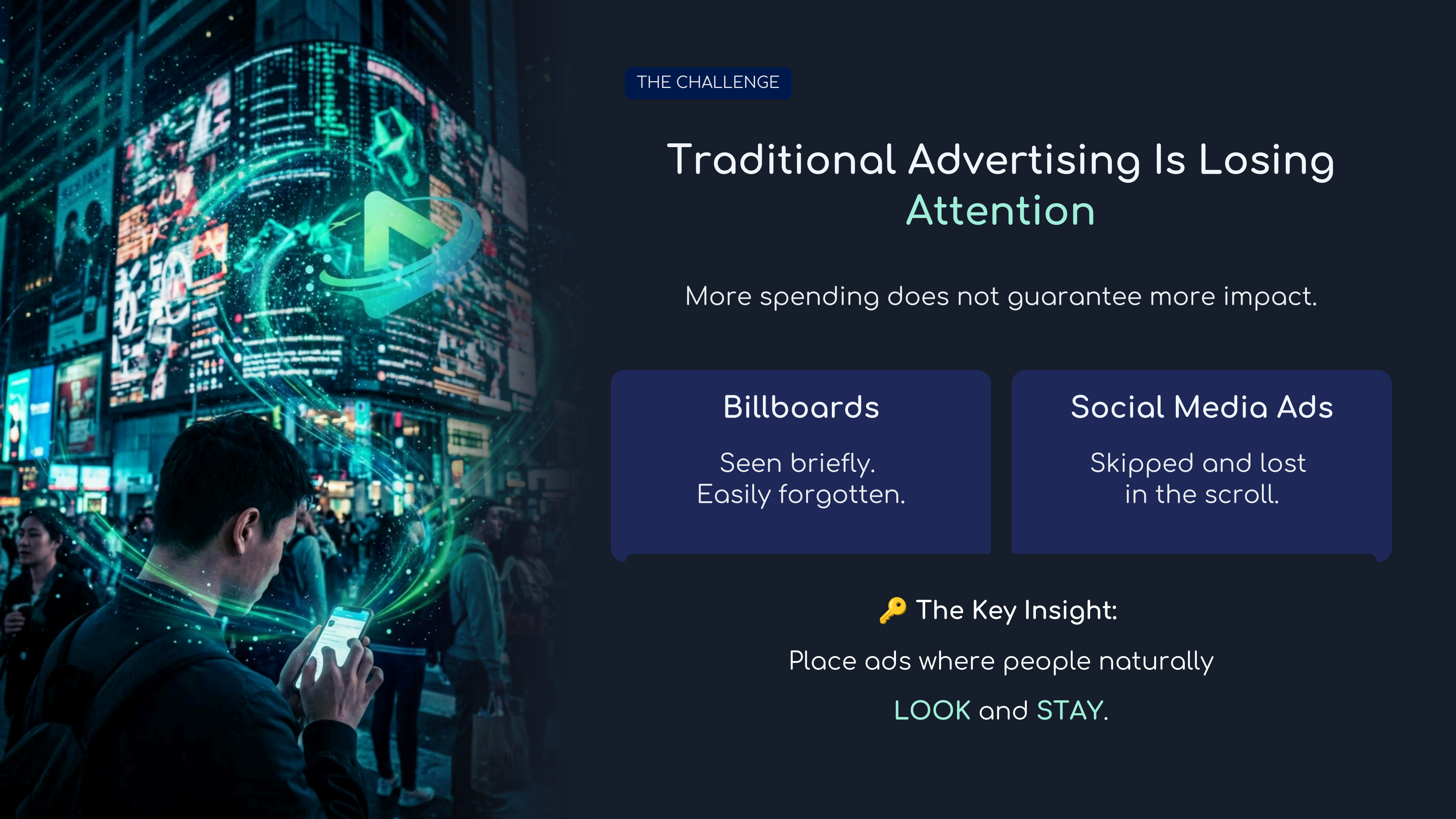
We knew padel clubs held the right audience.

But advertising inside these clubs lacked the right digital solutions.

Static boards and banners were not enough.
We need movement, motion, and impact.

=> We started building a solution.

Then we opened it for other businesses who deserved the same opportunity.



THE CHALLENGE

Traditional Advertising Is Losing Attention

More spending does not guarantee more impact.

Billboards

Seen briefly.
Easily forgotten.

Social Media Ads

Skipped and lost
in the scroll.

🔑 The Key Insight:

Place ads where people naturally

LOOK and **STAY**.

Why Padel?

Because the Audience Is Unlike Any Other.



Broad Yet Affluent audience

Ages 7 to 65+

Mainly professionals, business owners, and executives who make **high-value decisions**.



Price-Filtered

Expensive booking fees naturally filter for high-value players.



Social by Nature

Players come in groups and return weekly.
Unlike malls, cinemas, or commutes, padel venues are social hubs where people connect, expand their network, and create **new business opportunities**.





THE OPPORTUNITY

The Waiting Time Opportunity

Every padel visit creates three natural windows of high attention

15 Min Before

Players arrive, warm up, and gather.

15 Min After

Stretching, relaxing, and socializing post-match.

2 × 5 Min Mid-Game

Court rotations and natural breaks create a recurring mid-session window.

That's up to 40 minutes of high-attention time per visit, per player.

No skipping - No scrolling

The InPlay Media Ad Format

15-Second Spots

Enough to optimize
real-world viewing.

Max 10 Advertisers

Limited brands per loop
ensures strong visibility.

2.5-Min Loop

Continuous rotation ensures
regular re-exposure.

~16 Views / Session

Ads are seen multiple times
within a single visit.

People need to see something multiple times before it sticks.

With players attending 2–3 times per week, that's 100+ monthly exposures per individual.

Your brand will get familiar, trusted, and unforgettable.

55" 4K Portrait LED Screens

At 196cm tall and 74cm wide, these screens are impossible to miss.



Portrait Orientation

Fills the vertical line of sight naturally.



4K LED Resolution

Grabs attention from across the venue



Zero Extra Production Cost

Matches Instagram and TikTok format

=> your existing Reels and Stories work immediately, no reformatting needed.



LAUNCH

Launching with Padel House

One of Lebanon's most premium padel club networks => the right home for Lebanon's first digital ad network.

Premium Clientele

Loyal weekly players.

High-end court pricing.

Active Community

Organized WhatsApp groups and match communities.

Academy Program

Kids academy from age 7

Parents waiting in lounges

ZALKA
KASLIK
SIN EL FIL
COUNTRY LODGE

ZAHLE
KLAYAAT
DAMOUR
FOUAD CHEHAB

Welcome to the House,
Your home for every smash and serve.

5 locations · 11 screens

Sin El Fil · Zalka · Country Lodge · Fouad Chehab · Kaslik
~6,800 average monthly visits across the network

Tournament & Event Exposure

Padel House hosts multiple events.
Increasing audience flow well beyond regular daily traffic.

Weekly Tournaments

Weekly mini-tournaments
bring new faces and fresh energy every week.

~16 players per mini tournament =>
+320 additional monthly visits across all venues.

Monthly Tournaments

Players and new spectators
participate and attend monthly tournaments.

~50 players and spectators per tournament =>
+250 additional monthly visits across all venues.

Other leagues, tournaments, and private events are hosted regularly
=> further expanding audience reach across the network.

Strategic Screen Placement

Screens are positioned in waiting areas, lounges, and lobbies, where attention is naturally **highest**.

Why Waiting Areas Work

People in waiting areas are attentive.
They're relaxed, present, and receptive
=> the ideal state for advertising recall.

Placed to Enhance, Never Interrupt

Screens are positioned outside courts.
Preserving the premium playing experience.
Players are fully focused on gameplay.

VENUE SPOTLIGHT

Sin El Fil



VENUE SPOTLIGHT

Zalka



VENUE SPOTLIGHT

Country Lodge



VENUE SPOTLIGHT

Fouad Chehab



VENUE SPOTLIGHT

Kaslik





BRAND POWER

More Than Visibility. Brand Presence.

Advertising in a padel venue elevates how your brand is perceived.



Brand Positioning

Seen in a performance-driven environment. Your brand naturally gains credibility.



Community Integration

It becomes part of a connected player community.



Habitual Exposure

Repeated visibility builds familiarity and long-term recall.

You're not just placing an ad.
You are building presence.



FLEXIBILITY

Full Advertising Flexibility

InPlay Media gives brands control over how, when, and where campaigns are delivered.



Synchronized Campaigns

Run your ad simultaneously across all venues for a unified brand presence.



Real-time social integration

Extend your social media campaigns directly to screen.



Ad Refresh

Update your messaging regularly to stay relevant and engaging.



QR Code Integration

Drive direct response through the screen.

FLEXIBILITY

Smart Daypart Targeting

Different times of day attract different audience segments.

Brands can reach their targets at the right moment.

Morning Sessions

Business owners and executives.

Increased female participation.

Afternoon & Evening

Working professionals and university students.

Young adults unwinding after classes or work.

Target the right audience, at the right moment.



Category Exclusivity

InPlay Media offers category exclusivity across the entire network to brands who commit to a full-year partnership.

Only one brand per sector will be featured during the contract period.

No Direct Competition

Your brand will never appear alongside a competing brand in the same category.

Ensuring total category ownership.

Long-Term Association

A full-year commitment builds brand association with the venue and the community.

Turning advertising into genuine presence.

Digital Screens vs. Static Advertising

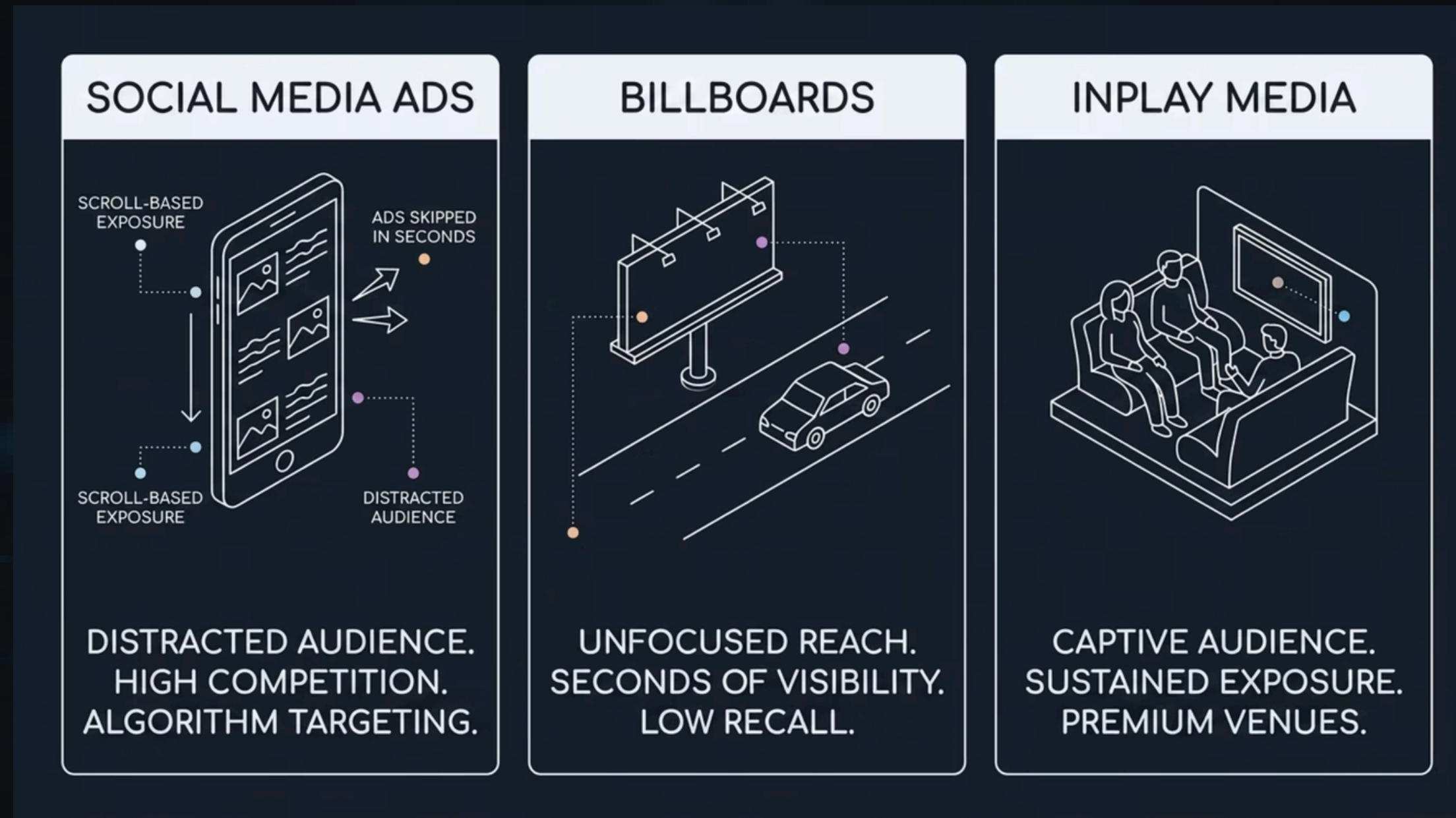
✓ InPlay Digital Screens

- Dynamic, full-motion video content
- Update campaigns remotely, anytime
- Schedule ads by day or time of day
- QR codes for direct engagement
- Synchronized instantly across all venues
- Measurable, performance-driven results

✗ Static Banners

- Fixed — cannot be updated or refreshed
- No video or motion capability
- Require manual replacement
- Limited creative impact and storytelling
- No scheduling or daypart flexibility
- No interaction, tracking, or analytics

Social Media & Traditional Advertising vs. InPlay Media



Social ads are skipped. Public ads are passed.
InPlay Media is unavoidable.

PRICING

The Network Package

\$750 / 2 Weeks

One investment. Full network access.

Your brand runs across all 5 Padel House locations, on all 11 screens, reaching Lebanon's most valuable sports audience, simultaneously and continuously.

Special introductory pricing is available for the first brands to commit. Once the slots are filled, standard pricing applies.



FUTURE

Future Expansion

InPlay Media's vision to become Lebanon's largest sports venue advertising network.



Phase 1 — Now

Padel House · 5 locations · 11 screens



Phase 2

Additional Padel House locations and other premium padel clubs across Lebanon.



Phase 3

Expansion into gyms and fitness centers.
High-traffic, high-dwell lifestyle venues.



Phase 4

Sports clubs and lifestyle venues nationwide.
Lebanon's definitive premium sports media network.

