



## OFFICIAL PADEL TOUR'S GLOBAL NAME & LOGO REVEALED – PREMIER PADEL™

*Launch video released, social channels coming soon, and category 1 tournaments named "Majors" – with the Qatar Major 2022 breaking all registration records*

**LAUSANNE, MADRID, LONDON, DOHA, NEW YORK, BUENOS AIRES – 14 March 2022** The official new global Padel tour – governed by the International Padel Federation (FIP) and backed by the Professional Players Association (PPA) and Qatar Sports Investments (QSI) – is proud to announce its new global brand name and identity today.

The fully regulated new tour will be known as **Premier Padel™**, a dynamic and exciting global brand, which captures the essence and spirit of the new dawn for Padel – professionalism, dynamism and premium standards delivering on a new global vision. The name of "category one" Premier Padel tournaments has also been revealed as "**Majors**", starting with the *Premier Padel Qatar Major 2022* beginning on 28<sup>th</sup> March.

Watch the launch video here: <https://www.youtube.com/watch?v=cBsOSexn6hk>

### The Padel Star

The Premier Padel™ brand is illustrated with two distinct elements.

First, the Padel Star is perfectly assembled and united by five Padel racquets – representing the 5 major continents that the global tour will travel to – at the heart of which is a gold star. This element is entirely unique and never seen before within sport.

The Padel Star also represents the highest standards of sporting professionalism and elite athleticism that will be practiced within the tour, both on and off the court – together with the connected unity of the new tour. The gold colour demonstrates the premium standard of competition and the exceptional standards of all Premier Padel™ events.

### 'Premier Padel'

The words '*Premier Padel*' are capitalised and italicised, depicting the bold and dynamic identity of this new Padel tour – based on freedom of movement, both within the logo and the tour itself.

The iconic Padel racquet shape is also embedded within the 'P' of Padel within the brand name – creating a unique identity for the wording itself – and providing scope for the 'P' to be used as an independent brand logo for future tournaments.

### About Premier Padel™

The new Official tour was spectacularly launched earlier this year – governed and regulated by the International Padel Federation (FIP) and backed by the Professional Players Association (PPA) and Qatar Sports Investments (QSI). The Premier Padel tour is based on a new global calendar of international and national competitions – including four top category "Major" tournaments – which will take place in sensational venues around the world. At least 10 tournaments are scheduled for each of 2022 and 2023, ramping up to over 25 tournaments a year by 2024.



### About the Premier Padel Qatar Major 2022

The Premier Padel Qatar Major 2022 tournament is the first category 1 event of the new tour, taking place in Doha on 28 March to 2 April when the FIFA World Cup Qatar 2022 draw will also occur in Doha. Records have already been broken for the Qatar Major without a match being played, with 123 pairs registered including players from 19 different countries and record tournament prize money of €525,000.

Earlier this month, major international broadcaster ESPN was announced as the tour's official broadcast partner in LATAM, covering nearly 50 countries spanning South America, Central America, Mexico and Caribbean – elevating the sport of Padel to never-seen-before levels in the key Americas markets. Significant other international broadcast deals are soon to be revealed, as the new tour has the goal of showcasing Padel globally like never before in countries all over the world.

Premier Padel™ social media channels will be launched in the coming days.

- **Launch video here:** <https://www.youtube.com/watch?v=cBsOSexn6hk>
- **Instagram:** <https://www.instagram.com/premierpadel/>
- **Website and other digital channels:** <https://linktr.ee/premierpadel>
- **For additional information, please contact** [info@premierpadel.com](mailto:info@premierpadel.com)

