



Partnerships Highlights
September 2026

Partnership Highlight— September 2026



Rallying with the Ravens

JOOLA's Matt Hethertington, Brian Blewis, and Doug Vane visited the Baltimore Ravens' training facility for a day of table tennis and pickleball fun and instruction. The team and front office got hands-on with both sports, learning the ins and outs of each while competing and having fun along the way. Beyond the games, the experience gave the Ravens an opportunity to connect, build camaraderie and strengthen team chemistry off the field with JOOLA alongside them.



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JOOLA Joins the Terps for *Dinks for Dunks*



Last month, JOOLA hit the court with the University of Maryland Terrapins Women's Basketball team for the inaugural **Dinks for Dunks** fundraiser. The event brought the team and community together through pickleball while supporting women's athletics and creating opportunities for the next generation of female athletes. Head Coach Brenda Frese joined in on the action, getting on the court and dinking alongside her team, fans and JOOLA staff.





Serving Up Support for Robin Hood in NYC

Hosted at City Pickle in Central Park, NYC, JOOLA was proud to support the 3rd Annual Robin Hood Foundation Pickleball Tournament, bringing together players, partners, and supporters for a great cause. The event raised over **\$250,000** to help fight poverty and create opportunity across New York City. Eric White and NY Yankees legend Tino Martinez took home the championship title after an exciting day of competition. Robin Hood is one of the world's leading foundations dedicated to fighting poverty, and JOOLA was proud to be part of an event that combines the growth of pickleball with meaningful impact in the NYC community.



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One Love, One Game – JOOLA x Jamaica Pickleball Open

JOOLA and JOOLA Brazil joined forces to support the 2nd Jamaica International Open at Pickle & Chill in Kingston, helping fuel Jamaica’s rise as a pickleball hub in the Caribbean. The event organizer is also a key retail and distribution partner for JOOLA, creating new opportunities to expand sales and grow the brand across the island. JOOLA athlete Christina Chin made a statement with a Triple Crown (3 gold medals), while Hope Tolley was on-site supporting tournament operations and helping make the event a success.

JAMAICA TOURNAMENT SCHEDULE

INTERNATIONAL PICKLEBALL OPEN

SATURDAY SEPTEMBER 12, 2026

9:00AM

MEN'S Doubles DUPR: 3.5-5.0

OVER 40 MIXED Doubles

11:30AM

MEN'S Doubles DUPR: 2.5-3.5

WOMEN'S Doubles Open

2:00PM

MIXED Doubles Open

MEN'S OVER 40 Doubles

5:00PM

MEN'S Doubles Prize Pool

WOMEN'S Doubles Prize Pool

7:30PM

MIXED Doubles Prize Pool

MEN'S Doubles FINALS DUPR: 2.5-3.5

OVER 40 MIXED Doubles FINALS







pickleballonice and 3 others
Kingston, Jamaica

pickleballonice Triple Crown in the motherland 🇯🇲🏆🏆🏆
[@jamaicaintipickleballopen](#)

What an amazing week competing in singles, women's doubles, and mixed doubles! Even better, I got to spend so much time with my amazing family (Julie, Kev and Ed) and meet so many new friends from around the world. ❤️

A huge thank you to everyone who came out to watch, cheer me on, say hi, and support me throughout the week! And to everyone who joined my clinics, thank you for trusting me with your game. It was so much fun getting on court with you all! 🙌

Huge thank you to my partners [@django.pickleball](#) and [@gabi_elena](#) for absolutely crushing it this tournament! Couldn't have done it without you both!

Feeling super grateful for the opportunity to compete here and represent my Jamaican roots. 🇯🇲

Thank you [@joolapickleball](#) [@joolabrasil](#) for all the support over the past few years and for continuing to believe in me! And thank you [@amanchatani](#) and [@kobiias](#) for running such a fun tourney!

Until next year, Jamaica! 🇯🇲❤️

[#JamaicaInternationalPickleballOpen](#) [#TripleCrown](#)
[#JoolaPickleball](#) [#joolabrasil](#)



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JOOLA HC-40 X DUPR Partnership Driving Sales & Adoption

The JOOLA HC-40 officially became the Official Ball of DUPR effective Sept 1, driving significant visibility and adoption with 26 official DUPR events across three countries in September already using the ball. Our team has directly engaged 50+ tournament organizers to secure HC-40 orders for upcoming events, creating a strong sales pipeline across Minor League Pickleball and the DUPR Collegiate Tour. With growing tournament adoption and direct organizer relationships, the HC-40 is positioned for continued volume growth and expanded market penetration.

